

ABSTRAK

SABar School (Sekolah Alam Baturraden) merupakan sekolah yang menerapkan konsep pendidikan yang digagas oleh konseptor sekolah alam yaitu Ir. Lendo Novo. SABar School menyelaraskan dan menerapkan empat pilar utama sekolah alam yaitu pilar akhlak, logika, leadership, dan entrepreneurship pada proses pembelajaran siswa. Permasalahan pada SABar School dikenal sebagai sekolah yang berfokus pada kegiatan bermain dibandingkan kegiatan belajar, sehingga orang tua merasa khawatir menyekolahkan anak di sekolah alam akan tertinggal dalam bidang akademis. Penelitian ini bertujuan untuk menganalisis dan mengetahui implementasi *excellence in public relations* melalui sepuluh premis *excellence in public relations* serta *coordinated management of meaning* terhadap sosialisasi empat pilar utama SABar School. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teknik pengumpulan data berdasarkan observasi dan wawancara mendalam terhadap dua belas informan, didukung data sekunder melalui studi literatur dari buku dan jurnal yang relevan. Hasil penelitian menunjukkan bahwa peran SABar School dalam kegiatan sosialisasi empat pilar utama mengimplementasikan delapan dari sepuluh premis *excellence in public relations*. Dua premis yang belum terlaksana, pertama yaitu premis *integration*, disebabkan SABar School belum memiliki divisi *public relations* secara khusus. Kedua yaitu premis *independence*, disebabkan fungsi manajemen dari *public relations* masih menjadi satu dengan manajemen lain. Dua premis *excellence in public relations* yang belum terimplementasi dapat menjadi salah satu media evaluasi SABar School terhadap perencanaan strategi komunikasi yang optimal dan membangun *action* masyarakat untuk menyekolahkan anak serta mengetahui empat pilar utama sekolah alam. Hasil *coordinated management of meaning* pada empat pilar utama, menunjukkan SABar School telah mencapai tingkat koordinasi, yang berdampak pada pemahaman orang tua siswa reguler terhadap empat pilar sekolah alam, sedangkan orang tua siswa inklusi lebih berorientasi pada *life skill*.

Kata Kunci: *excellence in public relations, coordinated management of meaning, SABar School, empat pilar utama sekolah alam.*

ABSTRACT

SABar School (Sekolah Alam Baturraden) is a school that applies the educational concept initiated by the natural school conceptor, Ir. Lendo Novo. SABar School aligns and applies the four main pillars of natural schools, namely the pillars of morals, logic, leadership and entrepreneurship in the student learning process. The problem with SABar School is that it is known as a school that focuses on play activities rather than learning activities, so parents are worried that sending their children to natural schools will leave them behind in academics. This research aims to analyze and determine the implementation of excellence in public relations through the ten premises of excellence in public relations as well as coordinated management of meaning towards the socialization of the four main pillars of SABar School. This research uses a qualitative descriptive research method with data collection techniques based on observation and in-depth interviews with twelve informants, supported by secondary data through literature studies from relevant books and journals. The research results show that SABar School's role in socializing activities on the four main pillars implements eight of the ten premises of excellence in public relations. Two premises have not been implemented, the first is the integration premise, because SABar School does not yet have a special public relations division. Second, the premise of independence, because the management function of public relations is still one with other management. Two premises of excellence in public relations that have not been implemented can become one of the media for SABar School's evaluation of optimal communication strategy planning and building community action to send children to school and knowing the four main pillars of natural schools. The results of coordinated meaning management in the four main pillars show that SABar School has reached a level of coordination, which has an impact on the understanding of parents of regular students regarding the four pillars of natural schools, while parents of inclusive students are more oriented towards life skills.

Keywords: excellence in public relations, coordinated management of meaning, SABar School, four main pillars of natural schools.