

ABSTRACT

THE MANAGEMENT OF SCHOOL RELATIONS WITH COMMUNITY

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This study aims to analyze and describe the management of schools relations with community, namely: (1) the analysis of school needs; (2) programming; (3) the division of executive tasks; and (4) implementation of public relations activities; (5) *monitoring* and evaluation of the school relations with the community at SDN 1 Sponyono. This study uses a qualitative design of phenomenology, which is based on field observation, documentation and interview. The data is analyzed by an interactive model and then taken by conclusion. The results of the study were: (1) analysis of school needs on school relationship with the community in with the procedures that detect the existing problems in school, a public relations program related to the development of education, current issues that exist in school; (2) The programs preparation of school relations with community and programming steps that have detailed the goals and objectives, action taken, as well as the time and cost needed; (3) The division of tasks execution of school relations with the public ran with the procedure of what things were done, the division of labor, and mechanisms harmony with each other; (4) The activities implementation of school relations with the public run to procedure, the direction of the synergy of coordination, motivation, communication and to providing guidance / coaching; (5) Monitoring and evaluation of the school relationship with the community includes setting standards of work, measuring the results of work, the evaluation results of the school needs in improving the quality of learning that is already running, but it still needs to be improved, especially in setting standards in written work, and found several problems and constraints of people who do not understand about education.

Keywords: school relations, community relations. school management