

Public Relations Management at Family Institutions in Moral Education

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Abstract

Socio-cultural developments and changes indirectly affect children's development and education. This situation affects children, who are basically looking for someone who can become their philosophy of life, making it difficult for families to fulfill their obligations to educate their children. Society has a great influence on the ongoing activities related to education, and family education is the earliest educational institution in human civilization. Before knowing formal education, the position and role of the family in human life is very important, because it is the most basic. the most active and widespread in history. No age limit (covers multiple age groups), no time limit, anytime, anywhere. The purpose of this study was to describe the role of the family in education in public relations management. This study was conducted using a qualitative method, in which appropriate multi-reference studies were used, and then comparisons were made. The family, school and community environment is the center of education, but of the three, the family environment has the greatest influence on children's development. The result of this research is that this family education is basic education, because children get the first education in this family. In addition, family education has a great impact on children's lives, especially on children's psychological growth and development, as well as on social and religious values.

Keyword : *Family, Public, Education*

Introduction

Education is a shared responsibility between family, school and community. The family is a basic educational institution, because the basic education a child receives is within the family. The way parents educate their children has a huge influence on their children's learning. A healthy family means providing education for the big education, namely the educators of the country, the country and the world, on a small scale and with full determination. With intervention and contributions from families and communities, it will certainly support and support the effectiveness of school learning.

The family is an integral part of society and is a microcosm of social conditions. Society consists of many families and families consist of different individuals. In a society there are usually several institutions, such as educational institutions, religious institutions, economic institutions, marriage institutions and other institutions. Basically, the interests of a society depend on the good of the family, the good of the family depends on the interests of the individuals in the family, and the good of the individual depends on good nature and environment.

In the classical view, education is often referred to as an institution that can carry out three functions at once; first, preparing the

younger generation to play a certain role in society in the future. The second is to impart and impart knowledge and perform as expected. Third, transferring values to maintain the integrity and unity of society as a prerequisite for the survival of society and civilization.

The way parents educate their children has a great influence on their children's learning. A healthy family means providing education on a small scale, but it is crucial for education on a large scale, namely educators in the state, country and world. Parents who do not pay attention to their children's learning, such as ignoring their children's interests and learning needs, not managing study time, not providing/improving learning tools, not paying attention to whether their children are learning or not, they don't want to pay attention to their children's learning progress, difficulties and obstacles. . Learning experiences will have an impact on learning failure. Therefore, it is necessary to create a family environment which is conducive to the formation of the child's personality. Here you can see the many roles of the family in shaping the development of a child's physical and spiritual personality.

Literature Review

In teaching methods, the family is defined as the first and most important institution experienced by a person, where the learning

process that takes place is unstructured and its implementation is not limited by time.

From an educational perspective, the family is a unit of life (social system), and the family provides a learning environment. Family ties help children develop friendship, love, relationships, cooperation, discipline, good behavior, and recognition of authority. The responsibility for education lies in the hands of both parents and cannot be passed on to others, because he is their flesh and blood. Regardless of parental restrictions, it is natural and logical. Therefore, some educational responsibilities can be delegated to other people, namely through schools.

The Ministry of Health (1988) in Setiawati (2008) believes that the family is the smallest unit of society, the family consists of father, mother, children and several people who live together and live in the same place under a roof in a state of interdependence.

Management comes from the Latin words manus which means hand and agere which means to do. These words are combined in the verb managere, which means management. Managere is translated into English in the form of the verb manage. The nouns administration and manager represent people who carry out management activities. Finally, management is translated into Indonesian as management or management.

Hasbullah stated that the role of the community in (schools) is as follows: 1. The

community participates in the establishment and financing of schools; 2. The community plays a role in monitoring education so that schools can continue to help and support. community wants and needs; 3. Participate in providing school buildings. Educational facilities such as libraries, corridors, etc. are for the community; The community provides schools with a variety of resources. Schools can involve farmers, entrepreneurs, police, doctors and other people who have special abilities; 5. The community functions as a learning resource or laboratory for learning. Apart from textbooks, the community also provides various learning materials, such as industry, housing, transportation, plantations and mining.

Method (Method used)

The method used in this case is a qualitative descriptive method. In teaching methods, the family is defined as the first and main institution where a person lives, where the learning process that takes place is unstructured, and its implementation is not limited by time. Sugiono believes that qualitative research is an investigation that uses researchers as the main tool, data collection techniques are combined, and data analysis is inductive.

The aim of research is to obtain data, so data collection techniques are very important in research. In this research, researchers used

interview, observation and recording methods.

The reason for using this method is that this research wants to understand existing natural phenomena and conditions, not under controlled, laboratory or experimental conditions. According to the openness and flexibility of qualitative research, the types and methods of data collection in qualitative research are very diverse, adapting to the nature of the problem, research objectives and research objects.

The sampling technique for this research topic uses the Intentional Sampling technique. Intentional Sampling Technique is a technique for sampling data sources with certain considerations. For example, this special consideration is considered that the person knows our expectations best, or perhaps he is in authority, so that the researcher can more easily explore the object or social situation being studied.

In research that uses qualitative methods, the researcher acts as a key tool or main research tool. This means that researchers must be able to capture meaning by interacting with the various values that exist in the research object, which is not possible with questionnaire methods or other data collection tools.

Result (Result)

Sociocultural developments and changes indirectly influence children's development and education. On the one hand, children must adapt to technological advances; on the other hand, children have to come into conflict with various cultural values. However, blaming families for child backwardness, illegality and fraud is not the answer. A more positive attitude is to foster the family's ability to educate effectively. As an informal institution, the family needs to be fostered to create harmony in understanding and education, be able to communicate, be able to convey information correctly, and be able to resolve conflicts between parents and children.

The socio-cultural development and education of family children in the era of world globalization seems to require attention, instinct and talent alone are not enough. You cannot expect traditional educational methods to come from the instinctive traditions of parents and mothers, but require innovation with the help of psychology and sociology. This is because technological developments, apart from requiring children to pay attention to learning, also increase the complexity of the problems faced by children and their families.

Basically, the education process in the family will last a lifetime (lifelong education), as long as family members continue to interact and

communicate in society, education in the family will continue to play a role. Relationship patterns, parenting methods, parenting behavior and role models between family members have become activities that shape the identity of family members. Family interaction is part of informal education.

The pattern of improvement, love and care in the family adds to the changing nuances of family learning. The family is the first educational space from parents to children. Parents are very important to provide care, attention and expertise. Parents are the first educators, and the family is the first (space) of educational interaction.

Family education is informal education, which means that its implementation is more interactive and relates to the child's family through personal communication. Therefore, the main effective effort is to provide a vision of family education through harmony in family life, providing the ability to express emotions, convey information, and resolve conflicts between parents and children.

In the classical view, education is often referred to as an institution that can carry out three functions at once; first, preparing the younger generation to play a certain role in society in the future. The second is to impart and impart knowledge and perform as expected. Third, transferring values to maintain the integrity and unity of society as a

prerequisite for the survival of society and civilization.

Harmony in family life is needed to increase the role of the family in children's education. Apart from that, basically the family will be used as a center for socialization and imitation, as an environment for the formation of psychology from children to adults, as an example of life attitudes and behavior, and as a place for children to grow and develop. This will bring a lot of problems, if the family is harmonious, it will be easier to face and solve them.

The family is a "city" with a leader and members. There is a division of labor and a division of labor. Each member has rights and obligations. Therefore, the family is very effective in carrying out moral education. Rights and obligations, as well as others, are the glue for building a family.

Allah SWT decided to do this in order to create harmony in married life and ultimately create an atmosphere of security, happiness and prosperity for the entire country. Because moral education in the family can create high-achieving cadres with high morals, a sense of responsibility and dedication who will influence the life of an institution such as the state, except that the family is the soul and pillar of society. The physical and mental health enjoyed by a nation, and vice versa, its ignorance and backwardness are a reflection

of the status of the families living in that nation's society.

In Islam, the tradition of seeking knowledge is highly recommended. For example, the concept of learning from the cradle to the grave is emphasized. There is a passage in the Qur'an that provides a solution to this problem. Ask science experts. they don't know" The difficulties faced at that time. This tradition is very suitable for overcoming family backwardness in how to educate children, because in this way parents will be able to obtain various knowledge and skills related to family education, be it psychology, sociology, or other sciences that are vital for family education, development, education, educational methods.

Discussion

Public relations basically aims to create and develop a positive image for families in society. According to Abdurrahman, public relations is an activity that can inject understanding, support, trust and gratitude from certain public institutions and the general public. The importance of education basically requires cooperation from the family and community. This collaboration generally aims to facilitate educational management in schools and improve students' scholastic abilities in particular.

From an educational perspective, it is a unit of family life (social system), and the family

provides a learning context. Family ties help children develop friendship, love, interpersonal relationships, cooperation, discipline, good behavior, and a sense of authority. It is very natural and logical that the responsibility for education cannot be delegated to other people, because the body and blood are in the hands of the parents, except for various parental prohibitions. Therefore, some educational responsibilities can be delegated to other people, namely through schools.

The way parents educate their children has a great influence on their children's learning. That's because the family is the first and most important educational institution. A healthy family means providing education on a small scale but determining education on a large scale, namely educating the nation, state and world. Parents do not care about their children's learning, such as ignoring their children's interests and learning needs, not managing their study time, not providing/supplying learning materials, not paying attention to whether their children are studying or not, not wanting to pay attention to their children's learning progress, difficulties and obstacles arise.

In the context of family education, it is necessary to reposition the function and role of the family as the smallest non-formal educational institution in society. This article examines the role of the family as the main educational institution. The research

approach used in this paper is Islamic education based on philosophical theory analysis and pedagogical empiricism.

The three key elements of education, namely school, family and community, must work synergistically for successful and effective learning. Don't let one of these three factors be passive, or even all three. A permanent forum is needed to bring these three factors together so that any problems that arise can be discussed together to find the best solution.

Conclusion

The family is a small community and is the pillar that forms macro society, namely the people. A family can be formed by a bond between a man and a woman through a valid marriage according to state law and Islamic law. Education in this family is above all education, because it is in this family that children are educated first. Apart from that, family parenting has a huge influence on children's lives, especially on children's psychological growth and development as well as social and religious values.

In general, there are three parenting patterns for parents towards their children, namely democratic, authoritarian and permissive parenting. Among the three parenting styles that are considered good parenting patterns is democratic parenting. However, in some cases, such as those involving the cultivation

of faith and morality, an authoritarian model can be used so that children do not feel conflicted and confused about religion. The permissive model can be applied to children approaching adulthood.

Based on research in this process, there were several limitations encountered and it is possible that several factors could be paid more attention by future researchers to perfect their research because the research itself certainly has shortcomings that need to be corrected in further research.

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