

DEVELOPING AN EVALUATION INSTRUMENT FOR ASSESSING PUBLIC RELATION PRACTITIONER PERFORMANCE IN EDUCATIONAL INSTITUTIONS

by Suranto Aw, Budiman, Lily El Ferawati

ABSTRACT

Educational institutions in Indonesia require an excellent Public Relation (PR) practitioner to support the institutions in improving the quality of services such as at schools and universities. Due to the tight competition and the rapid development of technology, educational institutions are required to build partnerships with many parties especially with industries. This partnership may provide opportunities for industries to formulate the qualification standard of human resources which they need. In this case, the educational institutions can utilize the standards formulated by industries as guidelines for developing educational programs and curriculum. The duty of PR practitioners is not only limited to providing information but also maintaining harmonious relationship with internal and external parties. Considering the importance role of PR in educational institutions, their working performance should be maintained. If it is realized, the outcomes of their job may meet the institution's goals. To achieve this, a continuous evaluation on the performance of PR practitioners must be carried out in order to get the latest information which can reveal their performance. This continuous evaluation is expected to know the performance of PR practitioners therefore when their performance is decreasing, the solution can be taken. With regard to this, an evaluation instrument is needed to ensure that the evaluation can be conducted sustainably. Operationally, the objectives of the research include: (1) investigate an evaluation instrument construct of PR practitioner performance and (2) know the feasibility of an evaluation instrument construct of PR practitioner performance. Based on the research objectives, this research employs a Design and Development approach. The development of the instrument is started by formulating the conceptual definition and construct of PR practitioner performance and then writing a blue print. The instrument items are developed based on the blue print. Then, they are studied, revised, tried out and analysed to describe its feasibility.

Kata Kunci: *Instrument, evaluation, performance, public relations, educational institutions*