

## ABSTRAK

**Trias Uswatun Hasanah:** Manajemen Humas Tentang Kegiatan Penerimaan Peserta Didik Baru (PPDB) SMA Negeri 1 Majenang di Masa COVID-19

Kegiatan Penerimaan Peserta Didik Baru (PPDB) SMA Negeri 1 Majenang di masa Covid-19 diadakan secara *online* sejak tahun 2020. Manajemen humas SMA Negeri 1 Majenang melaksanakan PPDB dengan penyesuaian secara *online* di tengah pandemi Covid-19 terutama pada demografi Majenang yang masih ada wilayah yang terkendala jaringan internet. Pengelolaan manajemen humas pada PPDB di SMA Negeri 1 Majenang dilakukan dengan adanya kerja sama, koordinasi, serta komunikasi yang berkelanjutan secara struktural agar tujuan kegiatan dapat tercapai.

Penelitian ini bertujuan untuk mengetahui bagaimana jalannya perencanaan kegiatan PPDB *online* SMA Negeri 1 Majenang masa Covid-19, pengorganisasian kegiatan PPDB *online* SMA Negeri 1 Majenang masa Covid-19, pelaksanaan kegiatan PPDB *online* SMA Negeri 1 Majenang masa Covid-19, dan pengawasan kegiatan PPDB *online* SMA Negeri 1 Majenang di masa Covid-19.

Penulis menggunakan konsep manajemen POAC (*Planning, Organizing, Actuating, dan Controlling*) dari George R. Terry. Konsep tersebut penulis pilih karena sesuai dengan objek penelitian yang mengedepankan aspek fungsi manajerial dalam suatu kegiatan organisasi untuk mencapai tujuan bersama terutama pada peran humas. Penelitian ini menggunakan paradigma konstruksivistik melalui pendekatan kualitatif, metode deskriptif kualitatif, dan analisis data kualitatif dari Miles dan Huberman. Pengumpulan data dilakukan dengan teknik wawancara, observasi, dan dokumentasi.

Hasil penelitian ini menunjukkan bahwa manajemen humas dalam kegiatan PPDB *online* SMA Negeri 1 Majenang di masa Covid-19 sesuai dengan konsep POAC yang terbagi atas: 1). Perencanaan kegiatan dilakukan secara struktural dari pimpinan tertinggi yaitu kepala sekolah yang menerima informasi dari dinas pendidikan provinsi kemudian diteruskan kepada guru dan staf, 2). Pengorganisasian kegiatan dilakukan dengan memerhatikan aspek kompetensi yang dimiliki guru dan staf dalam mengelola teknologi informatika, 3). Pelaksanaan kegiatan atau pengarahan dengan sosialisasi PPDB *online* melalui media online dan elektronik, baliho, serta melihat pada kondisi demografis wilayah Majenang dengan mendatangi SMP sekitar Majenang yang dituju, maupun menyurati dinas pendidikan desa sekitar, 4). Pengawasan kegiatan dengan menetapkan standar PPDB *online* yaitu pemenuhan kuota rombongan belajar dan berusaha menekan persebaran virus Covid-19 di lingkungan sekolah selama kegiatan berlangsung.

Berdasarkan hasil penelitian dapat disimpulkan bahwa kegiatan PPDB *online* SMA Negeri 1 Majenang telah mampu melaksanakan fungsi manajerial organisasi melalui konsep POAC untuk dapat mencapai tujuannya melalui komunikasi dan kerjasama dengan pengelolaan manajemen humas di tengah keterbatasan karena pandemi Covid-19.

Kata Kunci: Manajemen Humas, PPDB *Online*

## ABSTRACT

**Trias Uswatun Hasanah:** *Online New Student Admission Activities' (PPDB) Public Relations Management at SMA Negeri 1 Majenang in the COVID-19 Period*

*New Student Admission Activities (PPDB) in SMA Negeri 1 Majenang in the Covid-19 period is still being held online since 2020. The public relations management of SMA Negeri 1 Majenang carried out PPDB with online adjustment in the midst of the Covid-19 pandemic, especially in Majenang's demographics where some areas that still constrained by the internet network. The PPDB were being held in SMA Negeri 1 Majenang by public relations management needs teamwork, coordination, and continuous structural communication so that the goals of the activities can be achieved.*

*This study aims to find out how the planning of the PPDB activities in High School 1 Majenang, how the organizing of the PPDB activities in High School 1 Majenang, how the actuating of the PPDB activities in High School 1 Majenang, and how the controlling of the PPDB activities in High School 1 Majenang.*

*The author uses the management concept of POAC (Planning, Organizing, Actuating, and Controlling) by George R. Terry. Those concept was chosen by the author because it fits the object study that needs to put the aspect of managerial function firts in an activities to reached organization's goals especially for the Public Relations expert. This study uses the constructivist paradigm through the qualitative approach, qualitative descriptive methods, and qualitative data analysis by Miles and Huberman. The data was collected by interview, observation, and documentation techniques.*

*The result of this study indicate that Public Relations management of online new student admission activities in High School 1 Majenang during Covid-19 period fits the concept of POAC that contains: 1). Planning of the activities being done by structural organization from the top leader such as head master who recieved the information from the provincial education department then forwarded to the teachers and staffs, 2). Organizing of the activities being done by paying attention to the competence aspects of the teachers and staff by managing the information technology, 3). Actuating of the activities being done by socializing the PPDB online information through social media and electronic media such as radio, billboard, as well as looking at the demographic of Majenang area by visiting SMP around the high school, or by sending letters to the Villagial Education Department around Majenang, 4) Controlling of the acitivies being done by setting the standard of PPDB online with fulfilling the quota of group studies and trying to pushed the spreading of Covid-19 virus in school environment during the activity.*

*Based on results of this study, it can be concluded that the activities of PPDB online in High School 1 Majenang has been done by the managerial organization function through the concept of POAC to reach the goals with communication and team work by the management of public relations in the midst of Covid-19.*

*Keyword: Public Relations Management, PPDB Online*