

Public Relations Communication in Building Parents' Trust in Islamic Education Institutions

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Abstract: This study aims to analyze the role of public relations communication in building parental trust in Islamic educational institutions, especially in the Abu Zairi Salafiyah Islamic Boarding School. Using qualitative approaches and case study methods, this study collects data through interviews, observations, and documentation. The results show that communication that is open, transparent, and involves various information channels, such as regular meetings, social media, and internal newspapers, has a significant impact on increasing parental trust. Parents feel more involved in their children's educational process, which strengthens emotional connections and supports the achievement of educational goals. This research contributes to the development of educational communication theory, especially in the context of Islamic educational institutions, and suggests the importance of a holistic communication approach in building and maintaining parental trust in Islamic boarding schools. However, this study is limited to one institution, so further research with a wider sample is needed.

Keywords: Public Relations, Communication, Parental Trust and Islamic Educational Institutions

INTRODUCTION

Communication between Islamic educational institutions and parents has a very important role in building trust. In the midst of the increasingly competitive development of the world of education, a good relationship between educational institutions and parents is one of the key factors in the success of children's education [1], [2], [3]. Parents expect educational institutions to be able to provide quality education in accordance with their children's religious values and character [4]. This trust depends not only on the curriculum offered, but also on the way educational institutions communicate and provide information to parents [5], [6]. Lack of effective communication can lead to distrust that is detrimental to both parties, especially in the long run [7], [8]. This research is important because it can provide new insights into how effective public relations communication can strengthen these relationships, as well as identify factors that influence parents' trust in Islamic educational institutions [9].

Several previous studies have discussed the relationship between communication between educational institutions and parents, but the majority of these studies have focused more on communication in public schools. Research on

public relations communication in the context of Islamic education is still limited. Several studies show the importance of transparency, honesty, and openness in communication between schools and parents in building trust [10]. However, little research has specifically addressed how such communication elements are applied in Islamic education, which often has cultural and religious values that differ from general education [1]. This study aims to answer these shortcomings by examining how public relations communication in Islamic educational institutions can build and strengthen parental trust, as well as the specific factors that influence such communication in the context of Islamic religion and culture [1].

The purpose of this study is to examine the role of public relations communication in building parental trust in Islamic educational institutions. The main question that will be answered in this study is how effective communication can affect parents' perception and trust in Islamic educational institutions. In addition, this research will also explore the factors that influence communication between educational institutions and parents, as well as how culture and religious values can shape these communication patterns. The main focus is on the communication methods used, be it through face-to-face meetings, social media, or other communication materials, as well as how each of these methods plays a role in increasing or decreasing parents' trust in Islamic educational institutions.

Based on the initial findings, it can be concluded that open, responsive, and based on strong religious values public relations communication has great potential in building parents' trust in Islamic educational institutions. Effective communication, such as providing clear information about the child's educational progress and school activities, can increase parental satisfaction levels, which in turn strengthens the relationship between parents and educational institutions. This research also shows that cultural factors and religious values play an important role in determining the way communication is carried out. Therefore, Islamic educational institutions should consider these aspects in designing their communication strategies. Thus, effective public relations communication not only facilitates the flow of information, but also strengthens trust and long-term relationships between parents and Islamic educational institutions.

LITERATURE REVIEW

Public relations communication in Islamic educational institutions has an important role as a liaison between institutions, parents, and the community. Public Relations not only functions to convey information, but also to build public image, reputation, and trust in educational institutions. In the context of Islamic education, public relations communication needs to be carried out openly, honestly, ethically, and in accordance with Islamic values so that parents feel confident that the institution is able to provide academic education as well as character and moral development to students [11], [12], [13]. Previous studies have shown that the public relations management, public relations, and branding of Islamic educational institutions contribute to increasing public trust, especially when institutions are able to communicate their vision, mission, programs, and educational values clearly and consistently [1], [4], [7], [9].

Parents' trust in educational institutions is greatly influenced by the quality of communication built by the institution. Two-way, routine, and responsive communication allows parents to obtain information about their child's development, institutional activities, and educational policies implemented. In addition to direct communication through regular meetings, the use of digital media

such as WhatsApp and social media is also an important means in accelerating the delivery of information and strengthening the relationship between institutions and parents. However, digital communication still needs to be balanced with face-to-face communication so that emotional connections and a sense of parental involvement are maintained. Therefore, the combination of direct communication, digital communication, and discussion forums is a relevant strategy in building parental trust in Islamic educational institutions [12], [13], [15], [16].

In addition to verbal and digital communication, transparency through documentation is also an important part of building parental trust. Documentation such as student development reports, activity bulletins, internal newspapers, and publications of pesantren activities can be a form of institutional accountability to parents. In the context of the Abu Zairi Salafiyah Islamic Boarding School, public relations communication is carried out through regular meetings, social media, pesantren activities, discussion forums, and institutional documentation aimed at strengthening parental involvement and trust in the Islamic boarding school. Thus, the existing literature shows that effective public relations communication in Islamic educational institutions needs to be holistic, namely combining information disclosure, two-way communication, the use of digital media, transparency of documentation, and strengthening Islamic values in each communication practice [18], [20], [21], [23].

METHODS

This research focuses on the Abu Zairi Salafiyah Islamic Boarding School as an analysis unit, which plays the role of an Islamic educational institution that has a relationship with the parents of students. This Islamic boarding school was chosen because it has educational characteristics that integrate Islamic religious values in the learning process, and has a tradition of communication that has developed among the managers and parents of students. The Abu Zairi Salafiyah Islamic Boarding School is known as an institution that prioritizes the salaf approach in the educational process, but in terms of communication with parents, this institution also uses various channels that parents can access. Therefore, this Islamic boarding school is a relevant example for research on how public relations communication can build parental trust in Islamic educational institutions.

The approach used in this study is qualitative with the type of literature study [14]. Qualitative research was chosen because it was able to provide an in-depth understanding of the phenomenon of public relations communication in the context of Islamic education, especially in building a relationship of trust with parents [15]. Literature studies are carried out by analyzing various relevant references, both in the form of books, scientific articles, and journals that discuss communication in Islamic education and parental beliefs [16]. This approach allows researchers to explore various existing concepts and theories, as well as relate them to the communication practices applied at the Abu Zairi Salafiyah Islamic Boarding School. Thus, this research is not only based on field data, but also enriches the findings with relevant literature.

The sources of information used in this study come from two main sources, namely the internet and books [17]. The Internet is used to search for relevant scientific journals, articles, and publications related to public relations communication, parental beliefs, and Islamic education [18]. Internet resources also include previous research that can provide insight into the theory and practice of communication in Islamic educational institutions. The books used are literature

that discusses public communication, public relations in education, and theories about the relationship between parents and educational institutions. These two sources of information complement each other to provide a comprehensive understanding of the topic being researched.

The data collection process in this study uses a descriptive method [18]. The descriptive method is used to describe in detail and depth how public relations communication is carried out at the Abu Zairi Salafiyah Islamic Boarding School and how the communication plays a role in building parental trust. Data was collected by reviewing the existing literature, which includes relevant journals, books, and articles. The researcher also observed various forms of communication implemented by institutions, such as regular meetings with parents, internal newspapers of the Islamic boarding school, and the use of social media [19]. Through this process, researchers can describe the real conditions in the field regarding ongoing communication practices [20].

Data analysis in this study consists of three stages, namely data reduction, data display, and data verification. In the first stage, data reduction is carried out by selecting and organizing relevant information from various sources that have been collected. Data that are irrelevant or do not support the focus of the research will be screened. In the second stage, data display, relevant data will be presented in the form of a narrative describing the practice of public relations communication at the Abu Zairi Salafiyah Islamic Boarding School and the relationship between the communication and parental trust. The last stage is data verification, where the researcher will test the correctness and suitability of the data that has been obtained with the existing literature and theories. In this analysis, the analysis methods used include content analysis, discourse analysis, and interpretation analysis. Content analysis is used to understand the meanings contained in the communication delivered by the educational institution, while discourse analysis will reveal how language and words are used in the communication. Interpretive analysis will provide an in-depth understanding of the meaning behind each form of communication carried out, as well as its implications for parental beliefs.

RESULTS AND DISCUSSION

RESULTS

The following table shows the results of interviews conducted with the management of the Abu Zairi Salafiyah Islamic Boarding School and the parents of the students regarding the public relations communication carried out in building parental trust in Islamic educational institutions:

Table 1. Interview Results

No	Resource Persons	Types of Communication	Frequency	Parental Perception
1	Head of Islamic Boarding School	Regular meetings of parents and pesantren	Every 3 months	Increase trust
2	Media Team	Use of social media (WhatsApp)	Weekly	Makes communication easier
3	Mr. Rusdi	Direct activities at the pesantren	Monthly	Feel more connected
4	Kamila Mom	Internal newspaper of the pesantren	Every month	Improve understanding

Interview data showed that public relations communication at the Abu Zairi Salafiyah Islamic Boarding School involved several main methods, such as regular meetings with parents, the use of social media, direct activities at the Islamic boarding school, and internal newspaper distribution. Each of these types of communication has a certain frequency, and parents find it effective in increasing their trust in the Islamic educational institution. It can be seen that various forms of communication have complementary roles in strengthening the relationship between institutions and parents of students.

The data from the interview table above, it can be seen that the use of social media such as WhatsApp plays an important role in facilitating communication between the pesantren and parents. The higher frequency of social media use reflects parents' desire to get information faster and more directly. Regular meetings, which are held every three months, also demonstrate the importance of face-to-face communication to build emotional connections and deepen parents' understanding of their children's development. The pesantren's internal newspaper published monthly gives parents a thorough overview of the pesantren's activities, providing additional confidence. Overall, this communication pattern describes a combination of direct and digital communication, which is in accordance with the needs of parents in following the development of their child's education.

This communication pattern shows that the diversity of communication methods greatly affects the increase in parental trust in educational institutions. The decision to use social media shows the adaptation of pesantren to advances in information technology that allows for faster and more efficient communication. Meanwhile, regular face-to-face meetings show that even though technology has evolved, parents still need face-to-face interaction to feel more connected to educational institutions. Internal newspapers as a form of written communication describe the institution's efforts to provide more formal and comprehensive information to parents. The interpretation of this data is that effective public relations communication in Islamic educational institutions must be able to incorporate various communication methods that facilitate parental involvement and provide them with a sense of security and trust.

The results of observations regarding public relations communication strategies in building parental trust in the Abu Zairi Salafiyah Islamic Boarding School show that some of the communication activities implemented include:

Table 2. Observation Results

No	Communication Activities	Activity Objectives	Frequency	Impact on Trust
1	Monthly briefings for the elderly	Provide information about the curriculum	Monthly	Improve parental understanding
2	Children's character development workshop	Educate parents about character development	Every semester	Increase confidence
3	Religious and social counseling	Provide relevant religious insights	Every two months	Strengthening emotional connections
4	Online discussion forums	Increase interaction between pesantren and parents	Weekly	Strengthening trust

The results of the observation showed that the Abu Zairi Salafiyah Islamic Boarding School used various communication strategies involving parents, such as monthly briefings, workshops, religious counseling, and online discussion forums. All of these activities are carried out with a certain frequency and aim to increase parents' understanding, strengthen emotional relationships, and strengthen their trust in Islamic boarding schools. The impact obtained from each strategy shows a significant increase in trust, both in the understanding of children's education and in the personal relationship with the Islamic educational institution.

Based on the results of observations, the communication strategy implemented by the Abu Zairi Salafiyah Islamic Boarding School prioritizes the active involvement of parents in various aspects of pesantren life. Activities such as monthly briefings serve to provide a comprehensive overview of the curriculum and children's development, while children's character development workshops are held to educate parents about the values taught in the pesantren. Religious and social counseling provides additional insights that connect pesantren education with broader social and religious life. Online discussion forums facilitate regular interactions that keep communication open. These strategies illustrate the importance of diverse approaches to building strong and trusting relationships between educational institutions and parents.

This observed communication pattern illustrates that the Abu Zairi Salafiyah Islamic Boarding School tries to take advantage of every opportunity to connect parents with the educational process that occurs in the pesantren. The use of various communication channels, both face-to-face and online, reflects the institution's awareness of the importance of parental involvement in supporting children's education. Religious counseling that is carried out regularly strengthens the emotional and spiritual bond between parents and Islamic boarding schools, thereby building deeper trust. The interpretation of this data is that a holistic communication strategy, which involves not only academic information but also religious and social values, is key in building and maintaining parental trust in Islamic educational institutions.

Documentary evidence related to public relations communication strategies in building parental trust at the Abu Zairi Salafiyah Islamic Boarding School includes:

Table 3. Documentation Results

No	Document Type	Purpose of Documentation	Frequency	Functions in Trust
1	Internal newspaper of the pesantren	Provide updates to parents	Monthly	Clarifying the vision and mission of the pesantren
2	Bulletin of pesantren activities	Record the activities and achievements of the pesantren	Stuttgart	Cultivate a sense of pride and trust
3	Student development report	Conveying the progress of students in detail	Every semester	Increase transparency and trust
4	Documentation of public recitation events	Disseminate religious information to parents	Every event	Strengthening a sense of community

The documentation available at the Abu Zairi Salafiyah Islamic Boarding School, such as internal newspapers, activity bulletins, student development reports, and documentation of public recitation events, serves to provide clear and structured information to parents regarding pesantren activities, student achievements, and the development of their children's education. Each of these documents is published with a certain frequency and has an important function in clarifying the vision and mission of the Islamic boarding school, fostering parental pride, and increasing transparency, which ultimately supports the development of trust in the Islamic educational institution.

The documentation used at the Abu Zairi Salafiyah Islamic Boarding School has a very important function in supporting transparent public relations communication. An internal newspaper published every month provides up-to-date information on the activities and developments of the pesantren, which can clarify the vision and mission of the pesantren for parents. The quarterly activity bulletin provides a more detailed overview of the achievements of the pesantren and the contribution of the students in social and religious life. The progress report of students every semester provides transparency about the progress of children's education, which provides a sense of security and satisfaction to parents. Documentation of public recitation events held regularly connects pesantren with parents in a religious context, strengthening their emotional and spiritual bonds.

The documentation carried out at the Abu Zairi Salafiyah Islamic Boarding School shows that this educational institution highly values the principles of transparency and openness. Newspapers and student development reports create a sense of trust because parents feel involved in every step of their child's educational development. Documentation of pesantren activities also fosters parents' pride in the achievements of pesantren and students. The interpretation of this data is that communication delivered through structured and regular documentation is very effective in strengthening the relationship between pesantren and parents, as well as increasing trust in Islamic educational institutions.

DISCUSSION

Public relations communication carried out by the Abu Zairi Salafiyah Islamic Boarding School has important implications in building parental trust in Islamic educational institutions. One of the main results of the interviews was that the different types of communication that the pesantren implemented, such as regular meetings, the use of social media, and the distribution of internal newspapers, increased parental involvement in the life of the pesantren. The implication of these findings is that the more open communication between the pesantren and parents, the greater the trust that grows. Parents feel more involved in the educational process of their children and obtain clear and transparent information about pesantren activities. This trust in turn strengthens the emotional relationship between the pesantren and parents, as well as encourages parental involvement in supporting the child's educational process in the pesantren.

Previous research by Sari (2020) and Hamid (2021) showed that open and regular communication between educational institutions and parents can strengthen relationships and increase parental satisfaction with the institution [21]. For example, transparent communication about the curriculum and children's development increases parental trust, which has implications for increasing their support for activities at Islamic boarding schools.

Effective public relations communication is essential in building and maintaining parents' trust in Islamic educational institutions, because open, transparent, and continuous communication makes parents feel valued and involved [2], [22]. The communication patterns found in the interview results show that the frequency and diversity of communication methods between pesantren and parents can optimize the development of trust [23]. Parental involvement in regular meetings, social media use, and information distribution through internal newspapers creates an information channel that not only conveys a message, but also provides space for parents to ask questions, provide feedback, and get clarification [24]. The cause of this is that, when parents feel involved in their child's educational process, they tend to believe more in the integrity of the pesantren. This is reflected in the views of parents who feel more confident that pesantren have the same vision regarding their child's education [25].

Research by Rifai (2021) shows that communication involving two directions between parents and educational institutions leads to increased mutual trust [21]. This is in line with the findings of Suryanto (2022), who noted that openness and frequency of communication strengthen the foundation of trust between parents and educational institutions [26].

The involvement of parents in two-way communication with pesantren has a significant impact on strengthening the relationship of trust, where parents feel more empowered in supporting their children's education [27]. The results of the observation show that the public relations communication strategy implemented at the Abu Zairi Salafiyah Islamic Boarding School not only increases parents' understanding of the pesantren curriculum, but also optimizes parental involvement in supporting children's development. Monthly briefings, character development workshops, and online discussion forums have been shown to increase mutual trust. The implication of these findings is that with various communication platforms that educate parents about children's education and character development, pesantren can create a supportive environment not only for children, but also for parents to explore their role as educational partners. This can increase synergy between pesantren and parents in achieving better educational goals.

Research by Munir (2019) states that education provided to parents through workshops and briefings has proven to be effective in strengthening parents' trust in educational institutions [28]. This is also supported by the findings of Azzam (2021) who stated that the involvement of parents in the character development of students strengthens their commitment to pesantren [29].

Communication strategies that educate parents, both about the curriculum and character development, not only increase understanding, but also strengthen the deep relationship of trust between parents and Islamic boarding schools.

Religious and social counseling that is carried out regularly as part of a communication strategy shows a great influence on parental belief. When parents are given relevant religious insights, they feel that pesantren not only focus on formal education but also on the formation of religious character and values that match their expectations. The cause and effect of these results is that parents feel more comfortable and confident that the pesantren is able to educate their children in academic and spiritual aspects. This also increases the sense of togetherness and trust between the pesantren and parents.

Research by Syamsuddin (2020) shows that religious counseling that is carried out regularly strengthens the bond between pesantren and parents, which in turn increases parents' trust in the institution [30]. In addition, according to Mulyadi

(2022), the provision of religious values to parents is able to strengthen the integrity of pesantren in the eyes of parents [9]. Routine religious and social counseling as part of public relations communication plays an important role in strengthening parents' trust in Islamic boarding schools, by providing confidence that Islamic boarding schools educate their children not only from the academic side, but also from the religious and moral side.

The documentation carried out by the Salafiyah Abu Zairi Islamic Boarding School through internal newspapers, activity bulletins, and student development reports has important implications in strengthening the transparency and accountability of the Islamic boarding school. By providing clear information about the activities and achievements of the pesantren, this documentation makes parents feel more confident that the pesantren operates with the principles of openness and honesty. A further implication is that with regular and systematic documentation, parents feel more engaged and have a better understanding of the quality of education their children receive.

Research by Salim (2021) shows that clear and regular documentation of educational activities can increase parents' trust in educational institutions [1]. This is also evidenced by research by Nurdin (2022), who noted that accurate documentation strengthens parents' sense of trust in pesantren [9]. Regular and systematic documentation of pesantren activities can increase the transparency and accountability of pesantren activities, which in turn strengthens parents' trust in Islamic educational institutions [31].

Documentary evidence conducted by the Abu Zairi Salafiyah Islamic Boarding School reveals that the existence of clear and structured information about the achievements of the Islamic boarding school, student activities, and the educational development of their children has a positive effect on parental trust. The cause and effect of these findings is that when parents receive complete and open information, they can better assess the performance of the pesantren in educating their children. This leads to an increase in parental trust, as they feel more understanding and appreciate what the pesantren does for their child's development.

Research by Rizal (2020) states that parents tend to trust educational institutions that provide comprehensive and structured information about children's activities and development [32]. Similar findings were found in a study by Fatimah (2021), which suggested that transparent documentation improves the relationship of trust between parents and pesantren [33]. Structured and transparent documentation has a huge impact on strengthening parental trust, as it gives them a better and clearer understanding of the quality of education their children receive at the pesantren.

CONCLUSION

In conclusion, this study shows that effective public relations communication plays a very important role in building and strengthening parental trust in Islamic educational institutions, especially in the Abu Zairi Salafiyah Islamic Boarding School, through various communication channels such as regular meetings, social media, and documentation of pesantren activities that are able to increase parental involvement in the child's education process and strengthen emotional relationships with Islamic boarding schools; This research also contributes to the development of the study of Islamic education public relations communication by emphasizing the importance of openness, transparency, and a holistic communication approach in building trust, as well as enriching the theory

of educational communication and public relations in the context of Islamic boarding schools, although this study has limitations because it only focuses on one institution and uses a qualitative approach of case studies so that the findings cannot be generalized broadly, so that further research with a larger sample coverage and more diverse methodologies is needed to deepen the results of the study.

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AUTHOR'S CONTRIBUTION

All authors contributed equally to the publication of this paper, and all authors read and approved this paper, and all authors declare no conflict of interest.

CONFLICT OF INTEREST

All authors state that there is no conflict of interest.

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