

## **The Role of Public Relations at SMKN 3 Depok in Preparing Graduates Ready to Work in the World of Industry**

Djudjur Luciana Rajagukguk<sup>1\*</sup>, Karin Septia Dwi Lestari<sup>2</sup>

<sup>1,2</sup>Faculty of Social and Political Sciences, National University, Jakarta, Indonesia  
djudjurluciana01@gmail.com<sup>1\*</sup>, karinseptia@gmail.com<sup>2</sup>

### **Abstract**

This research aims to find out about the role of school public relations in preparing students to enter the industrial world. Of course, the role of Vocational High Schools cannot be underestimated, there is no longer the position of Vocational Schools as reserve schools which are the second choice, if you cannot enter the desired high school. This research uses descriptive qualitative methods with a constructivism paradigm. This research collects data through interviews, observation and documentation and data analysis by reducing data, presenting data and drawing conclusions. Talking about the role of public relations means discussing an industry or institution that communicates with the public or society. Two-way communication is established with the public to provide support for management functions and objectives by increasing the development of cooperation and fulfilling common interests. So, the role of public relations will be seen as an Expert Preciber (management expert or advisor). Public relations practitioners are considered as experts who can provide solutions to the public relations problems of an organization and management. Communication Facilitator means that public relations practitioners act as intermediaries, liaisons, translators and mediators, and ensure the realization of two-way communication between the organization and its public, Problem-Solving Process Facilitator means that public relations is involved in solving organizational problems even though its role is still in the communication corridor.

**Keywords:** Industrial World, Role of Public Relations, Ready to Work

**INTRODUCTION**

The real form of the school's active role in forming high school students to be able to work directly, especially for Vocational High School (SMK) students and that cannot be separated from the role of public relations. It can be seen in establishing relations with the outside world, especially in the business and industrial world, it is the school's obligation to be a bridge for students.

So the form of public relations role for SMKN 3 Depok is very visible in the hard work to realize the dreams of students who want to work immediately after graduating from school. "Educational institutions are expected to be able to meet educational qualifications, such as: curriculum, facilities and infrastructure, learning methods, quality of teaching staff, and management of educational institutions.(Nasution, 2010)

It turns out that this competition is really felt by students when choosing to enter SMKN 3 Depok.(WP Sari & Soegiarto, 2019)emphasizes Competition between educational institutions in this era of globalization coupled with the increasingly critical society makes educational institutions need to provide the best service to the community as stakeholders. Educational institutions cannot attract students if there is no information about the educational institution. Furthermore, external school support for school programs can only occur if there is information about the school that is conveyed well in relation to student progress and achievement, new developments in the curriculum and the teaching and learning process.

Vocational high school students are required to practice mastering each skill technique so that they are experienced and ready to enter the workforce directly. So for junior high school students who do not have strong economic capabilities, vocational high schools are the best choice to continue their education. However, it is also possible for vocational high school graduates to continue their education even higher. Currently, many vocational high schools are internationally recognized to face the competition of the globalization era. The image of vocational high schools is expected to be able to change the public's perspective on vocational high schools. The public's perspective or impression of vocational high schools in the past included vocational high schools as second-class educational institutions, vocational high schools only produced prospective unskilled workers, and vocational high school students were often involved in brawls. A positive image of vocational high schools can encourage the public to accept vocational high school graduates well.(Dharmayanti & Munadi, 2014)

Thus, the presence of public relations in schools certainly has an important role in bridging communication with external parties (the community). Public relations must play a role in conveying information related to programs, achievements and accomplishments that have been achieved by the school. Not only that, public relations are required to be able to form a positive public opinion towards the school. The opinion of the community will greatly influence the image and existence of the school in the future. Public relations staff must have reliable competence.

This is what Public Relations of SMKN 3 Depok does in providing an understanding of the existence of SMKN 3 Depok. The role of Public Relations is clearly seen to have to work to meet the demands desired by parents and children. If observed, public relations is a very strategic job. Talking about public relations means discussing an industry, or an institution that establishes communication with the public or society. Conducting two-way communication with the public to provide support for the functions and objectives of management by increasing cooperation and fulfilling common interests.

The existence of public relations in an organization or company will affect how the organization builds public relations as an important unit or not. The placement of the public relations section in the Company's organizational structure is an indication of whether or not the role of public relations is important in the company. If public relations is positioned at the

middle or lower level, it will narrow the space for movement or activities of the public relations.(Alma, 2018)

(Nada et al., 2017)explains that public relations as a communication technician means that a public relations person acts as a journalist and writes news that will later be published on the website of a government agency. Public relations has been equipped with writing techniques so public relations are required to play a more active role in utilizing the website as a place to write news.(Adhrianti, 2016)in his journal also mentioned that public relations has done its role well if it has consistency, confidence, motivation, to continue to utilize social media to support public relations tasks in order to strengthen the image of the institution. The means or media that can be used to convey various information include the school website. The school website should contain news about activities that have been carried out and a list of activity agendas / programs that will be implemented. Through the list of activities published, the public can assess the quality and orientation of the school. For example, when there are quite a lot of teacher competency improvement activities in the form of training or workshops, it can be ascertained that the school is a superior school.

This is because the teacher's ability is continuously honed so that it will have an impact on the quality of the output (graduates) produced. In addition to the school website, the school's public relations staff must also be active in managing the school's official social media accounts. Every school ideally has at least one Facebook and Instagram account. Every activity carried out at school should be published routinely for the public. This is needed as a form of activity for parents as well as a form of promotion to residents outside the school. The images or videos posted must also be of high quality and meet applicable rules. In addition, accuracy in providing captions is also very important in conveying messages to the public.

The role of public relations according to(Mukarom & Laksana, 2015)divided into 3 (three) roles, namely: 1) Expert Preciber (expert or management advisor) Public relations practitioners are considered as experts who can provide solutions to public relations problems of an organization and management; 2) Communication Facilitator means that public relations practitioners act as intermediaries, liaisons, translators and mediators, and maintain the realization of two-way communication between the organization and its public; 3) Problem Solving Process Facilitator means that public relations are involved in solving organizational problems even though their role is still in the corridor of communication.

Meanwhile, according to Ruslan, in public relations, a public relations institution or organization can act as an expert advisor, in which in this role public relations must have high abilities that can help find solutions in solving problems in relations with its public. In addition, government public relations can act as expert advisors, communication facilitators, problem-solving process facilitators and communication technicians.(BWN Sari, 2012)

So the presence of public relations in the school environment has a strategic role in conveying various things related to programs, policies and achievements that have been achieved. School public relations acts as a communication bridge between the school (management) and parents. The positive image attached to the school will determine the number of new students each year.

Vocational High School education is very strategic because Vocational High School is a formal education path whose graduates have competencies in accordance with their fields so that they are ready to enter the world of work. Cooperation between Vocational High Schools and industry is one of the important values in ensuring the fulfillment of quality human resource needs. Therefore, in order to achieve graduates who are in accordance with the talents and abilities of students in Vocational High Schools, the cooperation relationship with the Business World and the World of Work is very much needed by the role of Public Relations.

**RESEARCH METHODS**

In this study, data collection was done through interviews, indirect observation and documentation. Conducting in-depth interviews with the Head of Public Relations of SMKN 3 Depok, Mrs. Nurhayati. Through secondary data, namely the method of collecting data obtained from library research (library study). Library techniques are carried out by collecting data from references, namely literature, dictionaries, magazines, newspapers and other sources that support and are relevant to be used in this study which are compared and selected.

Descriptive qualitative research, where information is collected mostly through text and visuals rather than numerical forms. According to A. Muri Yusuf in (Sidiq & Choiri, 2019) Qualitative research is an investigation that produces results that cannot be achieved by statistical or quantitative calculations. The purpose of qualitative research includes explaining phenomena such as participant behavior, perceptions, motives, and behavior. Descriptive research only describes the state of the object or its problems. So that it describes the facts and realities in the field regarding the role of public relations at SMKN 3 Depok

Descriptive research is where data is collected in the form of words, pictures, not numbers, and the research report will contain data quotations to provide an overview of the presentation of interview reports, field notes and documentation. (Moleong, 2014). Qualitative research is a systematic statement relating to a set of propositions derived from data and retested empirically. (Moleong, 2014). According to (Sugiono, 2016), qualitative research methods are research methods based on the philosophy of positivism, used to research natural object conditions (as opposed to experiments) where the researcher is the key instrument, taking Data source samples were taken purposively and snowballed, the collection technique used triangulation (combination), data analysis was inductive/qualitative, and the results of qualitative research emphasized meaning rather than generalization.

The data collected are in the form of words, images, and not numbers. This research will also reveal the actual events or phenomena when researchers go into the field and are reinforced with the results of observations, interviews and documentation.

Data analysis techniques are a process to categorize data which is then described and explained in more depth and detail. In this study, to make it easier for the author to analyze the data obtained, the data analysis technique uses the Miles and Huberman model which includes: data collection, data reduction, data display, and drawing conclusions or verification (conclusions). While for the validity of the data using source triangulation. Triangulation is defined as a data collection technique and existing data sources. The purpose of triangulation is not to find the truth about some phenomena, but rather to increase the researcher's understanding of what has been found. (Sugiono, 2016)

This technique was chosen to make it easier for the author to present a description of the results of the data obtained and to provide an understanding of why and how the reality being studied works and to make it easier for the author to sort out which data is needed.

**RESULT AND DISCUSSION**

Public relations in providing information to the public cannot be separated from the preparation of information materials to be published so that the information to be delivered is more organized. This can be seen from the role of Public Relations of SMKN 3 Depok. Nurhayati as the Head of Public Relations of SMKN 3 Depok explained as: Expert Preciber (expert or management advisor) Public relations practitioners are considered as experts who can provide solutions to public relations problems of an organization and management. This is what public relations does at SMKN 3 Depok, namely being able to promote students to IDUKA/Institutions/Agencies that students want. Therefore, the strategy used is to hold socialization of further study and work culture in a session. After the activity, public relations sent a BMW google form (Working, Continuing, Entrepreneurship). After that, all information

regarding the number of those who chose BMW was reported to the Principal, Committee, Head of Program, Class Representative and the teachers who taught. Through this report, each teacher has a strategy according to the subjects they teach or according to the authority they have. So that the task of public relations is to increase partnerships with IDUKA and strive to reach the level of curriculum synchronization.

Second, Communication Facilitator means that public relations practitioners act as intermediaries, liaisons, translators and mediators, and maintain the realization of two-way communication between the organization and its public, public relations as a communicator facilitator can create positive relations between the organization or institution represented by the public, both internal and external publics with efforts; building trust, mutual understanding, mutual respect, and support. Public relations must of course be able to be a mediator between schools and companies, of course, acting to help students hear what the public or company wants and expects. SMKN 3 Depok is one of the state schools with the slogan free school, so the assumption of the community is that funding from parents of students is not needed. While on the other hand, there must be an increase in the quality of students in terms of knowledge, skills and attitude. For that, what is done as a public relations is to establish partnerships with universities, entrepreneurs and other professionals who have the spirit of sharing or sharing knowledge and insight. For example, when the National University has a "Community Service Program" which can help SMKN 3 Depok for this purpose. Hopefully this program will always exist so that we can together build a young generation that meets the expectations of the nation.

(Widayawati, 2016)explains that an organization's public relations acts as the vanguard in creating a positive image among the public, which includes the delivery of information, finding solutions to problems, and strategies in maintaining public trust. Furthermore(Kholiso, 2015)in his journal explains that public relations has a function as defining the problem, meaning it must monitor information, opinions, attitudes and behaviors related to the object being studied. This step determines what is currently happening in an organization.

Third, Problem Solving Process Facilitator means that public relations is involved in solving organizational problems even though its role is still in the corridor of communication..., public relations is a party that supports the management function or supports other activities of the organization or institution it represents in order to achieve common goals. This must of course be done because the task of helping management by providing an opportunity for management to hear the needs of the public and vice versa, so that it will bring up information on the needs of both parties, for example the needs of PKL students, internships or recruitment. There are 72 companies that have been partnered with SMKN 3 Depok including the Construction and Housing Engineering Company PT JIAEC (Japan), PT KAI (BUMN), PT Bright education (Germany).

(Sinatra & Darmastuti, 2009)said that a good communication strategy used by a public relations officer is two-way communication because it allows interaction with the public which will have an impact on communication between the two parties so that it will influence the increase in public understanding of the institution and mutual understanding will emerge among the entire public who have an interest in the institution.(Siswanto & Abraham, 2016)also said that public relations as a communication facilitator means that public relations functions as a place for information to enter and exit and for the community. This is what the public relations of SMKN 3 Depok does in solving problems faced by the school towards its students.

Affirmed(Purwo & Puspasari, 2020)positive image is very important to build by public relations so that it can stick well in the eyes of the community and in the eyes of the government. In an effort to build a positive image, communication and openness are important. In building a positive image, public relations can utilize the help of the media. The form of media utilization to channel the flow of information can be done through several types of media, namely print media, for example newspapers and magazines, electronic media, for example radio and



television and new media, for example the internet. Especially in this era of globalization where technological developments are increasingly rapid so that the flow of information flows quickly and makes it easy for people to access information.

Several activities have been carried out by Public Relations of SMKN 3 Depok as a form of the role of public relations in developing students with various activities such as Community Empowerment Program (Abdimas) activities with several universities with themes that are adjusted to the needs of the world of work.

Not only that, Surveyor Training from PUPR for students has expertise in Office Automation and Governance (OTKP), Zahir Training from PT Zahir Indonesia for Accounting and Institutional Finance (AKL) students, Digital marketing training and workshop "Digital-based halal lifestyle" for Online Marketing Business (BDP) students, Microsoft Office training for OTKP students.

Although there are many obstacles such as the lack of student commitment during the recruitment process and the low understanding of parents of students regarding the work culture that applies in IDUKA and the level of love for their children which sometimes exceeds the dose so that the competitive spirit and tough spirit in children are not formed properly. However, the efforts made by the Public Relations of SMKN 3 Depok are to appeal to the Depok City Government in a meeting forum to jointly provide information related to the situation of the world of work and provide an understanding of education for adolescents towards adulthood through programs owned by the Depok City Government.

So the hope of Public Relations at SMKN 3 Depok is to socialize all school programs well, which include many student activities that are very good for the future of students. Second, through established communication, it is hoped that there will be a common understanding between the institution and parents of students so that school programs can be fully supported.

Not only that, through the established communication, it is hoped that a common understanding will emerge between the institution and IDUKA so that the needs of each institution can be met through the mechanisms that apply in IDUKA and have been known by the School and through the established communication with the Provincial Government and the Central Government, it is hoped that school facilities can be met.

## CONCLUSIONS

As a Public Relations there are often demands from students and parents, if children must be able to work after graduating from school. Therefore, schools in the "Work & Entrepreneurship" group have many job vacancy links obtained from social media or information from the Depok City Special Job Exchange (BKK) forum or direct information from partnership companies for recent graduates or alumni groups. Of course, this is the performance of a public relations officer who must report to the School Committee as a representative of the parents. So if there are protests from parents regarding services in the field of job placement, it can prove that in the group there is a lot of information related to job vacancies, there are only other causes if the child does not pass the selection which will be evaluated depending on which side is weak.

In addition, Public Relations always provides time for parents and students who want to consult about further studies or want to work that is adjusted to the teaching schedule.

## REFERENCES

- Adhrianti, L. (2016). Digitalisasi Public Relations Bagi Penguatan Citra Pemerintah Daerah. *Prosiding Seminar Nasional Komunikasi 2016*, 1, 115–125.
- Alma, C. (2018). Peran Humas Dalam Membangun Citra Positif Pt. Tempo Medan (Studi Deskriptif tentang Peranan Humas dalam Membangun Citra Positif Perusahaan pada PT.

- Tempo Medan). *Jurnal Network Media*, 1(1).  
<https://jurnal.dharmawangsa.ac.id/index.php/junetmedia/article/view/608>
- Dharmayanti, W., & Munadi, S. (2014). Faktor-faktor yang memengaruhi minat siswa smp masuk SMK di Kota Pontianak. *Jurnal Pendidikan Vokasi*, 4(3), 405–419.  
<https://doi.org/10.21831/jpv.v4i3.2563>
- Kholiso, N. (2015). Strategi Komunikasi Public Relations dan Citra Positif Organisasi (Kasus Public Relations Rumah Sakit “X” di Jakarta). *Jurnal Ilmu Komunikasi*, 13(3), 195–209.  
<http://jurnal.upnyk.ac.id/index.php/komunikasi/article/view/1459>
- Moleong, L. J. (2014). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Mukarom, Z., & Laksana, M. W. (2015). *Manajemen Public Relation*. CV Pustaka Setia.
- Nada, M. M. C., Rembang, M. R., & Onsu, R. R. (2017). Peran humas dalam membangun citra pemerintah daerah kabupaten minahasa selatan. *Acta Diurna Komunikasi*, 7(4), 1–12.
- Nasution, Z. (2010). *Manajemen Humas di Lembaga Pendidikan : Konsep, Fenomena dan Aplikasinya*. UMM Press.
- Purwo, R. H. S., & Puspasari, D. (2020). Peran Humas Dalam Meningkatkan Citra Positif Pada Badan Pengembangan Sumber Daya Manusia (BPSDM) Provinsi Jawa Timur. *Jurnal Pendidikan Administrasi Perkantoran (JPAP)*, 8(3), 458–467.  
<https://doi.org/10.26740/jpap.v8n3.p458-467>
- Sari, B. W. N. (2012). *Humas Pemerintah*. Graha Ilmu.
- Sari, W. P., & Soegiarto, A. (2019). Fungsi Dan Peran Humas Di Lembaga Pendidikan. *Jurnal Communicology*, 7(1).
- Sidiq, U., & Choiri, M. M. (2019). *Metode Penelitian Kualitatif Di Bidang Pendidikan*. CV Nata Karya.
- Sinatra, L., & Darmastuti, R. (2009). Kajian Peran Public Relations Dalam Meningkatkan Citra Perguruan Tinggi Swasta Di Jawa Tengah. *Scriptura*, 2(2), 95–105.  
<https://doi.org/10.9744/scriptura.2.2.95-105>
- Siswanto, B. D. L., & Abraham, F. Z. (2016). Peran Humas Pemerintah Sebagai Fasilitator Komunikasi Pada Biro Humas Pemprov Kalimantan Selatan. *Jurnal Penelitian Komunikasi*, 19(1), 55–68. <https://doi.org/10.20422/jpk.v19i1.64>
- Sugiono. (2016). *Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Alfabeta.
- Widayawati. (2016). Strategi Marketing Public Relations Swiss Bell Hotel Borneo Samarinda Dalam. *EJournal Ilmu Komunikasi*, 4(3), 510–519.