

**PERAN HUBUNGAN SEKOLAH DENGAN MASYARAKAT DALAM
MEWUJUDKAN PARTISIPASI MASYARAKAT DI SMP BUDI MULIA DUA
BINTARO TANGERANG SELATAN
(2016)**

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ABSTRAK

Penelitian yang berjudul Peran Hubungan Sekolah dengan Masyarakat dalam Mewujudkan Partisipasi Masyarakat di SMP Budi Mulia Dua Bintaro Tangerang Selatan bertujuan untuk mengetahui dan memperoleh gambaran mengenai peran hubungan sekolah dengan masyarakat sebagai *communicator*, *relationship*, dan *back up management*. Penelitian ini dilakukan pada bulan April 2016 hingga Juni 2016 menggunakan pendekatan kualitatif metode deskripsi. Data dikumpulkan melalui wawancara, observasi, dan studi dokumentasi. Analisis data dilakukan melalui tahapan reduksi data, display data, dan verifikasi data. Pemeriksaan dan pengecekan keabsahan data dilakukan melalui tahapan kredibilitas data, transferabilitas, dependabilitas dan konformabilitas.

Hasil pembahasan penelitian peran hubungan sekolah masyarakat sebagai *communicator* yaitu sebagai penghubung diantara sekolah dengan masyarakat internal terkait kebutuhan fisik dan non fisik sekolah, menjembatani aspirasi masyarakat kebutuhan masyarakat eksternal. *Communicator* berperan sebagai penyampaian informasi kepada masyarakat internal dan eksternal sekolah, informasi yang disampaikan terkait penerimaan siswa baru kepada calon orang tua siswa baru dan siswa baru, program sekolah kepada dinas pendidikan menengah, dan kegiatan *charity* kepada warga sekitar luar sekolah. Peran hubungan sekolah dengan masyarakat sebagai *relationship* yaitu membangun dan mempertahankan *networking* dengan lembaga-lembaga yang dapat mendukung sekolah. Beberapa lembaga-lembaga yang bekerja sama diantaranya bimbingan belajar Bintang Pelajar, *Intensive English Course* (IEC), orang tua siswa dalam wadah Persatuan Orang tua Murid dan Guru (POMG). Peran hubungan sekolah dengan masyarakat sebagai *back up management* diwujudkan dengan adanya kegiatan promosi sekolah diantaranya pentas seni di sekolah, *Math Competition*, dan *Open Day* di Lotte Mart.

Saran yang dapat diberikan untuk penelitian ini hendaknya husemas dapat mempertahankan hubungannya dengan pihak-pihak yang dapat mendukung sekolah untuk ke arah yang lebih baik.

Kata Kunci : Peran Husemas, Partisipasi Masyarakat.

**THE ROLE OF PUBLIC RELATIONS FOR SCHOOL IN ACTUALIZING
PUBLIC PARTICIPATION AT BUDI MULIA DUA BINTARO SECONDARY
SCHOOL TANGERANG SELATAN
(2016)**

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ABSTRACT

*The research was entitled *The Role of Public Relations for School in Actualizing Public Participation at Budi Mulia Dua Bintaro Secondary School Tangerang Selatan* aims to identify and obtain an overview of the role of public relations with the school as a communicator , relationship , and back up management. The research was conducted in April 2016 until June 2016 using a qualitative approach within description method. Data were collected through interview's, observation and documentation. Data analysis was performed through the stages of data reduction, data display, and verification. Investigation and checking the validity of data was performed through the stages of data credibility, transferability, dependability, and confirmability.*

The results of the discussion of the role of research as a public school relationships communicator is as a liaison between the school community related internal physical and non-physical needs school, bridge the aspirations of the people needs of external communities. Communicator acts as the delivery of information to internal and external public school, the information submitted relevant new admissions to prospective parents of new students and new students, the school program to the department of secondary education, and charity activities to citizens around the outside of the school. The role of the school with public relations as a relationship is to build and maintain networking with institutions that can support the school. Some institutions that cooperate among tutoring Bintang Pelajar, Intensive English Course (IEC) , Persatuan Orang tua Murid dan Guru (POMG). The role of public relations with the school as a back -up management is realized with promotion activities including performing arts school in the school, Math Competition, and the Open Day at Lotte Mart.

Advice can be given for this research public relations should be able to maintain its relationship with the parties to support the schools into a better direction.

Keywords : *The Role Public Relation for School, Public Participation.*