

ABSTRAK

Riva Nurwahida: Analisis *Marketing Public Relations* SMP Itqan Islamic School di Bandung Timur

Penelitian ini dilatarbelakangi oleh keberhasilan SMP Itqan Islamic School dalam menarik minat murid serta orangtua murid untuk mendaftarkan anaknya di SMP Itqan Islamic School melalui aktivitas *Marketing Public Relations* yang efektif. Dalam era persaingan yang semakin meningkat sekolah swasta dituntut untuk mampu menonjolkan keunggulan di mata publik seperti optimalisasi publikasi, pemberitaan, penyelenggaraan event, serta peningkatan citra dimata publik,.

Tujuan dari penelitian ini adalah untuk menganalisis *Marketing Public Relations* yang dilakukan SMP Itqan Islamic School di Bandung Timur. Fokus utama mencakup untuk mengetahui proses *publication* (publikasi), penyelenggaraan *event* (acara), *news* (pemberitaan), dan *inform or image* (meraih citra) yang dilakukan di SMP Itqan Islamic School.

Metode penelitian yang digunakan adalah deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi non-partisipatif. Informan dipilih melalui *purposive sampling* dari pihak internal SMP Itqan Islamic School dengan mempertimbangkan relevansi antara informan dan fenomena yang diteliti.

Hasil penelitian menunjukkan bahwa SMP Itqan Islamic School melakukan aktivitas *Marketing Public Relations* dengan konsep PENCILS melalui empat strategi yang digunakan yaitu, pertama *publications* berfokus pada pemanfaatan media sosial, website, serta penggunaan spanduk dan brosur, kedua *event* melalui kegiatan yang diselenggarakan pihak internal sekolah dan event kolaborasi dengan pihak eksternal, ketiga *news* berfokus pada perencanaan dan efektivitas pemberitaan, keempat *inform or Image* berfokus pada Pembangunan citra positif serta penanganan isu negatif.

Kata Kunci: *Marketing Public Relations*, PENCILS, SMP Itqan Islamic School

ABSTRACT

Riva Nurwahida: *Analysis of Marketing Public Relations at SMP Itqan Islamic School in East Bandung*

This research is motivated by the success of SMP Itqan Islamic School in attracting students and parents to enroll through the implementation of effective Marketing Public Relations strategies. In an era of increasing competition, private schools are required to highlight their strengths in the public eye through optimized publications, news coverage, event organization, and positive image building.

The objective of this study to analyze the Marketing Public Relations strategies implemented by SMP Itqan Islamic School in East Bandung. The main focus is to examine the processes of publications, events, news, and inform or image conducted by the school.

This study employs a qualitative descriptive method. Data collection techniques include in-depth interviews and participatory observation, informants were selected using purposive sampling from internal stakeholders of SMP Itqan Islamic School, based on their relevance to the phenomena being studied.

The finding reveal that SMP Itqan Islamic School applies Marketing Public Relations strategies using the PENCILS framework through for key approaches, first publications, focusing on the use of social media, the official website, banner, and brochures, second events, including both internal school activities and collaborative events with external parties, third news, emphasizing planning and effectiveness in disseminating information, fourth inform or Image at bulding a positive public image and addressing negative issues effectively.

Keyword: *Marketing Public Relations, PENCILS, SMP Itqan Islamic School*