

ABSTRAK

Susfaridaini : *Strategi Public Relations dalam Membangun Citra melalui Prestasi*

Lembaga Pendidikan (Studi Kualitatif pada Chongkrasat Wittaya School, Thailand)

Lembaga pendidikan memerlukan strategi komunikasi untuk membangun dan mempertahankan citra positif di mata publik. Publikasi prestasi siswa dan institusi menjadi salah satu pendekatan strategis dalam Public Relations yang dapat membentuk persepsi masyarakat terhadap kualitas pendidikan. Penelitian ini bertujuan untuk menganalisis strategi Public Relations yang digunakan Chongkrasat Wittaya School dalam membangun citra melalui publikasi prestasi, serta mengkaji bagaimana strategi tersebut membentuk lima jenis citra menurut teori Frank Jefkins.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif metode studi kasus. Teori citra Frank Jefkins yang mencakup citra cermin, citra keinginan, citra aktual, citra majemuk, dan citra dominan digunakan sebagai landasan konseptual. Teknik pengumpulan data dilakukan melalui observasi partisipatif, wawancara mendalam dengan kepala sekolah, guru, dan tim humas, serta analisis dokumentasi dari media sosial dan publikasi sekolah. Data dianalisis menggunakan teknik analisis tematik dengan triangulasi sumber untuk memastikan validitas.

Hasil penelitian menunjukkan bahwa Chongkrasat Wittaya School menerapkan strategi publikasi prestasi secara selektif dan strategis berdasarkan tiga kriteria utama: nilai cerita yang inspiratif, kebermanfaatan bagi masyarakat, dan keselarasan dengan visi-misi sekolah sebagai lembaga pendidikan Islam modern. Strategi ini berhasil membentuk kelima jenis citra Jefkins secara simultan, menciptakan persepsi positif sebagai sekolah Islam yang unggul dalam prestasi akademik dan non-akademik, serta berhasil membangun kepercayaan publik yang berdampak pada peningkatan reputasi dan minat calon siswa terhadap institusi.

Kata Kunci: *Strategi Public Relations, Citra Lembaga Pendidikan, Publikasi Prestasi, Teori Citra Frank Jefkins, Pendidikan Islam Thailand*

ABSTRACT

Susfaridaini : *Public Relations Strategy in Building Institutional Image through Educational Achievement (A Qualitative Study at Chongraksat Wittaya School, Thailand)*

Educational institutions require communication strategies to build and maintain positive public image. Publishing student and institutional achievements has become one of the strategic approaches in Public Relations that can shape public perception of educational quality. This study aims to analyze the Public Relations strategy used by Chongraksat Wittaya School in building image through achievement publication, and examine how this strategy forms five types of image according to Frank Jefkins' theory.

This research employs a constructivism paradigm with a qualitative approach using case study method. Frank Jefkins' image theory encompassing mirror image, wish image, current image, multiple image, and corporate image is used as the conceptual foundation. Data collection techniques were conducted through participatory observation, in-depth interviews with the principal, teachers, and public relations team, as well as documentation analysis from school social media and publications. Data were analyzed using thematic analysis technique with source triangulation to ensure validity.

The research findings indicate that Chongraksat Wittaya School implements a selective and strategic achievement publication strategy based on three main criteria: inspirational story value, community benefit, and alignment with the school's vision-mission as a modern Islamic educational institution. This strategy successfully forms all five types of Jefkins' image simultaneously, creating positive perception as an Islamic school excelling in academic and non-academic achievements, and successfully building public trust that impacts institutional reputation enhancement and prospective students' interest in the institution.

Keywords: *Public Relations Strategy, Educational Institution Image, Achievement Publication, Frank Jefkins Image Theory, Islamic Education Thailand*