

ABSTRAK

Salwa Mutiara Rohmah: *Impression management* Yayasan Al Ma'soem Bandung dalam Membentuk Citra di Ruang Publik (Studi Deskriptif pada Yayasan Al Ma'soem Bandung)

Persaingan antar lembaga pendidikan semakin mendorong setiap institusi untuk membangun citra positif di ruang publik sebagai upaya memperoleh kepercayaan masyarakat. Yayasan Al Ma'soem Bandung sebagai lembaga pendidikan Islam yang menyelenggarakan pendidikan dari berbagai jenjang berupaya membangun citra melalui berbagai aktivitas komunikasi, publikasi, pembinaan karakter, serta penguatan nilai-nilai keislaman. Proses tersebut, diperlukan strategi *Impression management* agar citra yang ditampilkan sesuai dengan identitas dan nilai-nilai yang dimiliki lembaga.

Penelitian ini bertujuan untuk mengetahui strategi *Impression Management* yang diterapkan Yayasan Al Ma'soem Bandung dalam membentuk citra di ruang publik. Berdasarkan tipologi Jones & Pittman (1982), yaitu *Ingratiation*, *Self-Promotion*, *Supplication*, *Exemplification*, dan *Intimidation*

Penelitian ini menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme. Paradigma ini digunakan untuk memahami makna yang dibangun oleh para pelaku dalam proses pembentukan citra lembaga. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri atas Ketua PREO Yayasan Al Ma'soem Bandung, Kepala Sekolah SD Al Ma'soem, Wakil Kepala Sekolah Bidang Kurikulum SMP Al Ma'soem, dan Guru SMA Al Ma'soem.

Hasil penelitian menunjukkan bahwa Yayasan Al Ma'soem Bandung menerapkan strategi *Ingratiation* melalui pembentukan kesan ramah oleh tenaga pendidik dan pegawai, penciptaan *milieu* pendidikan yang kondusif melalui budaya disiplin dan nilai-nilai Islami, serta penguatan hubungan harmonis dengan masyarakat. Strategi *Self-Promotion* dilakukan melalui pengembangan kompetensi tenaga pendidik dan pegawai, peningkatan kualitas sumber daya manusia, pemanfaatan media *digital*, serta publikasi program unggulan, prestasi peserta didik, dan keberhasilan lulusan. Strategi *Exemplification* diwujudkan melalui penegasan nilai moral, penerapan nilai keagamaan dalam kehidupan pendidikan sehari-hari, serta komitmen terhadap pendidikan berkarakter. Strategi *Supplication* dilakukan melalui keterbukaan komunikasi dengan orang tua dan pemangku kepentingan serta pelaksanaan program sosial sebagai bentuk kepedulian kepada masyarakat. Sementara itu, strategi *Intimidation* diterapkan melalui penegakan disiplin, sistem pengawasan yang konsisten, serta peran yayasan dalam pengambilan kebijakan dan pengelolaan pendidikan. Penerapan kelima strategi tersebut membentuk citra Yayasan Al Ma'soem Bandung sebagai lembaga pendidikan Islam yang unggul, profesional.

Kata Kunci: *Impression management*, Citra, Yayasan Al Ma'soem Bandung, Lembaga Pendidikan, Ruang Publik

ABSTRACT

Salwa Mutiara Rohmah: *Impression Management of Al Ma'soem Bandung Foundation in Building Its Public Image in the Public Sphere (A Descriptive Study at Al Ma'soem Bandung Foundation)*

Competition among educational institutions increasingly encourages each institution to build a positive image in the public sphere as an effort to gain public trust. Yayasan Al Ma'soem Bandung, as an Islamic educational institution that provides education at various levels, seeks to build its image through various communication and publication activities, character development, and the strengthening of Islamic values. This process requires an Impression Management strategy to ensure that the image presented is consistent with the institution's identity and values.

This study aims to examine the Impression Management strategies implemented by Yayasan Al Ma'soem Bandung in shaping its image in the public sphere based on the typology proposed by Jones & Pittman (1982), namely Ingratiation, Self-Promotion, Supplication, Exemplification, and Intimidation.

This study employs a descriptive qualitative method with a constructivist paradigm. This paradigm is used to understand the meanings constructed by the actors involved in the process of shaping the institution's image. Data were collected through interviews, observation, and documentation. The research informants consisted of the Head of PREO of Yayasan Al Ma'soem Bandung, the Principal of SD Al Ma'soem, the Vice Principal for Curriculum Affairs of SMP Al Ma'soem, and a teacher at SMA Al Ma'soem.

The findings show that Yayasan Al Ma'soem Bandung applies the Ingratiation strategy by creating a friendly impression through educators and staff, fostering a conducive educational environment through discipline and Islamic values, and strengthening harmonious relationships with the community. The Self-Promotion strategy is implemented through competency development, improvement of human resource quality, digital media utilization, and publication of outstanding programs, student achievements, and graduates' successes. The Exemplification strategy is manifested through moral and religious values and a commitment to character-based education, while the Supplication strategy is carried out through open communication with parents and stakeholders and social programs as a form of community concern. Meanwhile, the Intimidation strategy is implemented through discipline enforcement, consistent monitoring, and the foundation's role in educational policy and management. These five strategies shape the image of Yayasan Al Ma'soem Bandung as an excellent, professional.

Keywords: *Impression Management, Image, Yayasan Al Ma'soem Bandung, Educational Institution, Public Sphere*