

## ABSTRAK

**Qeis Abdillah Azka,** Penelitian ini bertujuan untuk menganalisis kegiatan *Customer relations* yang dijalankan Pondok Pesantren Al-Ma'tuq dalam upaya memperoleh kepercayaan wali santri. Penelitian dilatarbelakangi oleh pentingnya pengelolaan hubungan antara lembaga pendidikan berbasis pesantren dengan publik eksternal, khususnya wali santri, di tengah meningkatnya kebutuhan keterbukaan informasi dan komunikasi pelayanan yang responsif. Penelitian ini menggunakan model RACE yang terdiri atas *Research, Action planning, Communication*, dan *Evaluation* sebagai kerangka analisis dalam memahami proses pengelolaan hubungan yang dilakukan pesantren.

Penelitian ini bertujuan untuk menganalisis kegiatan *Customer relations* Pondok Pesantren Al-Ma'tuq dalam upaya memperoleh kepercayaan wali santri. Penelitian dilatarbelakangi oleh pentingnya pengelolaan hubungan antara lembaga pendidikan berbasis pesantren dengan wali santri sebagai publik eksternal melalui komunikasi yang terbuka, pelayanan yang responsif, dan pengelolaan hubungan yang berkelanjutan. Penelitian menggunakan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara mendalam, observasi non-partisipatoris, dan dokumentasi. Informan penelitian terdiri atas staf humas, staf kesarifan, dan staf media digital Pondok Pesantren Al-Ma'tuq yang terlibat langsung dalam aktivitas pelayanan dan komunikasi dengan wali santri. Analisis data dilakukan melalui pengorganisasian data, klasifikasi, deskripsi, dan interpretasi makna.

Hasil penelitian menunjukkan bahwa kegiatan *Customer relations* Pondok Pesantren Al-Ma'tuq dilaksanakan secara terstruktur. Pengelolaan hubungan dilakukan dengan mengidentifikasi kebutuhan wali santri, merancang strategi komunikasi dan pelayanan, memanfaatkan komunikasi langsung maupun media digital sebagai sarana penyampaian informasi, serta melakukan evaluasi secara berkelanjutan melalui umpan balik dan penanganan kritik maupun saran. Temuan penelitian menunjukkan bahwa penerapan model RACE mampu mendukung terciptanya hubungan yang komunikatif, transparan, dan responsif antara pesantren dengan wali santri sehingga berkontribusi dalam membangun dan mempertahankan kepercayaan wali santri terhadap Pondok Pesantren Al-Ma'tuq.

**Kata Kunci:** *Customer relations*, Kepercayaan Publik, Pondok Pesantren, Wali Santri.

## ABSTRACT

**Qeis Abdillah Azka**, *This study aims to analyze the Customer relations activities carried out by Al-Ma'tuq Islamic Boarding School in an effort to gain parents' trust. The research is motivated by the importance of relationship management between Islamic boarding school-based educational institutions and external publics, especially students' parents, amid the increasing need for information transparency and responsive service communication. This study applies the RACE model consisting of Research, Action planning, Communication, and Evaluation as the analytical framework to understand the relationship management process implemented by the boarding school.*

*This study aims to analyze the Customer relations activities implemented by Al-Ma'tuq Islamic Boarding School in its efforts to establish parents' trust. The study is motivated by the increasing importance of managing relationships between Islamic educational institutions and students' parents as external stakeholders through transparent communication, responsive services, and sustainable relationship management. This research employed a constructivist paradigm with a descriptive qualitative approach. Data were collected through in-depth interviews, non-participant observation, and documentation. The research informants consisted of public relations staff, student affairs staff, and digital media staff of Al-Ma'tuq Islamic Boarding School who were directly involved in service delivery and communication with students' parents. Data were analyzed through the processes of data organization, classification, description, and interpretation. The findings reveal that the Customer relations activities at Al-Ma'tuq Islamic Boarding School are systematically implemented through the four stages of the RACE model, namely Research, Action planning, Communication, and Evaluation. Relationship management is carried out by identifying parents' needs, formulating communication and service strategies, utilizing both direct communication and digital media as official information channels, and conducting continuous evaluations through feedback as well as the management of complaints and suggestions. The study concludes that the implementation of the RACE model has fostered communicative, transparent, and responsive relationships between the boarding school and students' parents, thereby contributing to the development and maintenance of parents' trust in Al-Ma'tuq Islamic Boarding School.*

**Keywords:** *Customer relations, Public Trust, Islamic Boarding School, Students' Parents*