Al-Ulum

Cyber Public Relations Activities of Islamic Boarding Schools in The Middle of The Flow of Reporting on The Issue of Bullying of Santri

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Abstract

This article understands the reporting of bullying of students as an issue that affects Islamic educational institutions, especially Islamic boarding schools. Bearing in mind, the issue of bullying in this virtual space has the potential to create a crisis of public confidence. Moreover, the swift flow of news about bullying is not immediately responded to quickly, it will build a negative perception of the islamic boarding school environment. This is because islamic boarding schools, as part of Islamic educational institutions, have so far gained public trust, namely as centers of Islamic studies, especially in the formation of the character of students. This article intends to place cyber public relations activities as a strategic step for Islamic boarding schools, in dealing with the issue of student bullying. Using a virtual ethnographic approach, this study seeks to explore the reality of bullying reporting as a potential crisis, while also exploring cyber public relations activities that are carried out by utilizing internet technology tools and cyber media, so as to suppress potential crises and instill public trust in Islamic boarding schools.

Keywords: Cyber Public Relations, Islamic Boarding Schools, and Bullying of Santri

Aktivisme *Cyber Public Relation* Pesantren di Tengah Terpaan Arus Pemberitaan Isu Perundungan Santri

Abstrak

Artikel ini memahami pemberitaan perundungan santri sebagai isu yang menerpa Lembaga pendidikan Islam, khususnya lingkungan pesantren. Mengingat, isu perundungan dalam ruang virtual ini memiliki potensi terjadinya situasi krisis kepercayaan public. Apalagi, derasnya arus pemberitaan perundungan ini tidak segera di respon dengan cepat, maka akan terbangun persepsi negative terhadap lingkungan pesantre. Sebab, pesantren sebagai bagian dari lembaga Pendidikan Islam, selama ini telah mendapatkan kepercayaan masyarakat, yaitu sebagai pusat kajian-kajian Islam, terutama dalam pembentukan karakter santri. Artikel ini bermaksud menempatkan aktivitas cyber public relations sebagai langkah strategis bagi pesantren, dalam menghadapi terpaan isu perundungan santri. Dengan pendekatan etnografi virtual, studi ini berupaya mengeksplorasi realitas pemberitaan perundungan sebagai potensi krisis, selain itu juga mengeksplorasi aktivitas cyber public relations yang dijalankan dengan memanfaatkan perangkat teknologi internet dan media siber, sehingga dapat menekan terjadinya potensi krisis dan tertanam kepercayaan public terhadap pesantren.

Kata kunci: Cyber Public Relations, Pesantren, dan Perundungan Santri.

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A. Introduction

This study intends to explore the appearance of reporting on the issue of student bullying and violence as a symptom of a crisis of trust (distrust) towards Islamic educational institutions, especially the islamic boarding school environment. Bearing in mind, the appearance of reporting on the issue of bullying of students in cyber media spaces, is actually just the other side of the face of Islamic boarding schools which is presented in the form of reporting on bullying, even though, this news issue is actually not expected by the public (public). As for the islamic boarding school environment, which so far has been understood as a center for Islamic education, concerned with the culture and values of the islamic boarding schools, it had to sink in for a moment due to exposure to the issue of bullying reporting which was going on quite massively. This article sees that the quick response of some islamic boarding schools to this issue of bullying is part of the cyber public relations movement of islamic boarding schools, in an effort to provide balanced information, so that trust, understanding, image of islamic boarding schools can be returned to the public/wide audience.

It can be described, that the news of bullying of students has colored cyber media spaces. As an illustration, the massive coverage of the issue of bullying can be found when searching for news about "bullying and violence against students", via google.com. Then automatically thousands of related news messages will appear in this brand. Researcher search[1], shows 12,300 results (0.35 seconds) related messages can be found. Although, among the available content, it does not always show news about bullying and violence that occurred in Islamic boarding schools. However, it also shows a lot of content on issues of bullying but in the form of expert opinions, practitioners and the opinions of heads of government and private agencies, discussing cases of bullying and violence that occur in Islamic boarding schools.

The rapid news and information displayed in the cyber media space, namely new media that grows along with the development of advances in communication

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[1] Look in https://www.google.com/ on the search feature 12,300 results (0.35 seconds), accessed at 23/10/2022

technology, then exposure to this issue of bullying can become a topic of discussion and widespread public opinion. Meanwhile, the existence of cyber media as a new media technology, has the power to quickly generate various public responses. On the other hand, this new media also has a more interactive audience. Of course, this characteristic is different from the conventional media audience interaction system which only receives news/information from the media and has no power to provide feedback. For this reason, this study seeks to understand that the emergence of news issues regarding bullying issues that are displayed in cyber media, so as to provide channels for audiences to interact massively. It should be underlined that audiences in cyber media have different characteristics, both in theory and practice, from audiences in mainstream media.[2].

The rapid news and information displayed in the cyber media space, namely new media that grows along with the development of advances in communication technology, then exposure to this issue of bullying can become a topic of discussion and widespread public opinion. Meanwhile, the existence of cyber media as a new media technology, has the power to quickly generate various public responses. On the other hand, this new media also has a more interactive audience. Of course, this characteristic is different from the conventional media audience interaction system which only receives news/information from the media and has no power to provide feedback. For this reason, this study seeks to understand that the emergence of news issues regarding bullying issues that are displayed in cyber media, so as to provide channels for audiences to interact massively. It should be underlined that audiences in cyber media have different characteristics, both in theory and practice, from audiences that have so far existed in mainstream media.

Reporting on student bullying and violence can have implications for the level of public trust in the security that is created within the islamic boarding school environment. Moreover, the massive reporting on the issue of bullying has partly cornered the existence of Islamic boarding schools, bearing in mind that Islamic boarding schools should be free from bullying and violence practices. It can be seen

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[2] Metzger, M. J., & Flanagin, A. J. (2002). *Audience orientations toward new media. Communication Research Reports*, 19(4), 338–351. http://doi.og/10.1080/08824090209384862

in the digital artefacts related to the news of bullying and violence that has occurred in 2022. One of them is the viral reporting of bullying incidents at one of the modern Islamic boarding schools in Ponorogo, East Java. Even though the incident that led to the incident of violence was immediately responded to by the islamic boarding schools, however, the swift reporting of this bullying became a matter of public discussion. The same thing can also be seen in the news of bullying and violence which has also gone viral in an educational institution in Aceh. Cases of bullying or bullying practices that occur in the Islamic education environment are very regrettable by the public because they are considered not supposed to occur in Islamic boarding schools, which so far Islamic boarding schools are known as warehouses for students reciting the Koran.

Several previous studies have provided indications that the spread of news where the full truth cannot be ascertained can injure public perception. It can be seen in the health environment, as the study that was conducted by Steven Black and Rino Rappuoli, states that in terms of health it is known that the spread of false information on the Internet has undermined global public trust in vaccines. Yet the prevention of morbidity and mortality by vaccination is one of the major public health achievements of the last century. However, this study noted that despite the increased safety and effectiveness of vaccines, the spread of false information on the Internet has undermined public trust globally [3].

So, in the context of this study, it can be understood that the swift reporting of bullying and violence by students is developing wildly and shaping public opinion, so it is deemed necessary to respond quickly, because this issue of bullying will become an important problem for Islamic boarding schools. The public's trust in the marwah of pondok, which has so far been firmly entrenched, will slowly be eroded. The public has placed a lot of importance on Islamic boarding schools as Islamic educational institutions, which are known as centers of Islamic studies, and are concerned with maintaining the values of politeness, friendliness and away from acts of bullying or violence. The development of public opinion regarding this

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[3] Black S, Rappuoli R. A crisis of public confidence in vaccines. Sci Transl Med. 2010 Dec 8;2(61):61mr1. doi: 10.1126/scitranslmed.3001738. PMID: 21148125.

bullying has the potential to raise distrust of Islamic boarding schools, besides that it must also be anticipated so as not to trigger other reactions within a social movement. Andi Nirmalasari in an article once mentioned that mass digital movements could potentially pose a threat to an organization's reputation. This cyber activism is a manifestation of the gap in public expectations that are inconsistent with the social reality of an organization[4].

Public trust is part of the main source of strength for islamic boarding schools. Even the sustainability of islamic boarding schools, in carrying out its functions, cannot be separated from society, and vice versa. Society as the public also has a very strong attachment to Islamic boarding schools, especially with various traditions and values that have been preserved together. That's why opinions of bullying and violence that continue to be produced in cyber media must immediately be addressed in a balanced way, through organizational communication activities that are carried out together. An organization can exist and develop because of the trust of its public, which is an internal and external force that determines the life and death of the organization. However, if an organization is in a crisis position due to public perception, it will be transformed into a threat of destruction for an organization if it is not addressed immediately[5]. While exposure to an issue, if it is not managed properly, it has the potential to become a crisis which will become a frightening specter for an organization, under any conditions, while this kind of crisis can befall any organization[6].

When viewed from the process of communication and interaction that takes place, news of bullying that is displayed through cyber media certainly does not only trigger a public response, by displaying counter comments only. However, the public has free space in expressing their opinions, conveying messages they are thinking about, or simply passing on information and uploading videos that are currently

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[4] Andi Nirmalasari, *Manajemen Krisis Dalam Public Relations: Analisis Meta-Sintesis Aktivisme Online*, Jurnal Penelitian Komunikasi dan Opini Publik Vol. 24 No. 2, Desember 2020: 98-112

[5] Emeraldy Chatra & Rulli Nasrullah, 2008, *Public Relations, Strategi Kehumasan dalam Menghadapi Krisis,* Bandung: PT Karya Kita, Maximalis, Hal. 26

[6] Kriyantono, Rachmat, 2012. *Public Relation & Crisis Management: Pendekatan Critical Public Relations Etnografi Kritis & Kualitatif.* Jakarta: Kencana Prenada Group. Hal. 151-152

viral and are of concern. Availability as a communication channel in cyberspace certainly contributes greatly to the formation of opinion, although the tendency of this cyber media to become a kind of "private space" that can be accessed by other users and opens up opportunities for interaction. This space will provide strength in shaping perceptions along with the issue of bullying currently hitting Islamic boarding schools. Rulli once mentioned that as a new form of communication that is carried out by utilizing the internet as a medium with the power of networking, so that news is easily spread and can be read by others, whether directly or indirectly connected[7].

This study understands that communication activities are cyber public relations activism for Islamic boarding schools. This activity needs to be carried out, especially in an effort to build a balanced opinion, to deal with the issue of bullying and violence by students, which flows quite swiftly. This understanding is based on an understanding of cyber public relations which is understood as the relationship between the virtual world and the experience of communicating online[8]. Cyber public relations is part of effective organizational communication in cyberspace, meaning that this activity shows an attempt to manage relationships and messages in an imagination, which is hereinafter referred to as 'theater of ideas''[9]. In practice, Islamic boarding schools can take advantage of the availability of social media platforms to convey information about Islamic boarding schools' activities as centers of Islamic learning and students' traditions to a wide audience. Other reporting through islamic boarding schools release activities is also needed so that balanced information can color the website or social media of each islamic boarding schools. A western scientist, Sukatendel said that Public Relations (PR) is a method of communication to create a positive image of organizational partners on the basis of respecting common interests. Meanwhile, Scoot M Cutlip argues that PR is a

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[7] Rulli Nasrullah, *Public Digital Research: Media Perspective And Virtual Reality In Social Media*, Jurnal Sosioteknologi | Vol. 17, No 2, Agustus 2018 https://media.neliti.com/media/publications/261112-none-87405614.pdf

[8]Samsup & Kim, *The Effect of Web Characteristics on Relationship Building,* Journal of Public Relations Research Volume 15, 2003 - Issue 3

[9] Bob Julius Onggo, 2004, *Cyber Public Relations*. Jakarta: Elex Media Komputindo

management function that evaluates public attitudes, identifies policies and procedures of individuals or organizations on the basis of interests[10].

Islamic boarding school cyber public relations activities are part of mutual communication, in order to gain understanding and recognition from the wider public, so as to create mutual understanding and support for the creation of a return of trust due to exposure to issues of bullying and violence. This activity is closely related to the formation of public opinion, and influences changes in attitudes from society. Thus, cyber public relations can become a communication bridge between islamic boarding schools and the public, in addition to creating mutual understanding between the two, so that in the end a positive image and public support for the existence of islamic boarding schools will be created. This flow of communication should ideally be carried out by islamic boarding schools, in order to create understanding, acceptance and cooperation between islamic boarding schools and the public, including involving themselves in management to solve an issue, even helping to inform and respond to public opinion[11].

It is on this basis that a study of Islamic boarding school cyber public relations activism in the midst of the issue of student bullying and violence needs to be carried out. Furthermore, by using a virtual ethnographic approach, this study seeks to be able to explore cyber reality related to exposure to news issues regarding bullying and violence among Islamic boarding school students. So that it is necessary to think about the importance of a kind of islamic boarding school cyber public relations movement, so that it can be carried out simultaneously so that shared awareness can be awakened and made as a choice of communication activities that must be immediately carried out by islamic boarding school organizations as Islamic educational institutions. Considering that this activity can be carried out by communicating together, namely by utilizing internet technology tools and cyber media as a new space in order to stem exposure to any news flow that can pose a crisis threat to Islamic boarding schools.

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[10] Cutlip, Scott M.,dkk.. 2006. *Effective Public Relations,* Jakarta : Prenada Media. Group Hal. 4.

[11] Cutlip, Scott M.,dkk.. 2006. *Effective Public Relations,* Jakarta : Prenada Media. Group Hal. 4.

B. Approach and Type of Study

In order to obtain an overview of knowledge about Islamic boarding school cyber public relations activism in the midst of being exposed to reporting on the issue of bullying of students, the method used in this study is a virtual ethnography that focuses on artifacts, and digital traces related to virtual reality which depicts the issue of reporting on bullying of students displayed through cyber media. . It is hoped that this study will be able to understand well that the issue of reporting on bullying presented through digital media, in addition to being able to pose a threat to creating a crisis of confidence, also requires joint awareness by driving cyber public relations activities as part of organizational communication, so that exposure to this bullying news does not poses a serious threat to islamic boarding schools.

In practice, this study was carried out by observing deeply the traces of narratives and artifacts related to messages reporting bullying from various social media platforms, so that digital data can reveal the reality of Islamic boarding schools that are being exposed to bullying news. The data obtained from traces and artifacts in reporting on bullying that occurred in various Islamic boarding schools, as well as news data displayed via cyber media will be able to represent the face of Islamic boarding schools from the display of text symbols, images and narratives uploaded on cyber media. then it will be able to provide an overview of the reality of exposure to news in cyber space.

For studies that source data from online media, the stages that should be carried out are through processing and analyzing data, interpreting and testing data, establishing generalizations, and drawing conclusions[12]. That's why this study seeks to find conclusions, through virtual ethnographic methods as the reality displayed in cyber space. In order to be able to explore the meaning behind the texts and images obtained from cyber media traces, so that an overview of the representation of reality being studied can be obtained close to the actual reality. Because it is through cyber media that the reality of incidents of bullying is displayed and disseminated freely in cyber space. This study believes that through the islamic boarding schools's cyber public relations movement, exposure to bullying news does not pose a serious threat to

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[12] Paulus et al., 2016, pp. 153–157

islamic boarding schools. Remember, social media can also be a space for certain communities, certain social classes so that they can maintain their position in society[13].

C. Resultsand Discussion

The Reality of Reporting on the Issue of Santri Bullying in Virtual Spaces

Reporting on the issue of bullying students in a virtual space is understood as a problem that is currently hitting Islamic boarding schools, and has the potential to pose a threat of crisis. This virtual reality can be understood from digital data and artifacts of reporting on bullying that have colored cyber media spaces recently. As an illustration, when searching for news on student bullying and violence, through the news search feature on google.com[14], there are 12,300 results (0.35 seconds) messages related to student bullying and violence can be found. Although the related content is not entirely related to reporting on incidents of bullying and violence that have occurred in Islamic boarding schools. The data that appears also directs the content of students' bullying discussions, both the opinions of experts, practitioners and the opinions of certain agencies.
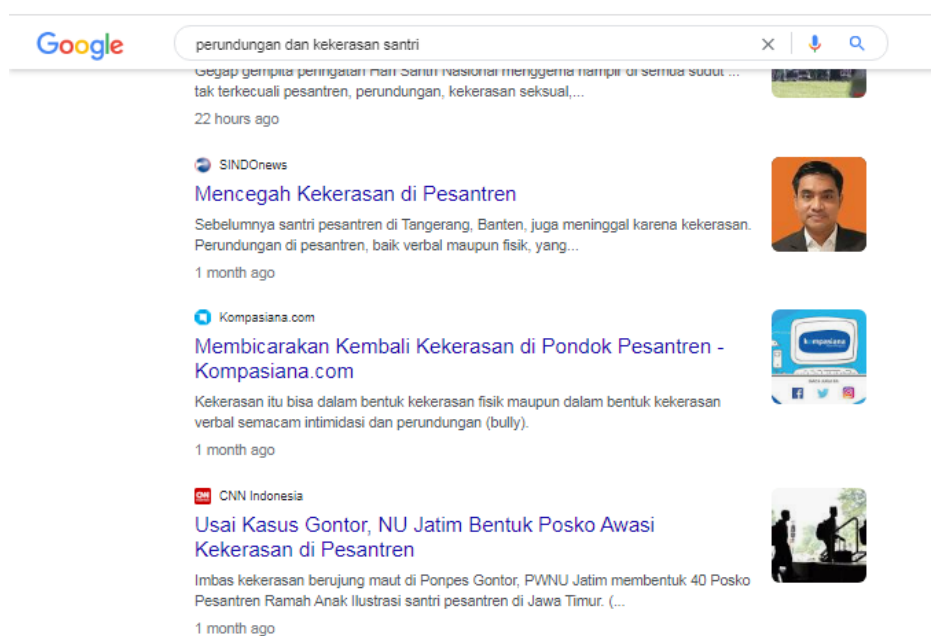
Gambar 1. *Display of the news on "the issue of student bullying and violence, when searched through the related Google search engine. See in* <u>https://www.google.com/</u> *in the search feature 12,300 results (0.35 seconds), accessed at* 23/10/2022

Reporting on the issue of student bullying and violence continues to be the subject of discussion among netizens, thus shaping public opinion that occurs in this new space. The public's response is quite dynamic, even the rate of interaction is running fast between new audiences. There are three behaviors consciously shown by social media users, including social users who have strong control over what they see and read, feel entitled to judge content based on news sources, and social media users feel free to express their opinions in virtual space[15]. Reporting on incidents of bullying of students, which are continuously reproduced in this cyber space, can determine the intensity level of interaction for new audiences whose tendencies have interactive power. Compared to that, the power of audience interaction in traditional media is very different, because new audiences get a free place in expressing their responses and interactions. The emergence of this cyber media can provide a kind of channel for audiences to interact, both with fellow audiences, as well as with information producers. It should be underlined that audiences in cyber media have different characteristics, both in theory and practice, from audiences in mainstream media[16].

Meanwhile, traces of the public's response to reporting on bullying and violence by students show more responses that discredit Islamic boarding schools as Islamic educational institutions. The public believes more that the existence of Islamic boarding schools should be free from incidents of bullying and violence of this kind. Like the data on bullying reporting that went viral and became a public discussion recently, one of which is news of bullying that had occurred at one of the Modern Islamic Boarding Schools in Ponorogo, East Java. Even though this case was immediately responded quickly by the islamic boarding schools, the display of news

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[15] Hofheinz, Albrecht, 2011, Nextopia? Beyond Revolution 2.0. Oriento Moderno, Nouva Serie, Anno 91, Nr. 1, Between Everday Life and Political Revolution: The Sosial Web in the Middle East, Roma: Instituto PerI'Oriente C.A. Nallino, hlm. 39

[16] Metzger, M. J., & Flanagin, A. J. (2002). Audience orientations toward new media. Communication Research Reports, 19(4), 338–351. http://doi. og/10.1080/ 08824090209384862

about this incident continued to trigger it to become a public discussion. Previously, the islamic boarding schools actually carried out organizational communication, namely by providing statements acknowledging the occurrence of cases of bullying that led to the death of a student. In response to the incident that occurred on August 22, 2022, the Islamic boarding school has also submitted an open apology, as well as condolences for the death of the victim of bullying. Islamic boarding schools also express regret openly, and as Islamic boarding schools that are very concerned about children's character education, in responding to this problem, the islamic boarding schools has taken action and given punishment to students who were involved in the persecution or bullying[17].

Previously, cases of bullying of students had also occurred in an educational institution in Aceh, and this news became a public discussion. Reporting on bullying and violence that has gone viral is very unfortunate because it occurs in Islamic boarding schools which are understood by the public as a place for students to recite the Koran. The news of this bullying went viral on social media by showing the violent activities experienced by a santri who became the butt of his seniors. The emergence of bullying reporting adds to the long line of violent incidents that occurred in Islamic boarding schools. This shows that some of the data that has been presented is a reality that was triggered by news of bullying and this news flowed very fast. Even reporting on various social media platforms can form public opinion quickly.

The following picture is a partial display of the public response written through the conversation column on the channel which reports messages of bullying that occurred in one of the Islamic boarding schools in the East Java area. News of the bullying of students uploaded via the YouTube channel owned by kompas.tv is entitled: Santri dies, Gontor Islamic Boarding School apologizes to family. This short video uploaded via various social media platforms states that the management of Pondok Modern Darussalam Gontor apologized for the death of one of the students

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[17] See news about incidents of bullying and bullying at one of the modern Islamic boarding schools in East Java. https://www.kompas.com/edu/read/2022/09/06/104747771/pondok-islamic_boarding_schools-gontor-akui-ada-bullying_-kasus-tewasnya-santri?page=all.

due to abuse. The Gontor management said they would not tolerate any form of violence in the boarding school environment. (06/09)
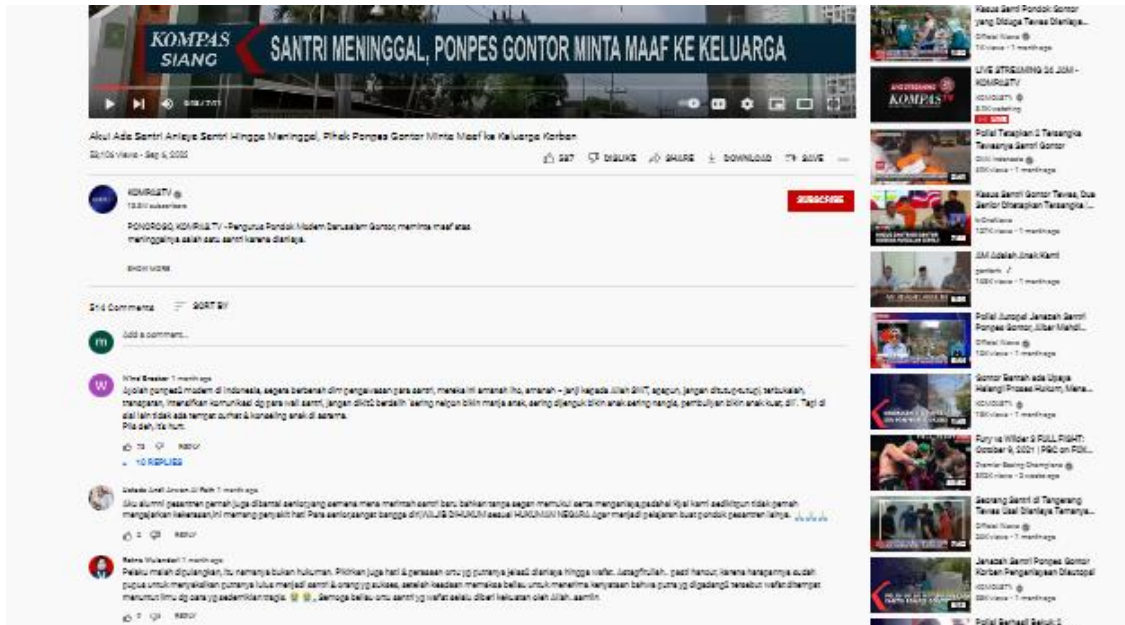
Gambar 2. *Display of the public's response to the news of "the issue of student bullying and violence, on the Kompas TV channel. See in* https://www.youtube.com/watch?v=k8BCWUlZchs, *accessed at* 24/10/2022

When digital data about public conversation scripts respond to news of bullying in the conversation column on one of the national TV media channels, they express very diverse opinions. A total of 514 comments conveyed responses to the news of this bullying. Some of the comments provided support for the islamic boarding schools, but many other comments, through available conversational texts, stated that the islamic boarding schools were negligent so that acts of bullying and violence occurred among students. Responses like this can corner Islamic boarding schools, even though this conversation appears openly on various existing social media platforms, such as a response written by an account called Wind Breaker stating that Islamic boarding schools in Indonesia must make improvements, especially in supervising their students. Santri is a mandate whose security must be guaranteed, therefore, when incidents of bullying and violence occur in the islamic boarding school environment, these incidents do not have to be tightly covered up.

"Ayolah ponpes2 modern di Indonesia, segera berbenah dlm pengawasan para santri, mereka ini amanah lho, amanah = janji kepada Allah SWT,

apapun, jangan ditutup-tutupi, terbukalah, transparan, intensifkan komunikasi dg para wali santri, jangan dikit2 berdalih "sering nelpon bikin manja anak, sering dijenguk bikin anak sering nangis, pembullyan bikin anak kuat, dll". Tapi di sisi lain tidak ada tempat curhat & konseling anak di asrama. Plis deh, it's hurt".[18]

A similar response was also written by an account named Retno Wulandari, according to which the punishment given by the perpetrator by repatriating him to his family was an inappropriate step. The islamic boarding schools should also think about the hearts & feelings of the parents of the students who are victims in this case. This incident could be the reason for the deep feelings of grief experienced by the victim's family, moreover the hope from his parents that they could see their son graduate and become a successful santri in the future, has been lost and taken away because of this violent incident. In addition, the fact that the son who was predicted to have died in a tragic way where his son was studying, a reality that the victim's parents had to accept.

> "Pelaku malah dipulangkan, itu namanya bukan hukuman. Pikirkan juga hati & perasaan ortu yg putranya jelas2 dianiaya hingga wafat. Astagfirullah.. pasti hancur, karena harapannya sudah pupus untuk menyaksikan putranya lulus menjadi santri & orang yg sukses, setelah keadaan memaksa beliau untuk menerima kenyataan bahwa putra yg digadang2 tersebut wafat ditempat menuntut ilmu dg cara yg sedemikian tragis. 😭😭,, Semoga beliau ortu santri yg wafat selalu diberi kekuatan oleh Allah..aamiin"[19]

The majority of social media users are not passive consumers, but active agents who can create and distribute their own content [20], including written responses to any issues that arise. So, the development of opinion due to exposure to this bullying news, must be responded to immediately by making balanced communication efforts. This communication is ideal if it is carried out simultaneously and quickly, so that exposure to the issue of bullying cannot turn

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[18] Transkrip narasi percakapan yang tampil secara terbuka, dalam salah satu channel youtube. Lihat dalam https://www.youtube.com/watch?v=k8BCWUlZchs, diakses pada 24/10/2022

[19] Narrative transcript of the conversation that appeared openly on the Kompas TV channel in reporting on bullying at an Islamic boarding school in East Java, see https://www.youtube.com/watch?v=k8BCWUlZchs, accessed at 24/10/2022

[20] Downing, John D.H. (ed.), 2011, Encyclopedia of Sosial Movement Media, Londong: Sage Publication, Hal. 3367

into a crisis, which can pose a threat to Islamic boarding schools. Every form of social media is capable of mobilizing support when used appropriately[21]. It was previously understood that the public's trust in the dignity of Islamic boarding schools had been firmly entrenched so far, especially since the existence of Islamic boarding schools as Islamic educational institutions should have become a center of study and concern in maintaining the values of politeness, friendliness, etc. Thus, understanding regarding the emergence of this issue of bullying, apart from the potential for distrust, can also trigger other reactions within a social movement. Andi Nirmalasari in an article once mentioned that mass digital movements could potentially pose a threat to an organization's reputation. This cyber activism is a manifestation of the gap in public expectations that are inconsistent with the social reality of an organization[22].

It is possible for every organization to experience a crisis in its daily operations. In this context, a crisis can be understood as an unexpected event that has the potential to cause chaos and change in an environment. Within the islamic boarding school environment, the occurrence of a crisis could harm the image and reputation of the islamic boarding schools. According to Spillan[23], no organization is spared from crises during its lifetime. However, for Barton, as quoted by Coombs (2007), states that the changes that occur as a result of the crisis can also affect how stakeholders interact with the company, on the other hand this crisis can be used for positive purposes.

Meanwhile, the symptoms of the crisis caused by exposure to the issue of bullying and violence by students will result in the growth of negative perceptions in the world of Islamic boarding schools. Some traces of comments as a public response to this issue of bullying, show that there is a tendency to corner Islamic boarding schools. So, exposure to the news of this bullying issue, can produce a negative perception, to Islamic boarding schools. Called by Coomb, that "a crisis is a negative and unexpected event, so that stakeholders will make attributions regarding crisis responsibility, and

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[21] Idle & Nums, 2011 dalam Della Porta, Donatella, 2013, Can Democracy Be Saved? Participation and Sosial Movement, Cambridge: Polity Press, Hal. 98.

[22] Andi Nirmalasari, *Manajemen Krisis Dalam Public Relations: Analisis Meta-Sintesis Aktivisme Online*, Jurnal Penelitian Komunikasi dan Opini Publik Vol. 24 No. 2, Desember 2020: 98-112

[23] dalam An-Sofie Claeys, Verolien Cauberghe, dan Patrick Vyncke Barton, 2010

then these attributions will affect stakeholder efforts in carrying out organizational interactions in crisis situations."[24]

Facing these crisis symptoms, the public relations function can actually be implemented as a communication program for handling crises or crisis symptoms as a result of being exposed to reporting on the bullying issue. Dr. Firsan once explained that there are two things that can be done in dealing with issues in an institution or organization, namely being able to guard the issue before it becomes a crisis, and managing the risks that could arise from the issue that hits it. This is because an institution or company will be judged more by mistakes than by right, that's why in order to be effective in dealing with the public and the media, it requires a good plan, in order to maintain public trust[25].

Facing exposure to the news of this bullying issue, Islamic boarding schools must be able to quickly identify this bullying issue. This analysis must be carried out in depth, systematically, informatively and descriptively. According to Morrisan (2008), based on the time of crisis it can be categorized as follows; Immediate crises. In this crisis, the type that appears because it occurs suddenly, unexpectedly and is not expected, so that this kind of crisis is feared by many organizations. Besides that, there are emerging crises. So that facing this type of crisis, it is still possible to make plans in handling it, but in this crisis, if it is not immediately responded to quickly, it can explode into a serious problem for the organization. And another characteristic of this situation is sustained crises, which are crises that typically persist for months, even years, despite the organization's best efforts to resolve them[26].

In the context, exposure to news coverage of bullying and violence that occurs in Islamic boarding schools, as is the type of crisis that is possible, then in understanding this as a symptom of a crisis that can befall the world of Islamic boarding schools, it should be identified whether the exposure to news causes many

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[24] Coombs dan Holladay, dalam Coombs, 2010, h. 39, dalam Dani M. Akhyar, Arum Sekar Pratiwi, Media Sosial dan Komunikasi Krisis: Pelajaran dari Industri Telekomunikasi di Indonesia, Jurnal Ultimacomm Vol. 11, No. 1, Jun 2019

[25] Delivered during a Guest Lecture entitled "*PR Crisis Goes To UNAIR*" Unair-Surabaya, 2019 (13/10).

[26] Morissan. 2008. *Manajemen Public Relations, Strategi Menjadi Humas Profesional*. Jakarta: Kencana Prenada Media Group.

negative responses from the public, this includes crises that are soon, a new crisis arose, a lingering crisis. Immediate crises. If the reporting of the issue of bullying is a symptom of a crisis that has just emerged, then facing this kind of crisis, at least what each Islamic boarding school and the organization that oversees Islamic boarding schools in Indonesia must do, the step that can be taken is to make a plan regarding handling the bullying. respond to crises so as not to cause confusion, conflict, or delays in dealing with crises that arise.

Cyber Public Relations Activism as a Islamic boarding schools Communication Strategy

This study understands that islamic boarding school communication activities, especially communication messages related to efforts to build trust again, can be carried out by utilizing internet devices and new media as supports. This activity is part of the Islamic boarding school's cyber public relations activism in an effort to restore public trust due to exposure to the news of the bullying issue that they are currently experiencing. This understanding is based on the description of cyber public relations with an emphasis on the relationship between cyberspace and the experience of communicating online, or in other words, cyber public relations is part of effective organizational communication in the virtual realm, meaning that this activity shows an attempt to managing relationships and messages in an imagination, hereinafter referred to as the 'theater of ideas'[27].

In practice, communication activities in response to reporting on the issue of bullying of students, even though it has been carried out by many Islamic boarding schools, especially several Islamic boarding schools that stumbled on this bullying case, such as the statement of the attitude of the Islamic boarding school in response to the bullying of students that occurred. In fact, many sources indicate that Islamic boarding schools have actually carried out organizational communication, namely providing information acknowledging the occurrence of cases of bullying that led to the death of a student. Even the submission of an open apology has also been made. Apart from that, an open expression of regret has also been carried out, and

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[27] Bob Julius Onggo, 2004, *Cyber Public Relations.* Jakarta: Elex Media Komputindo.

confirmed itself as a islamic boarding schools institution that is very concerned about children's character education, to take action and give punishment to students who are involved in the persecution or bullying[28].

Responses to this issue of bullying also need to be carried out by institutions that are concerned about and oversee Islamic boarding schools in Indonesia such as Rabhitah Maahid Islamiah, the ministry of religion or other Islamic boarding schools. Institutionally, it can convey institutional views and attitudes related to bullying incidents in Islamic boarding schools. These views and attitudes become the production of content that will be published intensively and innovatively. In the writer's opinion, this communication activity through social media needs to be a joint movement for Islamic boarding schools, so that it can provide certainty to the public, that islamic boarding schools is part of the center of Islamic education which is concerned with character education based on Islamic teachings.

To ensure that the communication function of Islamic boarding schools can run well, practically Islamic boarding schools and organizations that oversee Islamic boarding schools in Indonesia can form a media center team as organizational communicators. This effort is necessary, in order to jointly be able to restore public trust which has been eroded as a result of being exposed to the issue of reporting on this bullying issue. Islamic boarding schools are also obliged to strengthen the image of Islamic boarding schools as centers of Islamic studies with all the traditions of Islamic boarding schools, to the wider public. This communication can be done by utilizing internet devices as a support, so that it can provide great support for the course of the islamic boarding school communication process, even though the availability of cyber media only functions as a media publication, as well as relations with the public as information users. It is believed that this new media that has been created will contribute to efforts to restore public trust in Islamic boarding schools.

Islamic boarding school cyber public relations activities, can be carried out through creativity and utilization of social media spaces as media relations in

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[28] See news about incidents of bullying and bullying at one of the modern Islamic boarding schools in East Java. https://www.kompas.com/edu/read/2022/09/06/104747771/pondok-islamic_boarding_schools-gontor-akui-ada-bullying_-kasus-tewasnya-santri?page=all.

addition to restoring public confidence in the existence of Islamic boarding schools, also to gain a place in media coverage, to obtain the widest possible publicity regarding agency activities, creating stable relationships. and sustainable basis based on mutual trust, and to obtain feedback from the community regarding the efforts and activities of the organization. Cutlip and Center explained that media relations activities are at least carried out honestly and objectively, on the basis of public interest being prioritized, besides that this cyber activity is also intended as an effort to arouse public attention. So, the communication message must be made as carefully as possible, so that the public can pay great attention and sympathize with the public, so that public trust in islamic boarding schools can grow back.

As it is understood that the cyber public relations activity of this Islamic boarding school is a communication activity carried out by utilizing cyber media as a supporting facility. The goal to be achieved in cyber public relations of Islamic boarding schools as part of this organizational communication is in order to create an attitude of mutual understanding, goodwill, trust, respect between Islamic boarding schools and the public. Therefore, in this islamic boarding school cyber public relations activity there must be an effort to create a harmonious relationship between the islamic boarding schools and its public. So that efforts to instill a pleasant impression need to be made in order to produce opinions that can benefit the islamic boarding schools, in that way it can be ensured that its continuity can be felt in the future.

Islamic boarding schools' cyber public relations activities must be carried out by maximizing online media to use electronic message delivery to the public or local, national, regional and international media organizations. In this case it also includes the submission of supporting data on social media, besides that it can be done by making creative products so that they can be published. That's why in practice it must be done competently in processing data into information that is input into the website that is owned. Islamic boarding school cyber public relations must have the responsibility to operate the role of social media as much as possible.

D. Conclusion

Reporting on the issue of bullying students in the virtual space hit the world of Islamic boarding schools as educational institutions. The reality of reporting on the issue of bullying has the potential to create a situation of crisis of public confidence in Islamic boarding schools. Because of this, the swift flow of bullying news must be responded quickly through islamic boarding school communication as balanced information. This is because islamic boarding schools, as part of Islamic educational institutions, have so far been believed to be centers of Islamic studies, especially in the formation of character in students, and not as a hotbed of acts of bullying and violence as the public response tends to corner the existence of islamic boarding schools. Exposure to the news of bullying and violence that occurs in Islamic boarding schools needs to be understood as a symptom of a crisis that can take away the dignity of Islamic boarding schools. A lot of digital data can be used as a basis for understanding that the reality of reporting on bullying and violence is quite heavy on Islamic boarding schools. Such as reporting on incidents of bullying and bullying which resulted in the death of a student at a modern Islamic boarding school in East Java, is part of the news that is reproduced continuously, and becomes a public discussion. The potential crisis that arises due to exposure to this news, must be faced together in each islamic boarding schools as well as the organization that oversees the existence of Islamic boarding schools in Indonesia such as Rabithah Maahid Islamiah (RMI), by carrying out planning steps in an effort to respond to the issue of bullying, so as not to cause confusion, conflict, or delay in dealing with emerging crises. Islamic boarding school communication activities, especially communication messages related to efforts to build trust again, are the most appropriate choice. This activity can be carried out by utilizing the internet and new media as a support for the implementation of the communication process. This activity can be understood as part of the Islamic boarding school's cyber public relations activism in an effort to restore public trust due to exposure to bullying issues that are continuously reproduced in cyber media spaces. This understanding is based on a description of cyber public relations with an emphasis on the relationship between cyberspace and the experience of communicating online.

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