

## Islamic Values-Based Public Relations Management in Building Trust and School Image: A Case Study at MTs Ar-Rois Cendekia Semarang

Saeda Aliatus Zaman<sup>1</sup>, Fatkuroji<sup>2</sup>, Agus Sutiyono<sup>3</sup>,  
Mohd Huefiros Efizi bin Husain<sup>4</sup>

<sup>1,2,3</sup>UIN Walisongo Semarang, Indonesia

<sup>4</sup>Universiti Teknologi MARA (UiTM), Malaysia

\*Corresponding Author. E-mail: [saedalia767@gmail.com](mailto:saedalia767@gmail.com)

**Abstract:** This study is designed to examine how Public Relations management is implemented in improving the institutional image and strengthening the relationship between schools and their stakeholders at MTs Ar-Rois Cendekia Semarang. In the context of contemporary education, Public Relations serves as a strategic bridge that connects educational institutions with the community through communication, publications, and collaborative efforts that foster public trust. At MTs Ar-Rois Cendekia, PR management is based on Islamic values, with a strong emphasis on ethical communication, information transparency, and service practices that reflect the character of the religion. This research uses a qualitative approach, collecting data through direct observation and structured interviews involving madrasah leaders, public relations personnel, teachers, and school committee members. The results of the study show that the PR strategies implemented include personal branding initiatives, the use of digital media platforms, and collaborative programs with stakeholders such as local authorities and the surrounding community. Islamic principles serve as the ethical foundation for all Public Relations activities. Although there are still challenges, including limitations in the management of human resources and digital media, Public Relations at MTs Ar-Rois Cendekia continues to carry out its functions effectively in strengthening a positive image and fostering harmonious relationships between schools and communities. This research also speculates on the contribution to the development of *Islamic educational management studies* by enriching the conceptual framework of educational PR management that integrates with Islamic values in institutional practice.

**Keywords:** Public Relations Strategy, School Image, Public Trust, Education Management, PR Management.

## **Introduction**

In the midst of the rapid transformation of contemporary education, public relations management (PR) has emerged as a strategic element in fostering public trust and shaping an image that benefits educational institutions. PR is no longer limited to the technical function of delivering information or promoting school programs on the contrary, it assumes an active function in influencing and guiding public perception regarding the quality of services, institutional values, and the character of the school as a whole. Through well-structured and sustainable communication planning, Public Relations acts as a bridge between educational institutions and various stakeholders, including internal actors such as teachers, students, and education staff, as well as external parties such as parents, alumni, media, and government agencies. In an era characterized by fierce competition among education providers, an effective PR management strategy is an important mechanism to strengthen the legitimacy and public trust in the quality of education offered. In addition, professional PR practices demonstrate an institution's commitment to transparency, accountability, and organizational integrity, which in turn strengthens the institution's reputation and competitiveness at both the local and national levels.

The practical application of a structured PR management strategy is clearly reflected in the practice of MTs Ar-Rois Cendekia Semarang. This madrasah has consistently cultivated a public communication framework that aims to strengthen public trust and improve its institutional image. The findings from observations and interviews show that the core strategy implemented by the Public Relations team is centered on strengthening the identity of the madrasah and personal branding through an approach based on Islamic values. This strategy is executed through a variety of communication channels, including digital platforms and direct interpersonal engagement. Social media platforms such as Instagram and Facebook are used strategically to showcase student activities, educator achievements, and social initiatives that collectively portray madrasahs as modern and accomplished Islamic educational institutions. Beyond digital promotion, Public Relations actively establishes inter-institutional partnerships, maintains family-style interpersonal communication, and engages alumni as institutional representatives and ambassadors. This approach illustrates that PR activities are not only focused on outward promotion, but also contribute significantly to strengthening internal trust through collaboration between all components of the school.

Public Relations Management at MTs Ar-Rois Cendekia Semarang is basically anchored in Islamic values which are the main reference for all communication activities. Core values such as *tawadhu'* (humility), *tasamuh* (tolerance), *ta'adul* (justice), and *tawazun* (balance) collectively constitute the ethical foundation of madrasah public communication practices. The spirit of *tawadhu'* is manifested through a polite, open, and responsive attitude of service to the aspirations of the community. *Tasamuh* is reflected in respect for differences of opinion between parents and educational partners, while *ta'adul* and *tawazun* guide efforts to balance institutional interests with public needs. Through the internalization of these values, PR management goes beyond just building an image and functions as a cultural *da'wah* medium that strengthens the character of Islam in the process of building public trust. The integration of the spiritual dimension in every communication activity allows the positive image of the school to develop organically through consistent ethical behavior and exemplary behavior.

Despite having a relatively solid communication framework, the implementation of Public Relations management at MTs Ar-Rois Cendekia Semarang continues to face several challenges, especially in responding to the dynamics of the digital era. One significant challenge lies in the increasing demand for fast and precise dissemination of information, while the availability and technical capacity of human resources within PR teams remains limited. In addition, the cross-sectoral coordination process often takes time to ensure that the message conveyed remains aligned with the institution's vision and policies. Another pressing problem stems from the rapid circulation of information on social media, which carries the risk of misinformation potentially affecting the reputation of the school. To overcome these challenges, the Public Relations team actively seeks to improve digital literacy, strengthen public communication competencies, and conduct periodic evaluation of strategy effectiveness. This initiative reflects the adaptive nature of PR management at MTs Ar-Rois Cendekia in continuing to adapt to the demands of society and technology that continues to evolve.

A number of previous studies have discussed the role of public relations in improving the public image and trust of educational institutions, both through communication, publications, and the use of social media. However, most of these studies still position public relations as operational in technical and administrative nature. The study has not placed PR as a managerial function in planning, decision-

making and managing relationships between educational institutions and stakeholders. PR management in Islamic educational institutions also still focuses on normative aspects. In addition, modern PR management related to Islamic values in Islamic education management is still relatively limited. Therefore, research is needed that is able to explain how PR management strategies can be applied managerially and based on Islamic values in building trust and positive images of educational institutions.

Based on this discussion, this study concentrates on examining the PR management strategy in fostering trust and building a positive institutional image at MTs Ar-Rois Cendekia Semarang. Using a descriptive approach supported by observational and interview data, this study aims to provide a comprehensive overview of the implementation of communication strategies, internalization of Islamic values, and adaptive responses to digital challenges in public relations practice. These findings are expected to contribute theoretically to the advancement of Islamic educational communication studies, especially in the field of PR management based on Islamic values. From a practical perspective, this research can be a reference for other educational institutions in formulating communication strategies that are effective, credible, and oriented towards strengthening public trust. Through well-directed PR management rooted in Islamic ethics, educational institutions can improve their reputations, expand social networks, and establish harmonious and sustainable relationships with all stakeholders.

## **Research Methods**

This research adopts a descriptive qualitative design intended to gain a deep and holistic understanding of Public Relations (PR) management strategies in fostering public trust and developing a positive school image at MTs Ar-Rois Cendekia Semarang. Through this approach, social realities are examined as they are naturally revealed in a real context, allowing phenomena to be accurately explained without manipulating research variables. The qualitative framework is considered appropriate because it allows for the exploration of meaning, strategic patterns, and fundamental values that shape the deeper practice of Public Relations. In this study, the researcher functions as the main research instrument, actively involved in observing and interpreting the communication flows, coordination mechanisms, and publication activities carried out by the madrasah. Furthermore, the researcher analyzed the dynamics of social interaction between schools

and their stakeholders formed through sustainable public relations activities. As a result, this study not only emphasizes the results, but also critically examines the contextual processes and interactions that occur in the field.

The research was conducted at MTs Ar-Rois Cendekia Semarang, which is located on Jalan Ar-Rois Raya, Gunungpati District, Semarang City, Central Java. The location of this research was chosen because of the typical characteristics of the madrasah, in particular effective public communication practices, a strong foundation in Islamic values, and a favorable reputation in the community. MTs Ar-Rois Cendekia is considered an institution that is able to integrate religious principles with professional public relations management. Throughout the data collection phase, the researcher conducted direct observation of various homework-related activities, including school publications, social media management, and programs involving community involvement. In addition, direct interaction is carried out with the head of the madrasah, teachers, school committees, and the Public Relations team, who serve as key informants. An open and communicative institutional environment allows researchers to collect rich, relevant, and focused data, thus supporting a comprehensive understanding of PR management practices in the context of contemporary Islamic education.

Data collection was carried out using three main techniques of observation, interviews, and documentation—which were applied in an integrated manner to ensure the depth and accuracy of the information. Observations were focused on identifying behaviors and activities related to the implementation of PR strategies, including communication models, stakeholder participation, and publication practices undertaken by schools. In-depth interviews were conducted by 3 resource persons, namely Putri rahmi fatmawati, M.Ag. (as principal), Mazro'atul islakhiyah, M.Pd. (teacher), Rida fahimatul aaliyah, S.Ag. (as administrative staff in the field of public relations) which aims to gain detailed insights into the planning, implementation, and evaluation of public relations activities. Documentation techniques were used to collect supporting materials, including photos of activities, institutional archives, publication reports, and content from madrasah social media platforms that were aligned with the research objectives. The data obtained through this method is systematically compiled and examined to identify patterns, relationships, and meanings associated with efforts to improve public trust and institutional image. The integration of these techniques allows the research to present a comprehensive depiction of

Public Relations management practices at MTs Ar-Rois Cendekia Semarang.

The analysis of the collected data uses an interactive analytics model consisting of three interconnected stages: data reduction, data viewing, and drawing conclusions. During the data reduction phase, information is carefully selected and refined based on the research objectives, ensuring that only relevant data is retained for further examination. The subtracted data is then organized and presented in the form of a descriptive narrative to facilitate a systematic and coherent understanding. The final stage involves drawing conclusions through the interpretation of repetitive patterns and linkages in data, particularly those related to PR management strategies in building trust and strengthening the school's image. To ensure the credibility of the data, the research applied validation techniques through triangulation of sources, methods, and time. This process guarantees that the findings accurately represent empirical conditions in the field. Overall, research is conducted in a reflective and repetitive manner, remaining open to emerging insights, thus ensuring that the conclusions reached are reliable and scientifically accountable.

The validity of the data in this study is maintained through triangulation techniques. Source triangulation is carried out by comparing data obtained from madrasah heads, public relations personnel, and teachers. In addition, triangulation techniques are carried out by comparing the results of observations and interviews to ensure data consistency. The validity of operational data is also strengthened through observation and confirmation of data to informanguna to ensure that the information obtained is in accordance with the actual conditions. With the application of triangulation and validation, the research results are expected to have an adequate level of credibility and validity.

## **Results and Discussions**

### **Conceptual and Implementation of Public Relations Management (PR) based on Islamic values at MTs Ar-Rois Cendekia Semarang**

Public relations management (PR) based on Islamic values provides a strong conceptual framework for Islamic educational institutions at MTs Ar-Rois Cendekia Semarang. This conceptual model places Islamic values as ethical and operational foundations in all stages of PR management, from strategic planning to communication to evaluation and development of relationships with stakeholders. Islamic values such as honesty (*sidiq*), justice (*'adl*), responsibility (*amanah*),

balance (*tawadu*) function as moral guidelines that direct messages, communication practices, and institutional relationships consistently with the religious character of the madrasah (Khofi et al., 2026) These values are not only a philosophical framework but also have a direct influence on how schools arrange messages, choose communication channels, and respond to public needs, so that public trust is formed not only in the technical aspects of communication but also in the sense of security and harmony of values between the school and the community.

The practice of public relations management (PR) at MTs Ar-Rois Cendekia Semarang shows a significant contribution in building a positive image and strengthening public trust in Islamic educational institutions. (Rasman & Hidayat, 2019) Public Relations plays a strategic role as a communication liaison between madrasahs and the community, both in the delivery of institutional information and in the development of cooperation with external stakeholders, such as students' parents, school committees, and other educational partners. Through a directed and continuous communication pattern, Public Relations is able to form a positive public perception of the professionalism and quality of madrasah education services. (Karmilah, 2025) This role can be seen from the ability of Public Relations to maintain harmonious external relations, elevate student achievements, and communicate various activities that reflect Islamic values and institutional excellence. Thus, the Public Relations function is an important element in strengthening the reputation of MTs Ar-Rois Cendekia Semarang as an educational institution that is religious, progressive, and gains public trust.

Various programs coordinated by Public Relations, such as the implementation of the Arois School Fair, the commemoration of National Santri Day, community social activities, and cooperation with fostered madrasahs, are part of the public communication strategy that is carried out in a sustainable manner. These activities are not only used as a promotional medium, but also as a means to emphasize the existence and role of madrasahs in the midst of a competitive educational environment. Through these various programs, Public Relations displays the identity of the madrasah based on Islamic values, creative, and responsive to the times. The active involvement of the community, educators, and students in every activity helps to strengthen social ties and foster a sense of belonging to the institution. (Zaini, 2024) This participatory approach allows Public Relations to expand the reach of information while strengthening the image of madrasahs as an institution that is open to collaboration, innovation, and positive change in the

world of Islamic education.

In its implementation, the Public Relations of MTs Ar-Rois Cendekia Semarang develops a communication strategy oriented towards the principles of openness, ethics, and politeness in accordance with Islamic teachings. The dissemination of information is carried out through various communication channels, both directly and through digital media, by utilizing social media as the main means of publication. Each message and content delivered is designed to represent the values of religiosity, achievement, and discipline of the madrasah. (Idharudin et al., 2025) This strategy emphasizes that the role of Public Relations is not limited to a mere informative function, but also plays a role in building a positive narrative that reflects the identity and character of the institution. In addition, synergy with internal elements, such as teachers and students, also improves the quality of messages conveyed to the public. The implementation of two-way communication also provides space for the community to provide feedback, so that public relations programs can be evaluated and adjusted in a sustainable manner to the needs of the community.

Although the implementation of Public Relations management at MTs Ar-Rois Cendekia Semarang has been running relatively optimally, there are still a number of obstacles that need to be considered further. One of the main challenges relates to the limitation of human resources in the field of public relations, which has an impact on the effectiveness of the implementation of tasks, especially in responding to requests for information and publishing quickly. This condition causes the workload of the Public Relations team to be quite high, while public expectations for information disclosure continue to increase. In addition, the limitation of supporting facilities, such as digital devices and access to technical training, also hinders the optimization of public relations functions. (Syafitri & Wulandari, 2024) Therefore, strengthening the capacity of the Public Relations team through digital communication training, media management, and improving internal coordination is a strategic step that needs to be taken. (Manajemen & Jmp, 2025) With these efforts, it is hoped that public relations management at MTs Ar-Rois Cendekia Semarang can continue to develop professionally and make a maximum contribution in maintaining a positive image and public trust in madrasahs.

### **Public Relations Strategies in Improving School Image**

The implementation of public relations strategies at MTs Ar-Rois Cendekia Semarang plays an important role in forming a positive image

as well as expanding the existence of madrasas in the community. Through systematic communication planning. Public Relations not only positions madrasas as quality Islamic educational institutions, but also as dynamic institutions, responsive to social developments, and open to cross-party partnerships (Suyitno, 2021). The findings of observations and interviews show that one of the main strategies implemented is the personal branding approach (Sholihah, 2018), which is an effort to build and display the typical identity of madrasas consistently to the public. This strategy is realized not only through the use of digital media, but also through direct interaction with the community, alumni, and other educational institutions (Sholihah, 2018). A Public Relations staff revealed that "we want the public to know the madrasas not only by their achievements, but also by the positive values reflected in each activity." The statement emphasized that the orientation of the Public Relations strategy is directed at the formation of an institutional image that is strong, moral, and in line with Islamic principles.

The concrete forms of the strategy implemented include:

1. The implementation of continuous publication of school activities through the madrasah's official social media accounts, such as Instagram, Facebook, and YouTube. The material presented includes learning activities, participation in academic and non-academic competitions, religious activities, and student social programs. This effort aims to allow the community to witness firsthand the positive and productive climate that develops in the madrasah environment.
2. The development of creative content in the form of institutional profile videos, remarks commemorating Islamic and national holidays, and documentation of student achievements that are packaged in an attractive and informative manner. This kind of visual presentation is considered to be able to increase public engagement while expanding the distribution of information more quickly and efficiently.
3. The use of promotion strategies based on word-of-mouth communication carried out by teachers, alumni, and parents of students. The delivery of positive experiences and testimonials from these parties functions as a natural promotional medium that has a significant effect on the formation of public perception of madrasas.

The implementation of personal branding strategies by Public Relations has been proven to have a positive impact in increasing the level of public recognition and trust in MTs Ar-Rois Cendekia Semarang.

The results of the observation show that there is a tendency to increase the number of new students every year, as well as an increase in public interest in collaborating in various madrasah programs. The public perception of MTs Ar-Rois Cendekia has also been strengthened, where the madrasah is seen as an Islamic educational institution that not only emphasizes academic achievement, but is also committed to building character, developing creativity, and internalizing religious values. Thus, the personal branding strategy managed by Public Relations has succeeded in positioning madrasahs as an educational institution that is superior, modern, and based on Islamic morals in the eyes of the public.

### **Islamic Values in Islamic Education Management**

The implementation of Public Relations management at MTs Ar-Rois Cendekia Semarang is not solely directed at the formation of an institutional image, but strongly believes in Islamic values which are the spiritual foundation in every communication and public service practice (Fairuz et al., 2025). These values function as a sign of ethics as well as professional guidelines for all Public Relations personnel in carrying out their roles. Islamic principles such as *tawadhu'* (humility), *tasamuh* (tolerance), *ta'adul* (justice), and *tawazun* (balance) are consistently internalized in the communication process, both in the internal environment of the madrasah and in external relations with the community (Ikhwan, 2018).

The application of *tawadhu'* values is reflected in the humble attitude and politeness of the Public Relations team when interacting with the community, students' parents, and institutional partners. One of the Public Relations staff in the interview said that "we try to welcome every guest with a friendly and polite attitude, because we interpret good service as part of *da'wah*." This practice slowly fostered public respect and trust in madrasahs. The principle of *tasamuh* is realized through the openness of Public Relations in responding to differences in backgrounds, views, and cultures of the surrounding community. The communication built is directed to remain inclusive and harmonious, both with public schools, government agencies, and communities across religious organizations.

The value of *ta'adul* or justice is seen from the way Public Relations manages information and publishes proportionately. The Public Relations Team strives to maintain objectivity by not overriding the principle of honesty, avoiding exaggerating the achievements of madrasahs, and providing equal opportunities for all elements of the school to be involved in public activities (Ikhwan, 2018). This approach

shows that the management of Public Relations at MTs Ar-Rois Cendekia not only pursues a positive image, but also places moral responsibility and communication ethics as the top priority.

On the other hand, the principle of tawazun or balance is the basis for maintaining harmony between internal and external activities of the madrasah. Public Relations seeks to balance the interests of institutional promotion with social services to the community, as well as align the use of digital media with direct social interaction (Ikhwan, 2018). Thus, public relations activities are not stuck on popularity orientation alone, but still focus on the value of utility, sustainability, and the spiritual dimension in each program that is run.

The Public Relations management approach rooted in Islamic values forms a distinctive institutional character and integrity at MTs Ar-Rois Cendekia Semarang. All forms of publication, media content, and communication activities are designed with Islamic ethics in mind, both in terms of language, visuals, and message substance. As a result, madrasahs are not only known as academically superior institutions, but are also considered institutions that display moral examples, civilized service, and communication with da'wah nuances. This approach also strengthens the emotional bond between the madrasah and the stakeholders, as the community feels the spiritual value that lives in every public relations interaction that is built

### **Obstacles in the Implementation of Public Relations Management**

In public relations practice at MTs Ar-Rois Cendekia Semarang, the Public Relations team faces various obstacles that affect the effectiveness of public communication and the maintenance of the institution's image (Mayasari et al., 2024). These obstacles come from the internal conditions of the madrasah as well as from changes in the external environment of the community which are increasingly dynamic. Broadly speaking, the problems faced include the following main aspects.

#### **1. Information Speed Demands**

One of the most prominent issues in public relations management is the growing public demand for the speed of information delivery. Parents of students, prospective guardians, and the wider community expect a quick response to various questions, clarifications, and issues that develop through social media and official communication channels of the madrasah. However, the internal clarification process involving the head of the madrasah, teachers, and the Public Relations team takes time so that the information submitted remains accurate and in line with

the institution's policies. This condition often causes delays in response, which has the potential to cause a negative perception as if madrasahs are less responsive to public information needs.

## **2. Limited Human Resources (HR)**

MTs Ar-Rois Cendekia Semarang does not yet have a formally structured Public Relations unit and works full-time. Most of the public relations functions are still carried out by teachers who also play the role of media managers or coordinators of school activities. This situation has an impact on the implementation of public relations tasks that are not optimal, especially in the preparation of long-term communication strategies, sustainable publication management, and evaluation of public communication performance. As a result, public relations activities tend to be situational and have not been systematically integrated in the management of madrasahs.

## **3. Not Optimal Management of Digital Media**

Although the use of digital media such as Instagram, Facebook, and the official website of the madrasah has been carried out to support the publication of activities, the management is still conventional and does not use a structured digital management system. The absence of scheduled content planning, audience engagement analysis, and a consistent digital branding strategy causes the dissemination of information not to achieve maximum results. In addition, the limited technical skills of some team members in the fields of visual design, content writing, and video production also hinder the presentation of interesting and professional publication materials.

These various obstacles are real challenges in maintaining the sustainability of communication and the quality of information services to the public. However, madrasahs continue to strive to make improvements through strategic steps, including digital media management training for teachers involved in the Public Relations team, strengthening cross-field coordination, and developing a social media-based rapid response system. These steps are expected to improve the performance of Public Relations in supporting a positive image and strengthening the relationship between MTs Ar-Rois Cendekia and all stakeholders.

The results of the study show that the implementation of Public Relations management at MTs Ar-Rois Cendekia Semarang has been effective and has had a significant impact on the formation of a positive image of the madrasah in the eyes of the community. Public Relations

plays a strategic role as a strategic actor who bridges the interests of educational institutions with external communities through continuous communication, publication, and information service activities (Astuti et al., 2024). The consistency of the implementation of various public relations programs has proven to be able to foster public trust while strengthening the reputation of madrasas as a modern, superior, and characterful Islamic educational institution.

The main focus of the Public Relations strategy lies in strengthening the institution's personal branding. Through this approach, MTs Ar-Rois Cendekia seeks to display the identity of the madrasah consistently and positively in various public spaces, both through social media and direct activities in the community (Mayasari et al., 2024). Publication of school activities, documentation of student achievements, and the presentation of creative content with Islamic nuances are effective means to introduce the excellence of madrasas. This strategy is in line with the concept of image formation in modern public relations studies, which emphasizes the formation of institutional identity through sustainable and representative communication (Sholihah, 2018).

Another prominent advantage is the integration of Islamic values in PR management practices. Principles such as *tawadhu'* (humility), *tasamuh* (tolerance), *ta'adul* (justice), and *tawazun* (balance) are used as the foundation in every communication and public service activity (Ikhwan, 2018). These values are reflected in the pattern of interaction between Public Relations and the community, the preparation of publication messages, and the handling of the aspirations and complaints of students' parents. This Islamic values-based approach provides a strong moral identity for madrasas while also distinguishing them from other public educational institutions. Thus, the function of Public Relations is not only directed at the formation of an external image, but also at the internalization of spiritual values in its overall managerial practice.

However, this study also reveals a number of obstacles in the implementation of Public Relations management, such as high demands on information speed, limited human resources, and suboptimal management of digital media. The development of public communication in the digital era demands a quick response and quality content, while PR teams still have to go through a cross-party coordination process before delivering official information (Fardani Ubaidillah et al., 2024). In addition, the lack of a public relations unit structurally causes the

workload to be spread across teachers and media teams, so long-term communication planning cannot be carried out optimally.

In the context of digital media management, although the use of platforms such as Instagram, Facebook, and the official website of the madrasah has been actively carried out, the management system is still manual and not yet based on integrated content management. Limited technical competence in graphic design, video production, and digital interaction analysis is an inhibiting factor in building a professional digital image. This condition emphasizes the importance of increasing the capacity of human resources through training and mentoring in the fields of communication technology and digital marketing so that the performance of Public Relations is more adaptive and effective in facing the times (Hasanah et al., 2023).

Overall, the findings of this study confirm that Public Relations is not only a supporting unit in educational institutions, but a strategic element in strengthening the identity, reputation, and competitiveness of madrasahs. Through the synergy between effective communication, collaboration with various parties, and the internalization of Islamic values, MTs Ar-Rois Cendekia is able to build public trust while expanding its influence in the realm of Islamic education. In the future, strengthening the institutional structure of Public Relations, developing integrated digital systems, and improving the competence of human resources are crucial steps to ensure that the role of Public Relations is more professional, adaptive, and sustainable.

## **Conclusion**

Based on the findings of the research, it can be emphasized that the practice of Public Relations management at MTs Ar-Rois Cendekia Semarang has a significant contribution in shaping the positive image of the institution while strengthening relationships with various stakeholders. Through the implementation of personal branding strategies, the use of publication media, and the implementation of collaborative activities with the community and other educational institutions, Public Relations has succeeded in representing the identity of madrasah as a religious, adaptive, and outstanding Islamic educational institution. The internalization of Islamic values such as *tawadhu'*, *tasamuh*, *ta'adul*, and *tawazun* becomes the basis of ethics in every communication and public service activity, so that the message conveyed not only reflects professionalism, but also contains moral and spiritual dimensions. The combination of effective communication, publication

creativity, and strengthening Islamic values places Public Relations as a strategic component in improving the reputation and trust of the community in madrasas.

This research also identifies a number of challenges that still need attention, including faster information response requests, limited human resources, and digital media management that has not been running optimally. This condition requires structural strengthening of the Public Relations institution, accompanied by an increase in the competence of human resources so that the functions of communication, publication, and information services can be carried out more effectively and responsive to technological developments. With these strengthening measures, the Public Relations of MTs Ar-Rois Cendekia is expected to be able to continue to play a spearhead in the formation of a positive image of the madrasah, expand the partnership network, and support the realization of the institution's vision as a superior madrasah with strong character and competitiveness in the digital era.

This research has limitations in the scope of objects that only include one madrasah and the use of a qualitative approach that has not quantitatively measured the impact of public relations strategies on public perception. Nevertheless, this research makes a theoretical contribution to the development of public relations studies in the context of Islamic education by emphasizing that homework is not only administrative but also a strategic managerial function that is integrated with Islamic values. These findings also enrich the conceptual framework of Islamic education homework and can be a reference for the development of professional, ethical, and public-relations practices of madrasah that are professional, ethical, and oriented towards strengthening public trust.

## References

- Adhelia, D., Ansar, & Mus, S. (2023). Implementation of Public Relations Management Function at SMA Negeri 3 Palopo City. *Pedagogy: Journal of Education*, 1(1), 1-2.
- Andriani, R., & Setyaningsih, R. (2023). Implementation of Education Marketing Strategy. *Journal of Educational Management*, 8(2), 121-129.
- Astuti, Y. T., Diana, N., Hadiati, E., & Maulidin, S. (2024). Public Relations Management in Building School Image: A Multicase Study at SD Muhammadiyah Pringsewu and SD IT Cahaya Madani Pringsewu. *DIMAR: Journal of Islamic Education*, 6(1), 12-26.

- Fairuz, A., Dzikra Aqilah, K., & Harwinda, A. (2025). Analysis of the marketing strategy of Al-Azhar Kelapa Gading High School in maintaining the school's image. *Indonesian Journal of Impressions*, 4(6), 2317-2331.
- Fardani Ubaidillah, A., Rochmah, L.M., & Yusuf Sobri, A. (2024). Systematic Overview: Higher Education Public Relations Strategies in Improving Image and Reputation through Social Media.
- Hakim, MN, & Rozi, F. (2024). Public Relations Management Strategy in Increasing Public Interest in Madrasah Education.
- Hasanah, R. P. S., Krwanto, & Sholeh, M. (2023). Education Marketing Strategy in Improving School Image at SMA Negeri Jogoroto Jombang. *Scientific Journal of Mandala Education (JIME)*, 9(1), 1–6.
- Ikhwan, A. (2018). The Application of School and Community Relations Management in an Islamic Perspective.
- Mayasari, E., Halimah, A.H., & Murtado, D. (2024). Implementation of Public Relations Management in Increasing Public Trust in the School Environment at SMKS NU Tasikmalaya City. *Nahdliyyah: Journal of Islamic Studies*, 3(1), 2024–2067.
- Sholihah, T. (2018). Public Relations Management Strategy in Creating School Branding in Integrated Islamic Schools (Vol. 3, Edition 2).
- Suyitno, S. (2021). Public Relations Strategy in Improving Marketing of Educational Institutions. *Journal of Basicedu*, 5(5), 4138–4145.
- Idharudin, A. J., Nurhasanah, M., & Heriyanto, B. (2025). *MENINGKATKAN MUTU PENDIDIKAN DI ERA DIGITAL pendidikan di era digital sangat penting dikaji , mengingat perubahan signifikan orang tua dalam pendidikan agar dapat berkontribusi pada peningkatan mutu. 01(03), 712–725.*
- Karmilah, L. (2025). *Public Relations Management in Improving the Image and Performance of Educational Institutions : Strategies , Challenges , and Implications. 4(3), 1417–1425.*
- Khofi, M. B., Salam, M., & Wijaya, K. (2026). *Sustaining Islamic School Reputation : The Multidimensional Role of Educational Public Relations. 5(1), 14–30. <https://doi.org/10.38073/jjmpi.v5i1.3391>*
- Manajemen, J., & Jmp, P. (2025). *Jurnal manajemen pendidikan (jmp). 16(02).*
- Rasman, D., & Hidayat, S. (2019). *Public Relations Management in Efforts to Improve School Image and Community Participation. 3204–3212.*
- Syafitri, A. S., & Wulandari, S. S. (2024). *Strategi Humas Melalui Literasi Digital untuk Meningkatkan Citra Positif SMK PGRI 2 Sidoarjo. 3(3).*
- Zaini, F. (2024). *PUBLIC RELATIONS MANAGEMENT STRATEGY TO INCREASE COMMUNITY PARTICIPATION IN. 6(1), 1–12.*