

SYNERGY OF PUBLIC RELATIONS IN BUILDING INSTITUTIONAL IMAGE AT AL-FARUQI ISLAMIC BOARDING SCHOOL, RIAU

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ABSTRACT

Islamic boarding schools face significant challenges in building institutional image amid competition and technological advancements. This study aims to examine the synergy between public relations (PR) and strategic management in strengthening the positive image of Al-Faruqi Islamic Boarding School. The study employs a qualitative approach through interviews, observations, and documentation. The results indicate that PR strategies are implemented through internal approaches (communication with teachers, students, and staff) and external approaches (engaging the community, social media, and direct promotions such as roadshows and brochures). The use of social media platforms like Instagram, YouTube, and Facebook demonstrates digital transformation, although their management is not yet optimal. Additionally, the involvement of the boarding school's leadership in public lectures is an effective communication strategy. Program evaluation is conducted regularly to improve effectiveness. The conclusion of this study is that the synergy between public relations and strategic management can shape a strong institutional image, increase public trust, and enhance the competitiveness of Islamic boarding schools. Practical implications suggest that Islamic boarding schools need to improve digital media management and internal coordination to sustain institutional reputation.

Keywords: Al-Faruqi Islamic Boarding School, Educational Promotion, Institutional Image, Public Relations.

ABSTRAK

Pondok pesantren menghadapi tantangan besar dalam membangun citra institusi di tengah persaingan dan perkembangan teknologi. Penelitian ini bertujuan untuk mengkaji sinergi antara hubungan masyarakat (humas) dan manajemen strategis dalam memperkuat citra positif Pondok Pesantren Al-Faruqi. Penelitian ini menggunakan pendekatan kualitatif melalui wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi humas dilakukan melalui pendekatan internal (komunikasi dengan guru, siswa, dan staf) dan eksternal (melibatkan masyarakat, media sosial, serta promosi langsung seperti roadshow dan brosur). Penggunaan media sosial seperti Instagram, YouTube, dan Facebook menunjukkan adanya transformasi digital, meskipun pengelolaannya belum optimal. Selain itu, keterlibatan pimpinan pondok dalam ceramah publik juga menjadi strategi komunikasi yang efektif. Evaluasi program dilakukan secara rutin untuk meningkatkan efektivitas. Kesimpulan dari penelitian ini adalah bahwa sinergi humas dan manajemen strategis dapat membentuk citra institusi yang kuat, meningkatkan kepercayaan masyarakat, serta daya saing pesantren. Implikasi praktisnya, pesantren perlu

meningkatkan manajemen media digital dan koordinasi internal untuk keberlanjutan reputasi institusional.

KataKunci: Pesantren Al-Faruqi, Promosi Pendidikan, Citra Institusi, Hubungan Masyarakat.

INTRODUCTION

As an Islamic educational institution rooted in traditional society, the pesantren now faces significant challenges in the modern era, particularly in maintaining and building its institutional image amid the flood of information. The intense competition among educational institutions is an inescapable reality. Therefore, pesantren that fail to market themselves effectively risk falling behind and losing potential students (Fahim, 2025) . In this context, public relations and strategic management play a crucial role in strengthening the position and building a positive public perception of Islamic boarding schools. The activities of Islamic boarding schools cannot be separated from the role of the surrounding community, which also contributes to the development of the institution. Therefore, a synergistic relationship between Islamic boarding schools and the community is an inseparable aspect. Schools are places where teaching and learning take place, while the school climate is formed as a result of training patterns and behaviors that develop within that environment (Suprinanto, 2022) . The presence of public relations has become an important part of the management system in Indonesia, marked by the formation of public relations divisions in both profit and non-profit organizations (Opan Arifudin, 2020) .

Public relations plays a vital role in the survival of an institution, as it aims to build and maintain good relationships between the institution and its target audience (Abdul Hadi, 2017) . Public relations management is a systematic effort undertaken by educational institutions to create effective communication with the public, thus requiring a high level of communication to achieve the institution's goals (Rizqi Almaajid, 2023) . Public relations management is also a form of development for Islamic boarding schools that adapts to the needs of society, the dynamics of the times, as well as the internal and external conditions of the boarding school (Asdrayany et al., 2024) . Within the scope of public relations management, there are two main aspects: internal public relations and external public relations. Internal public relations involves communication between the educational institution and its internal components, such as students, teachers, and administrative staff. Meanwhile, external public relations encompasses interactions with external parties, such as parents of students, the general public, the government, and the media. In this case, public relations functions as a strategic link

between the Islamic boarding school and the community, and is a very important element in an institution (Qoryah et al., 2024) . Strategic management in Islamic educational institutions is a series of managerial decisions and actions that include the process of formulating, implementing, and evaluating strategies in a continuous manner, both for the short and long term. This process involves the utilization of human resources and various other resources, with the aim of directing, motivating, and controlling strategies to achieve the institution's objectives effectively (Yamaidi et al., 2020) .

In the field of educational public relations, strategic management is required, which includes the institution's ability to deal with internal and external pressures (Rahmat, 2016) . This strategic management aims to ensure that the institution can be optimally controlled in order to achieve organizational goals. The strategies that have been designed must be implemented comprehensively by all components of the institution in order to compete and highlight the institution's strengths. Commitment to strategic planning will strengthen the institution's position in long-term competition and have a positive financial impact. Educational institutions that regularly evaluate their performance through structured work plans (*blueprints*) will be able to respond quickly to market dynamics (Irwanti, 2023) . The lack of promotional activities is one of the main reasons why an educational institution is not widely known by the public. However, to gain public trust, well-planned and optimal promotion is essential. Effective promotion not only attracts public interest but also strengthens the institution's presence and image in an increasingly competitive environment. In this context, marketing serves to introduce educational services to the public, and marketing strategies cannot be separated from the role of public relations (Sari et al., 2025) . To overcome obstacles in establishing relationships with the community, public relations can play a role by ensuring that Islamic boarding schools convey information in a unified and consistent manner to the community. In addition, the relationship between Islamic boarding schools and the community must be built sustainably, so that there is no impression that the community is only involved when needed for funding (Khoirrotun Nisa' & Aminatuz Zahroh, 2023) .

Image is a form of public assessment of an institution, arising from objective perceptions of the institution's actions, behavior, and ethics within the community (Ningsih et al., 2022) . This image can take the form of impressions, views, or public perceptions of an educational institution. Public relations are required to be able to manage sensitive issues, convey honest and transparent information to stakeholders, and design appropriate communication strategies in dealing with problems. In times of crisis, public relations also play a role in maintaining public trust and explaining the steps taken. Public relations media are an important part of this process because they act as a fast and effective communication tool (Mustan Zulkifli, 2025) . Therefore, collaboration between public relations, media,

and promotional activities is very important in improving the quality of institutions and strengthening institutional communication. The image of a school reflects the general impression of the school in the eyes of the community. The intense competition between educational institutions encourages schools to build a strong image as a strategy to win the competition (Elyus, 2021) . One of the important functions of public relations is to support the New Student Admission Process (PPDB). The role of public relations in attracting prospective students depends on how well the school can promote its excellent programs (Dwi et al., 2020) .

Previous studies have discussed the role of public relations in shaping the image of educational institutions. Research by Happy Ainun Ma'rif (2022) highlights the communication strategies of school public relations in forming a positive image of the institution, while Oky Ari Gunawan (2022) emphasizes the application of strategic management in the governance of Islamic boarding schools. However, these studies have not specifically addressed the integration between public relations and strategic management in a comprehensive manner, particularly within the context of Islamic boarding schools, which possess unique institutional characteristics and values. Therefore, this study aims to examine how the synergy between public relations and strategic management can contribute to building and strengthening the institutional image at Pondok Pesantren Al-Faruqi, both through internal and external communication strategies.

METHOD

This study uses a qualitative approach to examine in depth the management of public relations in Islamic boarding schools through interviews and documentation with the leader of Al-Faruqi Islamic Boarding School, Mr. H. Masriadi Hasan, Lc., M.Sha. Data collection was conducted through direct observation at the Al-Faruqi Islamic Boarding School located at Jl. Kubang Raya No. 27, Desa Kualu, RW 01 RT 02, Dusun Kampung Baru, Tambang District, Kampar Regency, Riau Province. The techniques used in data analysis include reduction by selecting relevant data or information, presenting data in the form of images, tables, and narratives, and drawing conclusions from the research findings with relevant analysis.

RESULTS AND DISCUSSION

Before transitioning into the digital era, the Public Relations (PR) strategy implemented by Al-Faruqi Islamic Boarding School in promoting Al-Faruqi Junior High School Kampar was based on a structured strategic plan. One of the efforts made was the formation of a special team responsible for

school promotion activities. This team carried out various programs such as roadshows and large-scale events involving the general public and prospective students, with the main objective of introducing and increasing the visibility of SMP Al-Faruqi Kampar among the community.

In fulfilling the public relations function to build a positive image of the institution, systematic strategies and planning are required to ensure that every activity conducted creates a positive perception of the institution. The public relations strategy developed at SMP Al-Faruqi Kampar encompasses two main dimensions: internal strategy and external strategy. Internal strategy focuses on publication and communication activities targeted at the internal community of the boarding school, while external strategy is directed toward strengthening relationships and communication with external audiences, including the broader community and prospective students.

With the advancement of information technology, society has become increasingly dependent on the internet and social media as means of communication and information retrieval. This situation presents a strategic opportunity for Al-Faruqi Islamic Boarding School to leverage digital platforms to promote the institution's presence to a broader audience. Therefore, the Public Relations Department of Pondok Pesantren Al-Faruqi has begun integrating the use of social media as part of its institutional development strategy, adapting communication patterns that are relevant to the characteristics of modern society, which is highly dependent on digital technology. The social media platforms utilized by the Public Relations Department of Pondok Pesantren Al-Faruqi as part of its development strategy include:



Figure 1. Facebook account of SMP Al-Faruqi

The Facebook social media account of Pondok Pesantren Al-Faruqi was created and started being used on November 21, 2023. However, in nearly two years, the number of followers has only reached 17 people. This indicates that the strategy implemented by the Public Relations team in managing and utilizing the Facebook platform is still ineffective.

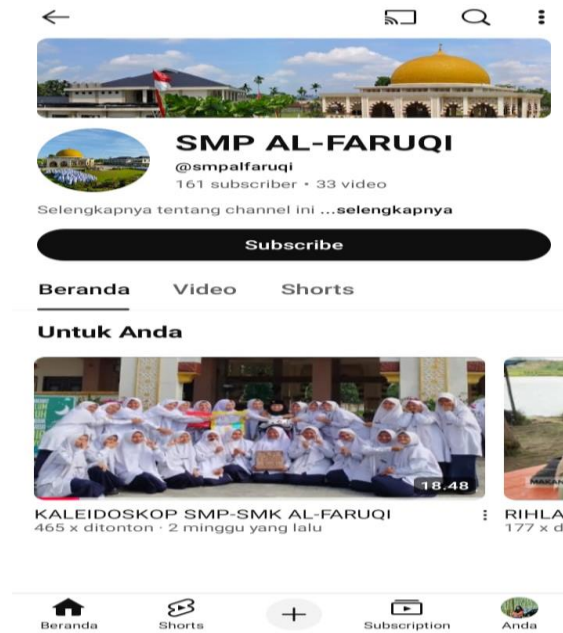


Figure 2. Al-Faruqi Middle School YouTube Account

Meanwhile, on the YouTube platform, promotions began on October 13, 2023. To date, the account has 161 *subscribers* and contains 33 videos. Despite this, the videos uploaded have managed to attract a significant number of *viewers*, indicating that the YouTube platform is more effective for the public relations efforts of Pondok Pesantren Al-Faruqi compared to Facebook.



Figure 3. Instagram account of SMP Al-Faruqi

Although the Instagram account of Pondok Pesantren Al-Faruqi has 389 followers, its utilization is still considered inadequate. Most of the content uploaded consists of messages commemorating national holidays or Islamic holidays. As a result, the public relations department has not optimally communicated information about programs within the boarding school, thereby reducing the appeal and effectiveness of social media as a communication and promotional tool. However, it can be concluded that with the use of various social media platforms such as Instagram, YouTube, website, and Facebook, the public relations department of Pondok Pesantren Al-Faruqi has demonstrated readiness to undertake technology-based transformation, aiming to adapt to the times and meet community needs. These platforms are utilized as promotional tools and development strategies for the boarding school. Although their management is not yet fully optimized, progress in the use of digital media is beginning to emerge.

In addition to digital approaches, the public relations team also engages in direct interaction with the community, including through forums to socialize the boarding school's programs, such as boarding school activities presented face-to-face. Furthermore, lectures are also utilized, as the boarding school's leaders are generally active preachers in various places. These preaching activities also serve as a means to introduce and promote the boarding school to a wider audience. Internal boarding school activities are also utilized as promotional opportunities, such as during *Business Day*, where female students sell goods and the boarding school is open to the public, including for parents and the local community. Additionally, the boarding school mosque, which is open for Friday

prayers and features khatibs from the local community, serves as a unique attraction. Initiatives like the "Blessed Friday" program, which provides free lunch every Friday, are part of the public relations strategy to strengthen ties with the community while promoting the boarding school. Beyond digital media, the public relations team also leverages print media as part of their communication and promotional strategy for the institution, including:



Figure 4. Brochure of SMP Al-Faruqi

This brochure for Al-Faruqi Middle School is designed as the primary information tool for the public who wish to learn more about Al-Faruqi Islamic Boarding School, an Islamic educational institution that combines religious values, life skills, and the development of outstanding and independent female students. Through an informative and concise visual presentation, the brochure provides an overview of the institution, explaining its vision, mission, and the unique strengths of Al-Faruqi in nurturing Muslim women who are morally upright, linguistically proficient, and well-informed. The educational programs, both for junior high school (SMP) and vocational high school (SMK) levels, are designed to equip students not only with academic knowledge () but also practical

skills and Islamic values. Facilities and activities available at Al-Faruqi Islamic Boarding School include modern dormitories, a mosque, comfortable classrooms, a library, a clinic, and extracurricular activities such as horseback riding, sewing, hadroh, and scouting, all aimed at supporting an enjoyable and effective learning process. Additionally, there is a detailed admission guide explaining the registration process, selection schedule, administrative requirements, and detailed costs, along with contact information for the admission committee, making it easier for prospective parents to understand the entire admission process. The information provided in the brochure reflects the commitment of Al-Faruqi Islamic Boarding School to providing quality Islamic education that is modern and comprehensive.



Figure 5. Conducting a Roadshow



Figure 6. Installing PPDB Banners

The Public Relations Team of Al-Faruqi Islamic Boarding School also conducts promotional activities through roadshows and banner installations related to the New Student Admission Program (PPDB) at various schools. This initiative aims to expand the reach of information and introduce the school's existence and advantages to the broader community. The primary target audience for these activities includes all school stakeholders, such as teachers, students, and educational staff. Meanwhile, the external strategies implemented by the Public Relations Department of Al-Faruqi Middle School focus on building good relationships with the community outside the school environment. In this regard, the Public Relations Department also develops plans to establish a positive image in the public eye, which requires optimal effort. Every work program to be implemented always begins with a thorough planning process. The Public Relations Department is committed to implementing these programs to the fullest extent possible because the success of the planning will greatly influence the response from stakeholders, including the community and other institutions.

In addition to implementing the designed programs, the Public Relations Office is also responsible for handling negative issues or information circulating about the Islamic boarding school. In facing such situations, two strategic approaches are taken. First, the public relations team conducts a

pyramid-based communication study which is discussed internally. Second, before the public relations officer () provides clarification to the public, the issue is first discussed in an internal meeting. Typically, the public relations team is connected to the pesantren leadership through a WhatsApp group that serves as a platform for monitoring issues and discussing problems. If the issue directly involves the public, an internal consultation is first held to determine the stance and message to be conveyed. Once an agreement is reached, new information is communicated to the public with a unified voice (command), ensuring that the message received by the public is consistent and does not cause confusion. As part of a continuous communication strategy, the public relations team also regularly holds evaluation meetings and reviews the performance of activities and programs conducted at the boarding school. The facilities and infrastructure supporting the success of activities and programs held at the boarding school are as follows:

Table 1. Facilities and Infrastructure of SMP Al-Faruqi for the 2024/2025 Academic Year

No	Type of Facilities and Infrastructure	Semester 2024/2025 Odd
	Classroom	1
2	Library Room	2
3	Laboratory Room	2
4	Practice Room	0
5	Executive Room	1
6	Teachers' Room	1
7	Prayer Room	1
8	Health Room	0
9	Toilet Room	9
10	Storage Room	1
11	Circulation Room	0
1	Playground/Sports Area	0
13	Administrative Office	1
1	Counseling Room	2
15	Student Council Room	1

16	Building Room	8
Total		39

The facilities and infrastructure available at SMP Al-Faruqi are one of the key elements supporting the public relations strategy in promoting the school. The availability of facilities and infrastructure that support various activities and programs at the boarding school adds value that attracts the interest of the community to enroll their children in accordance with their potential, interests, and other supporting needs. In addition to physical aspects, several other supporting factors also play a role in strengthening the promotion strategy, including the availability of competent human resources, the existence of extensive cooperation networks both internally and externally, and the implementation of regular meetings between the principal and parents as an effort to establish constructive communication. However, there are also a number of challenges that hinder the implementation of the public relations strategy at SMP Al-Faruqi. These obstacles include high levels of competition between educational institutions, busy schedules and heavy workloads for the public relations team, the effectiveness of public relations performance that is not yet optimal, and the suboptimal management of social media and the school's official website as digital information and communication tools.

In the midst of an era of information openness and increasingly fierce competition among educational institutions, Islamic boarding schools are required not only to excel in the field of science but also to be able to form a positive image in the eyes of the community. To achieve this, the role of public relations integrated with strategic management is very important in creating a structured, planned, and sustainable communication pattern. When an institution understands its vision, it can invest the right resources in the right areas to achieve its goals. Public relations management is one of the fields or functions responsible for regulating communication and fostering relationships between an organization or individual and the wider community or public. This aligns with the provisions outlined in Law Number 20 of 2003, Article 30, which states that religious education, including Islamic boarding schools, is a form of education officially recognized by the government. (Mahfida Inayati, 2023) . In the modern era, the role of public relations in Islamic boarding schools is no longer limited to administrative activities such as correspondence, but also contributes to fostering social life in the community, particularly in shaping and strengthening religious morality. (Wahyudin et al., 2023) .

The presence of public relations also has a positive influence on the wider community, as it bridges the understanding of Islamic teachings developed in Islamic boarding schools to align with the values embraced by society at large. In the context of institutional promotion, the existence of public

relations management that is in line with strategic planning is essential, as such planning serves as the foundation for building harmonious relationships with the community through the design of programs that enable community participation (Fajri DwiYama, Adriani, Ismia, 2020) . Therefore, public relations management plays a significant role as an important tool in shaping the positive image of educational institutions. Improving the image of an institution can be done through four main aspects, namely the quality of graduates, cooperation networks, diversity of expertise, and support facilities such as workspaces, advertising, interpersonal communication, promotional media such as brochures, and institutional identity programs (Lubis, 2024) .

This positive image can strengthen public trust and attract students and parents to choose the institution as a place of education. However, for public relations to work effectively, synergistic collaboration with all stakeholders and the management of educational institutions is absolutely necessary (Puspitasari et al., 2023) . The identity of an institution is reflected through various elements, ranging from the figure of the leader, the name of the institution, to other representations such as publication media, visual appearance, sound (auditory), and audio-visual forms (Zahroh, 2022) . Additionally, an institution's identity and image can also be recognized through non-physical aspects, such as the values and philosophy it upholds, the quality of services provided, the work patterns implemented, and the communication systems operated both internally and externally.

The relationship between Islamic boarding schools and the community aims to enhance the active role of the community, whether in the form of concern, support, or direct involvement in the advancement of Islamic boarding schools. This mutually beneficial relationship is reciprocal and crucial for the development of both parties (, 2020) . The existence of educational institutions is fundamentally to meet the needs of the community, and the relationship built through two-way communication will create efficiency in information management and program implementation. Gunawan states that there are various methods or strategies that pesantren can apply to build a good image in the eyes of the public and stakeholders, such as organizing school exhibitions, publishing positive activities, meetings with parents and community leaders, implementing citizen journalism, press conferences, utilizing school websites, holding achievement events, testimonials from figures regarding the school's achievements, involving school members in public leadership activities, social action, and participation in various events that can mobilize the community (Sholihah, 2018) . This strategy is in line with several steps that have been implemented by the Al-Faruqi Islamic Boarding School, although the implementation has not been fully optimized.

According to Kartajaya (2004a: 14–16), in facing increasingly fierce competition in the education sector, an institution is required to have the right positioning strategy in order to be able to place itself in a superior position in the minds of the community. This strategy not only involves comparing the quality and quantity of the programs offered but also building a positive perception that each program is a valuable asset for service users. With the right positioning, the institution will be more easily trusted and chosen by prospective students and parents. Furthermore, effective positioning must also reflect the competitive advantages that distinguish the institution from other institutions. This is key to building credibility and public trust in the quality and governance of the institution. A unique approach to positioning is crucial to ensure the institution does not get lost among the many available options. Therefore, this strategy must be continuously updated and adapted to the needs and developments of the external environment, so that it remains relevant and able to respond to the challenges of the times (Zawawi & Abidin, 2022) .

Other steps that can be taken in shaping an institution's image include improving the quality of school leadership, enhancing the competencies of educators and educational staff, participating in competitions or olympiads to achieve accomplishments, building cooperation with parents and the community, enhancing the quality of academic and non-academic services, and striving to achieve good school accreditation (Khorotunniswah & Huda, 2020) . This is because the role of public relations is not limited to conveying information, but also includes safeguarding the reputation and representing educational institutions in the community. A boarding school can be considered high-quality if it is able to establish harmonious relationships with the surrounding community (, 2023). These good relationships become a gateway for the progress and development of the boarding school itself.

In today's era, Islamic boarding schools cannot rely solely on their previously established reputation. They need communication strategies that align with the dynamics of the times, including the utilization of various media—both conventional and digital—as tools to convey their strengths and values to *the public* (Ahmad Firmansyah, 2024) . The development of social media strategies in Islamic boarding schools begins with the formation of a specialized team comprising individuals with expertise in social media management, photography, content writing, and graphic design. This team can be drawn from among teachers, students who hold administrative roles, or even alumni willing to contribute actively. On the other hand, the public relations (PR) department also plays a crucial role in

developing a systematic content plan, such as creating a content calendar that includes various types of materials. This step aims to maintain variety and consistency (*istiqamah*) in the production and distribution of content that contains inspirational messages and is able to attract the interest of the audience of (Purwanto, 2025) . In its implementation, the functions and roles of public relations management are based on principles that are in line with the values of the Qur'an.

Several sacred verses provide moral and operational foundations for public relations in carrying out their duties. Among them, the role as a warner is reflected in QS. Al-Fath verse 8; the duty to convey accurate information is emphasized in QS. Al-Maidah verse 67; and the responsibility to foster cooperation and build understanding between institutions and society is explained in QS. Al-Maidah verse 2 (Mulyani et al., 2025) . In the field of education, the development of public relations work programs is based on several relevant legal foundations. Some of the regulations that serve as references include: 1) Law of the Republic of Indonesia Number 20 of 2003 on the National Education System (SISDIKNAS), 2) Law Number 22 of 1999 on Regional Autonomy, particularly Article 11, paragraph 2, 3) Government Regulation of the Republic of Indonesia No. 19 of 2005 on National Education Standards, specifically Chapter VIII on Management Standards, Article 49, Paragraph 1, and 4) Government Regulation No. 29, Chapter XI, Article 27, Paragraph 1 (Moh. Hasan Afini Maulana, 2019) .

A proactive approach is crucial for educational institutions in facing the dynamics and complexity of internal and external challenges. Internal challenges, such as improving the quality of educators and resource management, must be addressed with well-thought-out strategies to ensure that the institution remains competitive. Meanwhile, competition among educational institutions, both at the national and global levels, demands continuous innovation and strengthening of competitiveness. The management of the New Student Admission Process (PPDB) by the public relations team should be carried out with systematic and structured planning. In general, the steps taken by the public relations department in implementing PPDB include forming an organizing committee, determining the requirements for prospective students, providing registration forms, announcing the schedule and registration mechanism, compiling a data book of registrants, and determining the time for the registration process (Diani Syahfitri, 2024) . In this context, institutions that apply strategic management principles demonstrate positive results, such as an increase in the number of new students, which reached 12.2% in the first year despite challenging circumstances. This achievement reflects the resilience and adaptive capacity of the institution (Syaharuddin, 2024) .

In implementing school programs, the vice principal for public relations plays an important role in disseminating information and promoting various school activities through social media platforms such as WhatsApp, Instagram, Facebook, and the school website (Fradito & Sari, 2022). This practice has been implemented by SMP Al-Faruqi Kampar as one of the strategies to expand the reach of information and introduce the school to the wider community. Additionally, the public relations department also plays a crucial role in handling crisis situations that may arise, whether in the form of negative issues or internal conflicts within the school environment. With swift responses and appropriate handling, the public relations department was able to effectively mitigate the crisis, thereby minimizing the negative impact on the educational institution's image (Muhammad Rahmatul Burhan, 2024). To determine the effectiveness of online *public relations* activities, several indicators can be used. First, calculate the number of visitors who access the website and provide complete personal data. Second, evaluating monthly sales reports from partners or official retailers. Third, assessing changes in public behavior as a result of online activities. Fourth, monitoring media exposure, where case studies show that website usage can increase media coverage intensity. Fifth, observing the growth in the amount of data within the information database (Dakir, 2018). However, in essence, the implementation of public relations functions must remain based on the principles of public relations as outlined by James E. Grunig. These principles include: *involvement*, *empowerment*, *integration*, *independence*, managerial management (*managerial*), *symmetrical model*, *symmetrical internal communication*, *knowledge*, *role diversity*, and ethical *public relations* (Rokhmad, Abdul Mu'is, 2023).

CONCLUSION AND RECOMMENDATIONS

Collaboration between public relations (PR) and strategic management has a significant contribution in shaping and strengthening the image of Pondok Pesantren Al-Faruqi. This synergy is evident in the implementation of communication strategies, both internal and external, through the use of social media, direct promotional activities such as roadshows, lectures by pesantren leaders, distribution of brochures, and active community involvement in various pesantren activities. The role of the public relations department at the Al-Faruqi Islamic Boarding School is not merely to convey information but also to serve as a central bridge of communication between the boarding school and the community in building positive perceptions. Although the implementation of these strategies still faces various limitations, particularly in digital media management and the effectiveness of promotions, the steps taken have shown promising directions for enhancing the institution's presence. Based on the findings of this study, it is recommended that Pondok Pesantren Al-Faruqi enhance the

quality and competence of human resources in the field of public relations, particularly in the professional and sustainable management of digital media. An evaluation of communication and promotion strategies should also be conducted periodically to ensure they remain aligned with the dynamic needs of the community and technological advancements. For future research, it is suggested to develop a study on digital public relations management models within Islamic boarding schools and measure their impact on community trust and increased interest among prospective students.

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