

## Community Participation: Improve Management of Public Relations with Business and Industry

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### Abstract:

Collaboration programs between educational institutions and the business world and the industrial world include curriculum validation and synchronization, industrial visits, apprenticeship or industrial practice programs, training programs, vocational competency tests, production programs and graduate distribution programs. This study uses a qualitative descriptive approach. Data collection techniques with interviews, observation and documentation. Data analysis uses data reduction, data presentation and conclusions. Test the validity of the data using source triangulation and technical triangulation. The results of this research show that vocational high school 3 bandar lampung, Indonesia, has implemented public relations management with the business world and the industrial world by paying attention to ethics/rules/principles from an Islamic perspective. Planning analyzes the world of business and industry that will work together, plans programs in proposals and drafts of activity budgets sourced from national school operational assistance and committees, communicates with the business world and the industrial world; organizing the design of the responsibilities and authorities for each individual position and stipulating these positions to be grouped into certain sections as stated in the decision letter; the control carried out by the school is the existence of a team in charge, the existence of a set time and the form of absence used; the evaluation carried out by the school is to carry out stages in the form of student tests, hold joint meetings related to the MoU agreement and determine the continuity of cooperation with the business world and the industrial world and carry out cost evaluations.

**Keywords:** Business and industry; Communication ethics in Islamic perspective; Public relations management

## Introduction

As a concrete form of implementation of Presidential Instruction Number 9 of 2016 related to the Revitalization of Vocational High Schools (SMK), the Ministry of Education and Culture (Kemendikbud) continues to strengthen links and matches between the business world and the industrial world (DU / DI), where cooperation programs between SMK and DUDI are an absolute requirement for the success of vocational education in the future or the future (Baitullah & Wagiran, 2019).

In the era of advanced globalization, the relationship between business and industry and the community is very important. One of the key factors influencing the relationship is public relations management (Savage et al., 1991). Public relations management involves strategic efforts to establish and maintain effective communication between organizations and various parties, including the community (Ledingham et al., 1999).

Public Relations Management with Business and Industry refers to strategic efforts to build and maintain effective relationships between organizations or companies and relevant parties in business and industry (Khan et al., 2022). It involves managing the organization's communications, image, and reputation in the context of relationships with the public, customers, business partners, government, and various other stakeholders (Belyaeva et al., 2020).

Public relations management aims to create mutual understanding, trust, and common interests between the organization and its related parties (Chanana & Sangeeta, 2021; Labarca et al., 2020). In the context of business and industry, the main objectives of public relations management are to build a positive image of the company, manage crises or challenges that arise, and increase public participation in activities and decisions related to the organization. (Khorotunniswah, 2020; Ma'sum, 2020; Rusyanti et al., 2021). Public relations management involves various communication activities and strategies designed to achieve these objectives (MA et al., 2021; Ugoani, 2020).

Public relations or public relations is an effort that is planned continuously on purpose, in order to build and maintain mutual understanding between the organization and its community (Putris & BK, 2022), where in this opinion shows that public relations is considered a process or activity that aims to establish communication between the organization and the outside organization (Saiful, 2019).

Community participation plays a crucial role in sustainable development and social progress (Wiryananda & Andika, 2022). To achieve optimal participation, it is important to build a close relationship between business and industry and the community (Irwanto, 2021; Prasasti, 2020).

Businesses and industries play an important role in the economic and social development of a country (Bhegawati et al., 2022; Khamimah, 2021). They create jobs, produce products and services needed by society, and contribute to overall economic growth (Habib, 2021; Sedyati, 2022). However, to achieve sustainable development, community involvement and participation in business and industry activities is crucial (Sombang, 2021).

Public relations management has a strategic role in facilitating good relations between business and industry and the community (Idayu et al., 2021). In this context, acts as a liaison between the two entities, promoting open, transparent and mutually beneficial communication (Rohmania & Astuti, 2022).

Through a systematic literature review, we can gain a comprehensive understanding of the concepts, theories and practices related to public relations management and its influence on community participation in business and industry (Widari & Prasiasa, 2022; Winarti, 2022). With this in-depth understanding, we can identify existing research gaps, reveal opportunities for further development, and make tangible contributions to the development of PR management theory and practice (Hartini et al., 2021; Tamam, 2022; Wujarso, 2022).

In this article, we will present a systematic literature review on public relations management with business and industry in the context of increasing community participation (Afrita et al., 2018). We will explore the concepts and theories underlying public relations management, factors that influence community participation, as well as best practices in building mutually beneficial relationships between organizations and communities (Rahmat, 2021).

The purpose of this article is to provide in-depth insights and a better understanding of the importance of PR management in enhancing community participation in business and industry (Yoda, 2020). It is hoped that this article can be a useful source of information for academics, practitioners, and parties involved in public relations management and community development as a whole (Basri & Dwiningrum, 2020).

## Methods

The research method used in this research is to use qualitative or naturalistic research methods that occur in natural conditions. Descriptive research is research that guides researchers to explore and portray social situations thoroughly, broadly and deeply. data analysis is carried out inductively based on data obtained in the field. By using three stages in this study, namely the description stage or orientation stage, reduction stage, selection stage. In this study researchers used primary data sources and secondary data sources.

This research was conducted using three main techniques of in-depth interviews, observation, and documentation studies coupled with literature studies or references relevant to the issues studied. Data analysis in the research was carried out in three stages, namely Data Reduction (data reduction), Data Display (data presentation) and finally Conclusion drawing or verification. By using two triangulation methods, where the two triangulation methods are source triangulation and technical triangulation.

## Results and Discussion

The majority of students come from the middle to lower economic class with a level of intellect and culture that really needs extra guidance through education. However, they generally have an awareness to change for the better so they hope to have competence as a provision for life through education in schools with good facilities, pleasant services and face-to-face learning processes in schools.

In today's era of globalization, it is necessary for Human Resources (HR) to be ready and resilient with various challenges, one of which is to show that SMK Negeri 3 Bandar Lampung

as one of the formal educational institutions and is non-technical vocational in nature which is responsible for preparing skilled workers, not just passively letting go of a problem faced. Based on this, SMK Negeri 3 Bandar Lampung continues to improve and develop facilities, infrastructure, teaching staff, education staff and curriculum that are adjusted to the regulations of the central government, local government, the needs of the industrial world, stakeholders and the community. The majors organized at SMK Negeri 3 Bandar Lampung are: Beauty, Catering, Fashion, Tourism, and Hospitality Accommodation.

The expertise program of SMK Negeri 3 Bandar Lampung includes tourism travel business which is developed in accordance with the context of the needs of students, the environment and the world of work. There are 3 Productive Teachers of Tourism Travel Business, which in addition to having the required education, teaching staff are also professionally certified and certified in industrial competence, and have a good industrial background with a minimum of 5 years of work experience.

Curriculum validation always takes place at SMK Negeri 3 Bandar Lampung at the beginning of each school year so that the learning materials included in the school curriculum structure are in accordance with the needs of the business world and the industrial world. In line with the above, in accordance with the interview conducted to the head of public relations (PR) of SMK 3 Bandar Lampung.

In implementing the apprenticeship program or PKL, it is the implementation of education and training that combines systematic and synchronous school programs and mastery of expertise programs obtained by working directly in business and industry directly and purposefully in order to achieve the level of professional expertise of students. This is supported by data that researchers found related to the internship / PKL program of SMK N 3 Bandar Lampung as many as 103 industrial / cooperation places.

In the discussion of research findings related to public relations management with the business world and industry in increasing community participation in SMK Negeri 3 Bandar Lampung, the researchers obtained the above data based on the research process through the results of observations, interviews and documentation which were then seen from the management process or management of school cooperation relations with the business world and the industrial world, has carried out the management process of planning, organizing, controlling and evaluating related to community relations management with the business world and the industrial world at SMK Negeri 3 Bandar Lampung. The following is an explanation related to the stages of managing public relations with the business world and industry of SMK Negeri 3 Bandar Lampung.

The initial stage, the cooperative relationship carried out by SMK Negeri 3 Bandar Lampung with the business world and the industrial world is planning, where planning is the stage of determining the programs and activities to be carried out and how to carry out a process, will run well, directed and will know the obstacles of the activity process. In the discussion of research findings, the planning stage, namely related to planning cooperative relations at SMK Negeri 3 Bandar Lampung, begins with analyzing and surveying industrial sites based on extracting information about the business world and the industrial world carried out by the Principal and Deputy Principal for Public Relations. Determine the team by holding a meeting with school management consisting of the person in charge, school committee, deputy principal for public relations, deputy principal for curriculum, deputy principal for student affairs, deputy principal for facilities and infrastructure, school treasurer, head of the culinary

study program, head of the fashion study program, head of the beauty study program, head of the hospitality study program, head of the travel business study program and the head of business administration. The discussion material compiles the school program and submits a proposal for cooperation activities, determines the time of the activity, the budget and the preparation of the MoU. The next step is communication carried out by the head of public relations of SMK Negeri 3 Bandar Lampung with the business world and the industrial world by bringing the concept of cooperation offered in a transparent and communicative manner. Of course, the school communicates well by using public relations communication ethics in an Islamic perspective.

The second stage, the cooperative relationship carried out by SMK Negeri 3 Bandar Lampung with the Business World and the Industrial World is Organizing. In organizing this research is a process of grouping and dividing work programs with the business world and industry, determining what activities will be carried out to achieve goals effectively and efficiently by paying attention to the existing MOU or agreed upon to achieve goals.

The third stage, the cooperative relationship carried out by SMK Negeri 3 Bandar Lampung with the business world and the industrial world is Controlling or controlling, where control is a supervisory process that sees, assesses and reports the assessment of the extent of the achievement of goals by setting implementation standards, designing feedback information systems comparing activities with pre-existing standards, determining and measuring deviations, and taking action if needed.

The fourth stage, the cooperative relationship carried out by SMK Negeri 3 Bandar Lampung with the business world and the industrial world is evaluation or monitoring, the purpose of evaluation is to obtain accurate and objective information about a program. This information can be in the form of the process of implementing the program, the impact / results achieved, the efficiency and utilization of the evaluation results focused on the program itself, namely to make decisions whether to continue, improve or stop. In addition, it is also used for the purposes of preparing the next program and formulating policies related to the program.

In order for evaluation activities at SMK Negeri 3 Bandar Lampung to measure its objectives clearly, it must be carried out based on the underlying principles and carried out with serious and careful planning, so as to produce the expected evaluation objectives. The ultimate goal is to be able to describe the real situation and be able to raise a person or student or graduate of a program with the best possible quality. Educators or teachers are always up to date with the times and technological advances regarding vocational education that link and mach with the business world and the industrial world. The evaluation activities of SMK Negeri 3 Bandar Lampung are related to conducting meetings with the team and asking for suggestions from each business and industrial world regarding the continuation of future cooperation. The head of community relations also evaluates the costs related to the national operational assistance (Bosnas), committees in the community participation program in education (PSMP). SMK Negeri 3 Bandar Lampung in evaluating and making decisions must produce an agreement between all parties involved, where later the program that will be run will not harm or benefit only some parties.

In a study entitled Public Relations Management with the Business World and the Industrial World at SMK Negeri 3 Bandar Lampung, where public relations management has been running well so that cooperation with the business world and the industrial world is

established continuously for a long time, this has also increased the interest of students in terms of implementing business and industrial world programs. The management process or public relations management of SMK Negeri 3 Bandar Lampung is as follows: (1) Planning, Planning for cooperative relations at SMK Negeri 3 Bandar Lampung begins with analyzing the community and the business world / industry by being communicated by the principal or head of school public relations to the business world and industry, then the previously formed TEAM which has held meetings with the heads of study programs; planning the program itself; determining the TEAM by holding meetings or meetings as a whole school community both teachers and education personnel; and finally communicating which is done by the head of public relations of SMK N 3 Bandar Lampung with the business world and industry by bringing M.O.U..

Organizing, SMK N 3 Bandar Lampung organizes the placement of teachers in accordance with their knowledge in the business world and industry in line with the school curriculum. SMK neгри 3 Bandar Lampung also conducts tests for qualifications with the aim of screening students who will be carried out at DUDI which already has a trend or name with the existing M.O.U.

Control, which is carried out by SMK N 3 Bandar Lampung by determining the length of time students carry out a cooperation program with dudi, which is carried out by a team that has been formed in each study program. DUDI conducts attendance of students and also conducts the selection stage of students, because for him science or experience can learn together to find it, but not for attitude and ethics assessment.

SMK N 3 Bandar Lampung also held a meeting with the previously formed team which had finished implementing the business and industrial world program and asked for advice from each business and industry related to students during the program to the business and industry world. The head of community relations also evaluates the costs that come from the national budget, committees, and PSMP.

The findings in the field in the world of business and industry are related to the advice of the world of business and industry to SMK N 3 Bandar Lampung, including: the selection stage from the school is even stricter, direct teaching is held to students, public speaking English is more trained and there is a link and match between schools and the world of business and industry so that there is no longer a difference that will be obtained in the world of business and industry with that at school.

### **Conclusion and suggestion**

In this study it can be concluded that the State Vocational High School (SMK) 3 Bandar Lampung carries out management or management of cooperation with the World of Business / Industry (DUDI), SMK N 3 Bandar Lampung also conducts meetings with a previously formed team which has completed the business and industrial world program and asks for advice from each business and industry related to students while implementing programs to the business and industry world. The head of community relations also evaluates the costs that come from the national budget, committees, and PSMP.

The conclusions obtained in the research related to the process of managing public relations with the world of business and industry in increasing community participation at SMK Negeri 3 Bandar Lampung, by paying attention to or practicing Islamic ethics in public relations (HUMAS). and have carried out the management stages well (as evidenced by prolonged M.O.U).

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