

ABSTRAK

Pada masa pandemi seperti ini proses belajar mengajar menjadi berubah yang semula luring menjadi daring, hal ini membuat tidak adanya kegiatan siswa di sekolah. Akibatnya citra sekolah menjadi memudar karena menurunnya aktivitas akademik. Media sosial diyakini dapat menjadi sarana yang ampuh dalam proses *image building* untuk mengembalikan kepercayaan masyarakat. Salah satu sekolah yang memanfaatkan Instagram yaitu SMP Muhammadiyah 2 Yogyakarta melalui akun @smpmuhayk. Penelitian ini bertujuan untuk mengetahui sejauh mana upaya Humas dalam membangun citra sekolah melalui Instagram di masa pandemi. Penelitian ini menggunakan teori perencanaan dan *image building*. Jenis penelitian yang dilakukan merupakan penelitian kualitatif. Data diperoleh melalui wawancara mendalam serta studi pustaka. Hasil penelitian pada tahap perencanaan Humas SMP Muhammadiyah 2 Yogyakarta melakukan kordinasi dengan seluruh bidang lain untuk membuat konten sebanyak-banyaknya guna memberikan kesan sekolah produktif walaupun di masa pandemi. Evaluasi pada penelitian ini persepsi *followers* sudah setuju bahwa akun @smpmuhayk sudah terlihat profesional serta memiliki *brand image* religius, kreatif dan berprestasi tetapi masih ada beberapa hal yang harus ditingkatkan. Faktor pendukungnya yaitu SDM kreatif dan aktif membuat berbagai konten. sedangkan kekurangannya yaitu terbatasnya dana serta belum meratanya keterampilan dalam membuat konten.

Kata Kunci : *Image Building*, Pandemi, Instagram, SMP Muhammadiyah 2 Yogyakarta

ABSTRACT

In this pandemic situation, the process of learning shifts from conventional learning methods to online learning methods. One of the effects of this kind of method is the absence of any physical activity at school. Thus this kind of situation could affect the school image due to the lack of physical academic activity. It is believed that social media is able to become an effective tool in order to rebuild the school image. Muhammadiyah 2 Yogyakarta Junior High School is one of the many schools that utilize their social media, an Instagram @smpmuhayk. This research aims to find out how the Public Relations (PR) department of Muhammadiyah 2 Yogyakarta Junior High School built its images through its Instagram account in this pandemic situation. This research is qualitative research while the theories used in this research are the planning theory and image building theory. The data in this research was gathered through in-depth interviews and literature studies. This research finds that in the planning process, the PR department conducts coordination with the other departments in order to make as many contents as possible aiming for creating good images to the public that the school is kept productive in this pandemic time. The evaluation in this research is the followers of @smpmuhayk already got perception that it looks professional, has good brand images, religious, creative and has a lot of achievement. However, there are still a lot of room for improvement. The factors that aid the effort are having creative human resources that always actively create new content. While the holding factors are the lack of funds and the uneven skills that each person possesses in the content making process.

Keywords : Image building, Pandemic, Instagram, Muhammadiyah 2 Yogyakarta Junior High School