ABSTRAK

Muhammad Zahran Rasyad : Peran *Public Relations* melalui Kegiatan Keagamaan dalam Upaya Mencapai Ragam Kecerdasan Siswa Di SMK Pasundan Rancaekek

Penelitian ini dilatarbelakangi oleh pentingnya peran Public Relations dalam mengelola komunikasi organisasi pendidikan melalui kegiatan keagamaan sebagai upaya mencapai ragam kecerdasan siswa di SMK Pasundan Rancaekek. Penelitian menggunakan teori Peran Public Relations dari Glen M. Broom dan David M. Dozier yang meliputi *expert prescriber*, *communication facilitator*, *problem-solving process facilitator*, dan *communication technician*. Pendekatan yang digunakan adalah kualitatif dengan paradigma konstruktivisme serta metode deskriptif. Informan ditentukan melalui teknik *snowball sampling*, sedangkan pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipan pasif, dan dokumentasi. Hasil penelitian menunjukkan bahwa pihak sekolah menjalankan keempat peran Public Relations secara terpadu melalui perencanaan kebijakan kegiatan keagamaan, komunikasi dua arah antara guru dan siswa, penyelesaian kendala pelaksanaan secara kolaboratif, serta penyampaian pesan secara konsisten melalui berbagai aktivitas keagamaan. Implementasi peran tersebut mendorong internalisasi nilai religius, pembentukan karakter, serta pengembangan ragam kecerdasan siswa yang meliputi aspek spiritual, intelektual, emosional, dan sosial. Penelitian menyimpulkan bahwa kegiatan keagamaan tidak hanya berfungsi sebagai aktivitas religius, tetapi juga sebagai media komunikasi strategis yang mendukung terciptanya hubungan positif antara sekolah dan siswa serta pencapaian tujuan pendidikan.

Kata kunci: *Peran Public Relations, Hubungan Internal, Kegiatan Keagamaan, Kecerdasan Siswa.*

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ABSTRACT

Muhammad Zahran Rasyad: *The Role of Public Relations through Religious Activities in Efforts to Develop Students' Multiple Intelligences at SMK Pasundan Rancaekek*

This study was motivated by the importance of the role of public relations in managing communication within educational organizations through religious activities as a means of fostering diverse forms of intelligence among students at SMK Pasundan Rancaekek. The study employs Glen M. Broom and David M. Dozier's theory of the roles of Public Relations, which includes the expert prescriber, communication facilitator, problem-solving process facilitator, and communication technician. The approach used is qualitative, based on the constructivist paradigm, and employs a descriptive method. Informants were selected using snowball sampling, while data collection was conducted through in-depth interviews, passive participant observation, and documentation. The results indicate that the school effectively carries out all four Public Relations roles in an integrated manner through policy planning for religious activities, two-way communication between teachers and students, collaborative resolution of implementation challenges, and consistent message delivery through various religious activities. The implementation of these roles fosters the internalization of religious values, character building, and the development of students' multiple intelligences, encompassing spiritual, intellectual, emotional, and social aspects. The study concludes that religious activities serve not only as religious practices but also as a strategic communication medium that supports the creation of positive relationships between the school and students and the achievement of educational goals.

Keywords: *The Role of Public Relations, Internal Relations, Religious Activities, Students' Intelligences.*

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