

PERAN HUBUNGAN MASYARAKAT DALAM MEMBANGUN CITRA

POSITIF SEKOLAH INKLUSI DI SMPN 232 JAKARTA TIMUR

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ABSTRAK

Penelitian ini dilakukan di SMPN 232 Jakarta Timur, yang bertujuan untuk mengetahui dan memperoleh gambaran mengenai peran Humas dalam membangun citra positif pendidikan inklusi. penelitian ini dilaksanakan pada bulan April 2015 hingga bulan Juni 2015. Pendekatan yang digunakan adalah pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan studi dokumentasi. Sumber data berdasarkan penelitian ini berasal dari Wakil Kepala Sekolah Bidang Humas TA 15/16 selaku informan kunci dan dari beberapa informan pendukung, Kepala Sekolah, Wakil Kepala Sekolah Bidang Humas TA 14/15, Guru Pembimbing Khusus, orang tua peserta didik ABK, dan orang tua peserta didik non-ABK.

Hasil penelitian menunjukkan bahwa peran Humas dalam membangun citra positif sekolah inklusi meliputi beberapa faktor yang diperhatikan mulai dari peran Humas dalam membangun citra positif pendidikan inklusi mulai dari penjelasan *job description* dari Humas itu sendiri, menelaah program-program kegiatan yang dilakukan Humas. Hal tersebut meliputi 1) peran Humas sebagai mediator kepentingan sekolah dengan warga sekolah, 2) peran Humas dalam publikasi dan informasi tentang sekolah terhadap masyarakat, serta 3) peran Humas dalam membangun citra positif sekolah inklusi.

Kata kunci: Peran Humas, Citra Positif Sekolah Inklusi

THE ROLE OF PUBLIC RELATIONS IN BUILDING A POSITIVE IMAGE

INCLUSIVE EDUCATION AT SMPN 232 JAKARTA

WISHAL DWI PRAJA

ABSTRACT

This research was conducted in East Jakarta SMPN 232, which aims to identify and obtain an overview of the PR strategy in building a positive image of inclusive education. This study was conducted in April 2015 to June 2015. The approach used is a qualitative approach with descriptive methods. Data collected through interviews, observation, and documentation study. Source of data based on this research came from the Deputy Principal Public Relations FY 15/16 as key informants and supporters from several informants, Principal, Vice Principal Public Relations FY 14/15, Teacher Special Advisor, parents of learners ABK, and the non-elderly learners ABK.

The results showed that the role of PR in building a positive image of inclusive education include several factors to consider ranging from the role of PR in building a positive image of inclusive education ranging from explanations of PR job description itself, to examine the programs of activities carried out PR. PR efforts made in building a positive image of inclusive education. 1) This includes public relations role as mediator in the school with the school community, 2) the role of PR in publications and information about the school to the community, and 3) the role of PR in building a positive image of school inclusion.

Key Word: The Role of Public Relations, Positive Image, Inclusive Education