

ABSTRAK

Branding merupakan strategi yang perlu dilakukan oleh seluruh lembaga, termasuk lembaga pendidikan. Banyaknya jumlah Sekolah Dasar (SD) di Provinsi DIY menjadikan persaingan lembaga pendidikan semakin kompetitif sehingga *branding* harus dilakukan untuk mempertahankan eksistensi sekolah. Penelitian ini bertujuan untuk mengetahui bagaimana strategi *branding* SDIT Alam Nurul Islam dalam membangun *brand* Sekolah Alam Berkarakter Islami di Yogyakarta. Jenis penelitian ini menggunakan pendekatan kualitatif serta menggunakan model Proses Manajemen *Public relations* yang dikemukakan oleh Scott M. Cutlip, Allen H. Center, dan Glen M. Broom. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan studi dokumentasi. Dari hasil penelitian disimpulkan bahwa dalam membangun *brand* sekolah alam, SDIT Alam Nurul Islam melakukannya melalui proses identifikasi masalah sehingga diketahui berbagai permasalahan terkait pendidikan. Selanjutnya SDIT Alam Nurul Islam melakukan perencanaan melalui penyusunan kurikulum operasional. Adapun guna mengatasi masalah yang ada sekaligus membangun *brand* sekolah alam, dalam implementasinya dikemas melalui pelaksanaan kegiatan rutin *Outbound*, Berenang, Berkebun, Beternak, *Outing*, dan banyak melakukan proses pembelajaran di luar kelas atau di alam. Dalam aktivitas komunikasi untuk menunjang *branding*, SDIT Alam Nurul Islam turut melakukan publikasi melalui media sosial. Adapun proses evaluasi program dilakukan SDIT Alam Nurul Islam secara berkala dari persiapan, selama, dan setelah kegiatan berlangsung.

Kata Kunci: Strategi *Branding*, Sekolah Alam, SDIT Alam Nurul Islam

ABSTRACT

Branding is a strategy that needs to be carried out by all institutions, including educational institutions. The large number of elementary schools in Yogyakarta Province makes the competition of educational institutions more competitive so branding must be done to maintain the existence of schools. This research aims to find out how the branding strategy of SDIT Alam Nurul Islam in building an Islamic Character Nature School Brand in Yogyakarta. This type of research uses a qualitative approach and the Public relations Management Process model proposed by Scott M. Cutlip, Allen H. Center, and Glen M. Broom. Data collection techniques were carried out through observation, interviews, and documentation studies. From the results of the study it was concluded that in building a natural school brand, SDIT Alam Nurul Islam did it through a problem identification process so that various problems related to education were known. Furthermore, SDIT Alam Nurul Islam conducts planning by preparing an operational curriculum. As for overcoming existing problems while building a natural school brand, its implementation is packaged through the implementation of routine Outbound activities, Swimming, Gardening, Breeding, Outing, and many learning processes outside the classroom or in nature. In communication activities to support branding, SDIT Alam Nurul Islam also publishes through social media. The program evaluation process is carried out by SDIT Alam Nurul Islam periodically from preparation, during, and after the activity takes place.

Keywords: Branding Strategy, Nature School, SDIT Alam Nurul Islam