

# TRAINING OF SCHOOL WEBSITE MANAGEMENT AS A PROMOTIONAL MEDIA FOR PRIVATE SCHOOL-MADRASAH PRIVATE SCHOOLS IN SLEMAN AND KULONPROGO DISTRICT

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## ABSTRACT

This training aims to provide insight and skills in managing websites and writing news as material for updating school websites. Material of service activities includes website management, social media management, and news writing.

This activity was held on August 24-29, 2019 online and offline. Provision of material is done online, while individual tasks are to be done offline. Offline training was held at SMK Ma'arif Temon Kulon Progo on August 24, 2019 and SMK Ma'arif 2 in Sleman on August 29, 2019. The training is carried out by using demonstration and example methods.

The results show that: (1) Public Relations in the educational institution of Ma'arif in Sleman and Kulon Progo Regency do not use the web and social media as a school promotion yet much. The lack of knowledge about how to manage the website and social media for promotion caused the unoptimizing use of website and social media as a medium of promotion; (2) 70% school website at LP Ma'arif is inactive. The news is too short. Many weaknesses are found in news writing, such as unattractive titles, incomplete news content and the news structure, and writing that has not heeded linguistic aspects; and (3) LP Ma'arif's school public relations not all utilize social media as a means to introduce and promote schools to the community. Only 39% of trainees who manage social media as a means of promotion.

Kata Kunci: *public relations, website, social media, news, LP Ma'arif*