



ABSTRAK

STRATEGI KOMUNIKASI HUMAS SD MUHAMMADIYAH PARAKAN DALAM MELAKUKAN BRANDING SEKOLAH PARA JUARA, CERDAS, DAN BERADAB DALAM UPAYA UNTUK MENARIK CALON SISWA BARU

Saras Wulan
5201711333

Penelitian ini mengkaji strategi yang diterapkan oleh Humas SD Muhammadiyah Parakan dalam proses *branding* sekolah para juara, cerdas, dan beradab. Tujuan penelitian adalah untuk memahami bagaimana tahap persiapan, pelaksanaan, serta dampak dari *branding* ini berlangsung. Metode yang digunakan berupa deskriptif kualitatif dengan pendekatan *post-positivisme*. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan menggunakan The PII Model, dengan tahapan mulai dari pengumpulan data, reduksi, penyajian, hingga penarikan kesimpulan. Hasil penelitian dibagi menjadi tiga tahap utama yaitu: 1) Tahap persiapan, di mana Humas melakukan analisis untuk menentukan *brand positioning*, mengubah elemen identitas sekolah, serta menyebarkan informasi melalui kampanye langsung dan media digital. 2) Tahap pelaksanaan yang meliputi berbagai strategi penyebaran pesan *branding* melalui media konvensional dan digital seperti sosial media, serta penyelenggaraan serangkaian acara pendukung. 3) Tahap dampak yang menunjukkan keberhasilan *branding* dengan perubahan social budaya dengan humas sekolah lain mulai mengadopsi gaya fotografi pendidikan ala SD Muhammadiyah Parakan dengan metode ATM (Amati, Tiru, Modifikasi) dalam penyebaran *brand awareness* digital SD Muhammadiyah Parakan.

Kata Kunci: strategi, humas, branding, the PII model

ABSTRACT

COMMUNICATION STRATEGY OF PUBLIC RELATIONS AT SD MUHAMMADIYAH PARAKAN IN CONDUCTING BRANDING FOR THE SCHOOL OF CHAMPIONS, INTELLIGENCE, AND CIVILITY IN AN EFFORT TO ATTRACT NEW PROSPECTIVE STUDENTS

Saras Wulan
5201711333

This study examines the strategies implemented by the Public Relations of SD Muhammadiyah Parakan in the process of branding the school as champions, intelligent, and civilized. The purpose of the study is to understand how the preparation, implementation, and impact stages of this branding take place. The method used is qualitative descriptive with a post-positivist approach. Data were collected through interviews, observations, and documentation. Data analysis was carried out using The PII Model, with stages starting from data collection, reduction, presentation, to drawing conclusions. The research results are divided into three main stages, namely: 1) The preparation stage, in which Public Relations conducts an analysis to determine brand positioning, modifies school identity elements, and disseminates information through direct campaigns and digital media. 2) The implementation stage which includes various strategies for spreading branding messages through conventional and digital media such as social media, as well as organizing a series of supporting events. 3) The impact stage that demonstrates the success of branding through sociocultural changes, with public relations from other schools beginning to adopt the education photography style of SD Muhammadiyah Parakan using the ATM (Observe, Imitate, Modify) method in spreading the digital brand awareness of SD Muhammadiyah Parakan.

Keywords: *strategy, public relations, branding, The PII model*