



Karsa: Journal of Social and Islamic Culture

ISSN: 2442-3289 (p); 2442-8285 (e)

Vol. 31 No.1, June 2023, pp. 28–51

DOI: 10.19105/karsa.v31i1.8328

Public Relations Implemented in Islamic Philanthropic Organizations at LAZISNU

Zike Martha

Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Airlangga,
Kota Surabaya, Indonesia

email: zike.martha-2019@fisip.unair.ac.id

Lukman Hakim

Fakultas Ushuluddin dan Dakwah, Institut Agama Islam Negeri Kediri,
Kota Kediri, Indonesia

email: lukmanhakim@iainkediri.ac.id

A. Fikri Amiruddin Ihsani

Institute of Social Sciences, Istanbul 29 Mayis University,
Istanbul, Turkey

email: ihsaniafa22@29mayis.edu.tr

Abstract

Islamic philanthropic organizations have been the people's choice to distribute Zakat, Infaq, and Shadaqah. However, only a few realize that public relations is essential to maintaining relationships with audiences. NU Care LAZISNU East Java implements a public relations strategy to maintain public trust. This study aimed to analyze the implementation of public relations concepts in the Islamic philanthropic institution of NU Care LAZISNU, East Java. NU Care LAZISNU East Java, with various excellent programs, tries to build and maintain public trust as an institution that collects people's funds and carries out a humanitarian

Received: 4 Feb 2023, Accepted: 17 May 2023, Published: 25 Jun 2023

mission. Thus, this research wants to examine further characteristics of public relations in Islamic philanthropic institutions to get a positive branding image. The method used qualitative research through interview techniques, observation, and documentation from NU Care LAZISNU East Java. The theory used to analyze is relationship management. The study results show that implementing public relations in the Islamic philanthropic institution at NU Care LAZISNU, East Java, is based on ethics, credibility, openness, trust, involvement, and mutual benefit principles. It is because this institution's policies, activities, and programs are closely related to Islamic teachings in the form of the implementation of Zakat, Infaq, and Shadaqah. The public relations strategies are institutional identity, community involvement, publications, and events. [Lembaga Filantropi Islam selama ini menjadi pilihan masyarakat untuk menyalurkan Zakat, Infaq and Shadaqah. Namun belum banyak yang menyadari bahwa *public relations* penting untuk dilakukan sebagai bagian dari upaya merawat hubungan dengan khalayak. NU Care LAZISNU dalam upaya menjaga kepercayaan khalayak menerapkan strategi *public relations*. Penelitian ini bertujuan menganalisis implementasi konsep-konsep *public relations* di lembaga filantropi Islam NU Care LAZISNU Jawa Timur. Sebagai lembaga penghimpun dana umat dan mengemban misi kemanusiaan, NU Care LAZISNU Jawa Timur dengan beragam program unggulan berusaha menjaga kepercayaan masyarakat. Riset ini menelaah lebih jauh karakteristik *public relations* dalam lembaga filantropi Islam sehingga memperoleh citra positif. Metode penelitian pada dalam riset ini menggunakan penelitian kualitatif melalui teknik wawancara, observasi dan dokumentasi terhadap NU Care LAZISNU Jawa Timur. Sementara teori yang digunakan untuk menganalisis yaitu *management relationship*. Hasil penelitian menunjukkan bahwa implementasi *public relations* di lembaga filantropi Islam NU Care LAZISNU Jawa Timur didasarkan pada prinsip etika, kredibilitas, keterbukaan, kepercayaan, keterlibatan dan saling memberi manfaat. Hal ini disebabkan segala kebijakan, kegiatan dan program Lembaga berkaitan erat dengan ajaran Islam berupa pelaksanaan ibadah Zakat, Infaq dan Shadaqah. Strategi *public relations* NU Care LAZISNU Jawa Timur antara lain melalui *institution identity* (citra lembaga), *community involvement* (hubungan dengan khalayak), *publications* (publikasi) dan *event* (acara).]

Keywords: public relations; Islamic philanthropy; NU Care

Introduction

An institution can only survive with synergy and cooperation with its environment. It includes the role of public relations, which functions in building synergy with fellows from individuals, groups, and institutions. Public relations in Islam is understood as a means to create a harmonious environment and atmosphere for individuals and organizations in the Muslim community, characterized by harmony, understanding, mutual respect, and shared interests regulated by Islamic principles and values. The final goal is to strengthen solid social solidarity through faith and prosperity. The democratic principles of transparency, accountability, social responsibility, strengthening social solidarity, fostering a sense of affiliation and loyalty to society, sincerity, and honesty are the main principles of human, social, and institutional communication and relations in Islam and the foundations of modern public relations.¹

Public relations in the community is a series of meaningful activities to create a harmonious relationship between the institution and the community, which is sustainable and supports each other for common goals and needs. This is because social institutions managed and owned by the district must meet the community's needs. The success of a social institution will be significantly influenced by its relationship with the community. Building communication in the current digital era is a challenge that must be faced by public relations both in institutions, governments, and companies. Public relations can be sensitive to information and communication technology; in this case, the media has a role in publicizing an institution.

Public relations practice involves many communication strategies and tactics designed to influence the target audience's behavior. Public relations upholds the understanding of peaceful coexistence between individuals and organizations. Generally, it is for the sustainability of an institution /organization such as NU Care LAZISNU, East Java. NU Care LAZISNU East Java is one of the

¹ Mohamed Kirat, "The Islamic roots of modern public relations and corporate social responsibility," *International Journal of Islamic Marketing and Branding* 1, no. 1 (2015): 97–11, <https://doi.org/10.1504/IJIMB.2015.068144>.

institutions of the Nahdlatul Ulama (NU) Islamic community organization, which aims to collect zakat funds and play an active role in improving the economy, especially for people who need it. NU itself is the most prominent Islamic community organization, representing an organization with an Islamic style and preserving Islamic traditions from Indonesian scholars.² NU Care LAZISNU in East Java has excellent programs that give advantage to the community, including the NU-Smart Program in the form of scholarships, the NU-Care program in the form of health assistance for underprivileged communities, the NU-Preneur program in the form of providing social capital to assist community empowerment, and NU Skill program in the form of skill development.

As it is known, people in general argue that the role of public relations in Islamic institutions is underestimated, in contrast to government agencies or companies. Public relations manages and evaluates general behavior, identifying organizational policies and procedures with the public interest in an institution.³ Public relations in the Islamic perspective.⁴ It can be implemented with several principles, including *Qaulan Sadida* (actual, honest words), *Qaulan Baligha* (easy to understand the message), *Qaulan Ma'rufa* (using excellent and trustworthy words); *Qaulan Karima* (noble words), *Qaulan Layyinan* (gentle words), and *Qaulan Maysura* (light words).⁵

The implementation of public relations in Islamic philanthropic institutions, Studies at NU Care LAZISNU, East Java, shows that the researchers use the theory of relationship management to meet the criteria set by Littlejohn⁶. Theory serves as an organizing concept for

² Afidatul Asmar, "Genealogi dan Strategi Dakwah Kultural NU," *Islamica: Jurnal Studi Keislaman* 13, no. 1 (September 2018): 165–84, <https://doi.org/10.15642/islamica.2018.13.1.164-183>.

³ Juwito, *Public Relations* (Surabaya: UPN Press, 2008).

⁴ John W. Creswell, *Metode Penelitian Kualitatif dan Desain Riset* (Yogyakarta: Pustaka Pelajar, 2014), 8.

⁵ Afiful Ikhwan, "Public Relations in an Islamic Perspective; Implementation Study at Madrasah," *AT TURATS* 13, no. 2 (2019): 105–17, <https://doi.org/10.24260/at-turats.v13i2.996>.

⁶ Littlejohn, *Theories of human communication* (Wadsworth: Belmont, CA, 1983).

studying public relations and knowledge. Relationship management theory identifies the elements of organizational-public⁷ relations (organizations, public), as well as phenomena (mutual understanding and benefits), and the elements of conditions that exemplify phenomena (effective management, shared interests, common goals).

The theory also explains that mutual benefit occurs when organizational-public relations are managed effectively and explains how symmetrical relationships arise (by management focusing, over time, on shared interests and common goals). Through an analysis of relationship management theory, this research will demonstrate the utility of a relational perspective in identifying measurable outcomes that go beyond the production (output) of communication and also in providing a framework for practitioners to demonstrate the contribution of public relations initiatives to the economic, cultural, and social and organizations.

Previous research on the implementation of public relations in Islamic philanthropic institutions, studies at NU Care LAZISNU, East Java, are the first research from Sangga on Management Public Relations in Islamic Education Institutions to Build Public Image and Increase Public Interest. This study aims to reveal the management of public relations strategy to build image and increase public interest in Islamic Boarding School (*Pondok Pesantren*) An-Nur II Bululawang Malang, with a sub-focus covering the concept of analysis and planning, the implementation process, and the evaluation process by public relations management of An-Nur Islamic Boarding School II Bululawang, Malang.⁸ This study uses a qualitative approach with a case study design. The results of the survey show the facts obtained as evidence that the An-Nur II Bululawang Malang Islamic Boarding School has succeeded in building an image and increasing public

⁷ J.A. Ledingham, "Government-community relationships: extending the relational theory of public relations," *Public Relations Review* 27, no.3 (2001): 285–295, <https://www.sciencedirect.com/science/article/abs/pii/S036381110100087X..>

⁸ Rofiq Anwar, "Peran Praktisi Public Relations dalam Organisasi-Organisasi di Yogyakarta," *Jurnal AN-NIDA: Jurnal Komunikasi Islam* 7, no. 1 (2015): 46–55, <https://ejournal.unisnu.ac.id/JKIN/article/view/290>.

interest through strategic management of public relations those are: 1) Best Islamic Boarding School Award; 2) Increasing new students interest every year; and 3) Empowerment program and community economic improvement.⁹

Second, the research discusses the Construction of Public Relations Performance Principles in the View of Islamic Sharia. This study examines the principles of public relations performance formulated as part of the management function to achieve organizational goals, likewise with the influence of Al-Qur'an as a guideline that is adhered to by every individual involved in the communication process. Al-Qur'an is a way of life for Muslims. Concerning the practice and science of public relations, there is a question of how the principles of public relations performance are based. This study discusses the principles of public relations performance formulated as part of the management function to achieve organizational goals. Shari'a scales, as an integral part of a Muslim's life, will guide how public relations practitioners practice the principles of public relations performance.¹⁰

The two kinds of research above are undoubtedly different from previous research that researchers conducted, though they have similarities in the public relations scientific context. The difference, in this case, focuses on the context of discussing public relations strategies at philanthropic institutions through events and using social media as a branding medium for Islamic charitable institutions. In research on the implementation of public relations in Islamic philanthropic institutions (Studies at NU Care LAZISNU, East Java), researchers examine how public relations are implemented in institutions that are part of an Islamic organization, that is, Nahdlatul Ulama, and to what extent are

⁹ Sangga Cumbuan Kejora, "Strategic Management Of Public Relations In Islamic Education Institutions To Build Public Image And Increase Public Interest," *J-MPI* 5, no. 2 (January 2021): 112–20, <https://doi.org/10.18860/jmpi.v5i2.9011>.

¹⁰ Mubarak Mubarak dan Dian Marhaeni K, "Konstruksi Prinsip Kinerja Public Relations Dalam Pandangan Syariat Islam," *Jurnal The Messenger* 8, no. 2 (July 2016): 20, <https://doi.org/10.26623/themessenger.v8i2.338>.

the basics of Islam in public relations of NU Care LAZISNU East Java is implemented.

Methods

This qualitative research provides an in-depth and detailed description and analysis of the topics as the focus of the study based on the characteristics of qualitative research stated by Darlington and Scott, Creswell, and Denzin and Lincoln.^{11 12} The collection of research data for this article relies on several qualitative research data techniques, including interviews, observation, and documentation related to implementing public relations in Islamic philanthropic institutions studies at NU Care LAZISNU, East Java.

The phenomenological approach is part of the qualitative research tradition, which is rooted in philosophy and psychology and focuses on human life experience (sociology); this aligns with this study, which uses relationship management theory.¹³ In this context, researchers conducted research at NU Care LAZISNU, East Java.¹⁴

Results

Relationship Management Theory

The development of public relations theory must be distinct from the science of communication.¹⁵ Several theories are included in the communication approach. They are often used in analyzing public

¹¹ Norman K. Denzin and Yvonna S. Lincoln, *Handbook of Qualitative Research* (Yogyakarta: Pustaka Pelajar, 2010).

¹² John W. Creswell, *Research Design Pendekatan Kualitatif, Kuantitatif, Dan Mixed*, Edisi Ketiga (Yogyakarta: Pustaka Pelajar, 2009).

¹³ Sulvinajayanti Sulvinajayanti, "Praktik Public Relation dalam Pandangan Islam," *Komunida : Media Komunikasi dan Dakwah* 8, no. 2 (December 2018): 134–54, <https://doi.org/10.35905/komunida.v8i2.628>.

¹⁴ Ayish et al., "Public Relations: An Islamic Perspective" (Unpublished paper, Faculty of Humanities and Social Science, United Arab Emirates University, 1994).

¹⁵ Ali Nurdin, "Dakwah Public Relations: Sebuah Upaya Melalui Pembentukan Citra," *Jurnal Ilmu Dakwah* 13, no. 1 (2006): 1–12, <http://repository.uinsa.ac.id/id/eprint/377>.

relations studies, including contingency theory, excellence theory, relationship management theory, and the Hutton situational crisis communication theory framework.¹⁶ The perspective of relationship management theory states that public relations balance the interests of the organization and the public through the management of organizational-public relations.¹⁷

In this perspective, public relations is seen as a management function that establishes and maintains mutually beneficial relationships between an organization and its public, depending on its success or failure.¹⁸ The relational perspective has been explored in the context of various public relations functions, including public affairs, public relations,¹⁹ issues, crisis management (Coombs, 2000), and media relations. Moreover, relationship management is consistent with key theoretical concepts such as systems theory and the two-way symmetrical model of JE Grunig and Hunt.²⁰

Organizational-public relations are summarized from a relational perspective, and relationship presuppositions act as a framing mechanism for constructing theory, teaching, and practice. First, using communication output to measure program accountability is replaced by relational and behavioral outcome measurement. Second, the correct measurement point for the impact of public relations is organizational-

¹⁶ Aizirman Djusan, "Praktik Government Public Relations Paska Otonomi Daerah, Sebuah Tinjauan dengan Kasus Penyuluh KB Sebagai Government Public Relations Bidang KB," *Jurnal Studi Komunikasi dan Media* 16, no. 1 (August 2013): 61, <https://doi.org/10.31445/jskm.2012.160104>.

¹⁷ Trimannah Trimannah dan Diah Wulandari, "Prinsip Public Relations dalam Ajaran Islam Menurut Persepsi Anggota Perhumas Jawa Tengah," *Mediator: Jurnal Komunikasi* 11, no. 1 (June 2018): 66–74, <https://doi.org/10.29313/mediator.v11i1.3171>.

¹⁸ Cutlip et al., *Effective Public Relations* (Englewood, NJ: Prentice-Hall, 1994).

¹⁹ J.A. Ledingham, "Government-community relationships: extending the relational theory of public relations," *Public Relations Review* 27, no.3 (2001): 285–95, <https://www.sciencedirect.com/science/article/abs/pii/S036381110100087X>.

²⁰ Aldo Redho Syam, "Strategi Public Relation Dalam Menjaga Eksistensi Lembaga Pendidikan Islam Di Era Milenial," *AL-MURABBI: Jurnal Studi Kependidikan dan Keislaman* 6, no. 1 (July 2019): 86–102, <https://doi.org/10.53627/jam.v6i1.3494>.

public relations. Third, the analysis of organizational-public ties is based on developing interpersonal relationships. In addition, many principles of interpersonal relations, complete with guidelines for initiating, maintaining, and enhancing relationships, serve as a foundation for exploring organization-public relations.

Public-organizational concerns involve an ongoing exchange of needs, expectations, and fulfillment. Relationship dimension ratings can determine the state of the organization-public relation, which, in turn, can predict public perception and behavior choice. Types of organizational-public association include symbolic, behavioral, personal, professional, and community relationships. Organizational-public relations have changed over time. The result of effective relationship management is mutual understanding and benefits. Successful organization-public relations develop around shared interests and shared solutions to common problems. The success of an organization's relations with the public reflects the perception of needs and the fulfillment of expectations. Then, a win-win strategy can generate economic, social, and political benefits for the organization and the public.²¹

Public Relations in Islamic Perspective

Public relations is the management of communication between the organization and the public; in this case, public relations is defined as a role in which the public's expectations towards public relations should follow their position as a public relations officer.²² In public relations practices, each organization has different fundamental characteristics in determining organizational development. The role of public relations in each organization must be applied with good management and communication. From an Islamic perspective, public

²¹ J.A. Ledingham, "Explicating Relationship Management as a General Theory of Public Relations," *Journal of Public Relations Research* 15, no. 2 (April 2003): 181–98, https://doi.org/10.1207/S1532754XJPRR1502_4.

²² Jezzy Dela Puspita, "Strategi Media Relations PT Bank CIMB Niaga.Tbk Kantor Pusat Jakarta Pasca Merger," *Jurnal Visi Komunikasi* 14, no. 1 (2015): 16–30, <https://doi.org/10.22441/visikom.v14i1.1663>.

relations focuses on the community, trying to build harmonious relations with the community in Islam, which is called Ummat in Islamic principles and teachings.

Communication and media relations become practices intended to achieve common interests. These tools must be used within Islamic society's moral and ethical context. From an Islamic perspective, public relations is also based on general human ties that should be applied to Muslims, between individuals, and between socio-political and economic organizations on either side and community members in an institutional framework. The notions of solidarity, mutual benefit, responsibility, trustworthiness, and brotherhood characterize human relations in Islamic society and public relations in general. Media relations, which is the primary function of public relations from an Islamic perspective, is based on the following matters:²³

- a. From an Islamic perspective, public relations is the duty and responsibility of every Muslim community, with a holistic and macro approach aiming to build the Muslim community on the principles of Islamic teachings.
- b. From an Islamic perspective, public relations is about ethics, credibility, and the welfare of all, not only the rich who have the means and power. The principle is harmonious and proper relations between people.
- c. Public relations in Islam starts from the family, and this is a micro approach to the philosophy and practice of public relations in Islam, where the family is the main thing that formulates the basis of public relations. Families in Islam should enjoy harmony, respect, solidarity, takaful, and love. Islamic teachings and principles must determine family behavior in between those and with the outside world.

The methods and practices of public relations in Islam focus on love, attention, and harmony. In an Islamic organization, it also represents a good relationship between the organization and its public.

²³ Kirat, "The Islamic roots of modern public relations and corporate social responsibility."

The tasks of the organization or social institutions towards those regulated are precise. Social institutions are accountable to Allah and them and subject to control and inquiry. The public or people who are part of social institutions also have their duties dealing with social institutions and society.

Everyone works within the boundaries and teachings of Islam for the welfare of Muslims. Furthermore, social institutions must build healthy, ethical, and fruitful international relations with countries and nations in the world that are created based on mutual understanding, benefit, and cooperation. The principles of public relations in Islam are based on good behavior, compassion and forgiveness, humility, fairness, loyalty, and ethics. The goal is to become a good Muslim to serve Allah and the Muslims. It applies to rulers, organizations, families, and citizens.²⁴

All actions taken by organizations towards their general public are motivated by the highest belief in the betterment and empowerment of people to help build others. Public relations in Islam are also based on available human ties that should be applied to Muslims, between individuals, socio-political and economic organizations, members of society, and within an institutional framework. The notions of solidarity, mutual benefit, responsibility, trust, and brotherhood, which characterize human relations in Islamic culture, also represent community relations in general. The final goal is to build solidarity, cohesion, community spirit, and well-being in harmony dominated by faith and trust in Allah (the two-way symmetrical model and public relations paradigm).

The success of organizations in society is judged by their success in developing and advancing their relations with the community, not focusing on seeking material. Both organizations and the public are seen as homogeneous players committed to developing society according to Islamic rules. Public relations in Islam is best understood as an integrated part of the intricate network of human

²⁴ Kuhail A, *Scientific and Practical Basics of Islamic Communication* (Beirut: Books World, 1985).

relations that prevails in society and is regulated by Islamic principles and values. In its institutional manifestation (involving organizations and the general public), public relations strengthens takaful social solidarity and fosters a sense of affiliation and loyalty to the community.

The Islamic public relations model will be a community-oriented model in which the public and the organization are not seen as opposing elements but as two components of one community, working together for its progress and prosperity. Relations with members of Ummah are seen not as a means to maximize the interests of the organization itself but as a means for the detriment of society. In the holistic view of Islamic society, the organization is society and refers to the organization itself. Public relations from an Islamic perspective requires a code of ethics based on Al-Qur'an and al-Hadith, as it is known that Al-Qur'an contains the words of Allah SWT such as guidance to be trustworthy, keep promises, be genuine, sincere, fair, patient, compassionate, forgiving, and strong. In addition, Al-Hadith contains narratives, deeds, actions, and confessions of Rasulullah SAW.

Public relations in an Islamic perspective Islam is the responsibility of all organizations and individuals to build public approval and social awareness based on Islamic virtues, faith, and belief in Allah. The goal is to strengthen the organization's community orientation. Organizations can build schools, hospitals, nursing homes for the poor and the elderly, mosques, and health centers. Organizations can promote cultural, educational, and sporting events. Ayish and Awad stated that in the broad concept of Islamic worship, all these activities are acts of worship performed to get the blessing from Allah. An organization may promote the construction of a school, mosque, cultural community, or health center as a form of voluntary public support to the community. It is highly encouraged in Islam because they will catalyze further community engagement on the organizations' part. On the other hand, the original intention behind the support is based on religious beliefs; the organization may still benefit from it in building a relationship of trust and respect with its public.

Public relations in Islam is understood to create a healthy environment and atmosphere for individuals and organizations to establish the Islamic community, which must be characterized by harmony, mutual understanding, and mutual benefit. Islamic principles and values regulate respect and common interests. The final goal is to strengthen social solidarity and community solidarity in the form of faith and well-being. It can be analyzed that public relations from an Islamic perspective is a part of Dakwah activities, that is, perfecting human relations among humans as stated in the Qur'an, referred to as *habl min al-nas*. A similar statement explains that public relations from an Islamic perspective can be a part of the missionary introduction of Islam.²⁵ In their daily interactions with other human beings, the public, from an Islamic perspective, brings positive things, minimizes negative stigma about the organization, and gets support and public recognition through activities with a common benefit.

Implementation of Public Relations at NU Care LAZISNU

Philanthropy is a form of love for humans based on a sense of giving voluntarily to those in need.²⁶ Islamic philanthropic institutions are institutions that have a role in giving, serving, and associating²⁷. Thus, the position of public relations in philanthropic institutions in the era of digitalization and the Industrial Revolution 5.0 must have various programs that can support organizational success, including Islamic charitable institutions. NU Care LAZISNU is a forum for the global community to get things from Amil, Zakat, Infak, and Sedekah. Nahdlatul Ulama (LAZISNU) Institutions are NU's philanthropic

²⁵ Dian Iskandar Jaelani, "Manajemen Public Relations (Humas) Pendidikan Islam: Kajian Tematik Al-Quran dan Hadits," *Istawa: Jurnal Pendidikan Islam* 3, no. 2 (2018): 57, <https://doi.org/10.24269/ijpi.v3i2.1501>.

²⁶ Abdurrohman Kasdi, "Filantropi Islam Untuk Pemberdayaan Ekonomi Umat (Model Pemberdayaan ZISWAF di BMT Se-Kabupaten Demak)," *IQTISHADIA* 9, no. 2 (2016): 227–45, <https://doi.org/10.21043/iqtishadia.v9i2>.

²⁷ Ari Murti, "Peran Lembaga Filantropi Islam dalam Proses Distribusi ZISWAF (Zakat, Infak, Sodaqoh, dan Wakaf) sebagai Pemberdayaan Ekonomi Umat," *LABATILA: Jurnal Ilmu Ekonomi Islam* 1, no. 1 (2017): 89–97, <https://ejournal.iainukebumen.ac.id/index.php/lab/article/view/64>.

institutions. NU Care LAZISNU acts as an institution that belongs to the NU Association intending to serve the welfare and independence of the people, raising social dignity through utilizing Zakat, Infak, Sadaqah stands for (ZIS) and other socio-religious funds (DSKL).

Through this vision, it is determined to become a community fund management institution that is utilized in a trustworthy and professional manner for the self-sufficiency of the people. As for the mission, they must first encourage the growth of public awareness to address Zakat, Infaq, and Sadaqah. It was second, collecting and utilizing Zakat, Infaq, and Sadaqah professionally, transparently, effectively, and targeted; third, organizing community empowerment programs to overcome the problems of poverty, unemployment, and lack of access to proper education. Every transaction at *NUcare.id* uses a unique code to make it easier for managers to verify the data. Managers will not facilitate and give a chance to channel funds to violate the law, for example, money laundering and other unlawful acts. The user must provide accurate personal data and be aware of applicable laws in Indonesia.

The implementation of public relations at NU Care LAZISNU, East Java, offers an integral spiritual view based on the teachings of the Qur'an and Sunnah, providing a better alternative philosophical framework for human interaction with nature and the community. Public relations practitioners in NU Care LAZISNU, East Java, can better guide organizations in carrying out their business and social responsibilities simultaneously. In addition, public relations practice should consider the impact on the environment, stakeholders, organization, and work ethics. Islam revolves around sharia, taqwa, human dignity, equality and rights, trust and responsibility. The goal is not only to give profit to the organization and the reputation in the eyes of the public but also for society itself. As it is seen from the vision and mission of NU Care LAZISNU, East Java, it can be studied with a right relationship with God, interactions and daily matters of a person that will be inspired by the values of honesty, truth, firmness, justice, respect for law, kindness, tolerance, and honesty instead of deceit, arrogance, showing off, defiance, envy, jealousy, slander, and falsehood.

For a good and pious Muslim, care for others and the environment are imprinted in the pillars of Islam, which bind every Muslim. Every Muslim is considered a social being who cannot isolate or ignore his role and responsibility to society or fellow human beings, and he is reluctant to separate himself even to worship Allah. The public relations implemented by NU Care LAZISNU, East Java, is a moral and religious initiative based on the belief that one must avoid 'doing bad' and being 'good' regardless of the financial consequences.

Discussion

The public relations Strategy at NU Care LAZISNU, East Java, is carried out by planning and managing the execution of the following elements:

Institution identity (Institution image)

Public relations in philanthropic institutions play a constructive role in maintaining the image of the institution. A positive impression built in an institution can provide services and public trust. The image of NU Care LAZISNU East Java institution forms a positive image through optimal service delivery and the formation of a positive impression. The idea of an institution is a crucial and high-value factor because an image is a part of the community's perspective regarding the presence of an institution in society.

A positive image is intended to be able to contribute to the institution to keep it running and exist in society.²⁸ The impression raised by each institution will emerge an understanding from the community, that is, the purpose of the image. In building an image, careful planning and accuracy are needed, thus as to be able to build public trust in the institution.²⁹ In this matter, NU Care LAZISNU East

²⁸ Mutiara Cendekia Sandyakala, "Peran Public Relations dalam Meningkatkan Citra Lembaga Pendidikan The Public Relations Role in Enhancing the Image of Educational Institutions," *Jurnal at-Tadbir: Media Hukum dan Pendidikan* 30, no. 2 (2020): 184–98, <https://doi.org/10.52030/attadbir.v30i2.63>.

²⁹ Lukman Hakim dan Yhova Hana Bunga Fadila, "Perencanaan Komunikasi Pemerintah Kota Kediri dalam Membangun Citra Walikota Perspektif Islam,"

Java seeks to be transparent, trustworthy, and accountable in its management. It is a form of forming a positive image of NU Care LAZISNU, East Java.

NU Care LAZISNU East Java strives for every activity process, from collection financial management to the distribution of Zakat, Infaq, and shadaqah funds directed at building a positive image in society. Therefore, a picture is formed that follows NU Care LAZISNU's quality policy, namely MANTAP (modern, accountable, transparent, trustworthy, and professional).

Community involvement (public relations)

Fostering relationships with audiences is one of the strategies that public relations must carry out. Nurturing relationships is not only with internal parties but also building relationships with external parties. Fostering harmonious relationships with audiences needs to start with identifying audience opinions, responses, and perceptions, which will later provide interchange between the audience and the organization.³⁰

Islamic philanthropic institutions' Internal and external activities are carried out to establish harmonious relations and strengthen brotherhood among Muslims. NU Care LAZISNU, East Java, conducts mapping and identification of parties who are institutional stakeholders, both internal and external, to the Nahdlatul Ulama environment. The results of the mapping and title are used as a basis for communicating with an approach according to the character and needs of each other. About the public, NU Care LAZISNU, East Java, creates two-way communication by providing mutual feedback between organizations and the public.

Komunida : Media Komunikasi dan Dakwah 12, no. 2 (December 2022): 156–75, <https://doi.org/10.35905/komunida.v12i2.2814>.

³⁰ Helen Vanhurk Sriwati Ningsih Sitorus et al., "Strategi Komunikasi Public Relation untuk Meningkatkan Konsumen di Pronto Bar & Resto Medan," *SOCIAL OPINION: Jurnal Ilmiah Ilmu Komunikasi* 4, no. 2 (November 2019): 107–116, <https://jurnal.darmaagung.ac.id/index.php/socialopinion/article/view/342/402>.

The manifestation of a harmonious relationship within the NU Care LAZISNU East Java environment can have a positive impact on all members related to NU Care LAZISNU, East Java. It improves the performance of institutional managers in NU Care LAZISNU, East Java environment, later in serving the people in working optimally.

Publication

Publication is an essential component in public relations, and publication is defined as disseminating information through various media platforms about the activities of organizations or institutions that are important for the public to know. Every publication from the organization has a message to achieve the goals of the organization; thus, publications in NU Care LAZISNU East Java intend to accomplish the goals of NU Care LAZISNU East Java concerning the public. NU Care LAZISNU, East Java documents every policy, performance, or activity program to be publicly published through multiplatforms. There are conventional ones and digital ones. Some are also published through news releases, then by print, electronic, and online mass media partners.

By updating the developments of the information era, NU Care LAZISNU East Java adjusts in terms of publications, especially those targeting the millennial generation, that is, publications through social media such as TikTok and Instagram. Social media use is currently a reference for the community in gathering information.³¹ Instagram itself, since 2019, has become one of the social media widely used as a medium for publication.³² The use of new features from Instagram is currently also a factor of service in terms of publication; namely, the

³¹ Ellyda Retpitarsari and Nila Audini Oktavia, "Preference of Social Media Usage in Teenagers Religion," *Tribakti: Jurnal Pemikiran Keislaman* 31, no. 1 (January 2020): 17–34, <https://doi.org/10.33367/tribakti.v31i1.985>.

³² Afifatur Rohimah and Lukman Hakim, "Ekologi Media: Penguatan Ekuitas Industri Pariwisata Melalui Media Sosial Marketing," *Communicatus: Jurnal Ilmu komunikasi* 5, no. 1 (June 2021): 99–118, <https://doi.org/10.15575/cjik.v5i1.12010>.

stories highlight³³ Feature, which is also implemented on the Instagram account @LAZISNU_jatim. It is known that the number of followers on Instagram account @LAZISNU_jatim has reached 6,752 followers, with a total of 1,222 published posts. Meanwhile, the TikTok NU Care LAZISNU East Java account has 9,876 followers, with 81,000 likes.

Event

NU Care LAZISNU, East Java, in its work program, conducts event planning. The event is planned based on setting goals, targets, objectives, place of implementation, budget, and time used. In designing the event, NU Care LAZISNU East Java plans strategically and tactically according to the target audience's needs.

NU Care LAZISNU East Java plans various events, especially in Tasharuf, or distribution of assistance through multiple health, economy, education, social-*Dakwah*, environment, and disaster care programs. Programs in the health sector, such as the distribution of ten thousand glasses for free, Eye Health Talk Show. In the social field of *Dakwah* through Muharram Cares for 1444 Orphans event by giving gifts to orphans, the program to invite orphans to buy clothes, distributing Fidyah, distribution of Zakat Fitrah during the covid 19 pandemic with NU Cares self-isolation program,

The program in the education sector is through the 2022 Ulama cadre scholarship program. The environmental and disaster care program is the Semeru care program that provides psychosocial services for victims of the Semeru eruption. From the many event activities held, NU Care LAZISNU East Java collaborates with various stakeholders; this is to maximize the event to be held optimally, generate attention and appreciation from the community, and be able to have an impact and change in society.

As social institutions in Indonesia, philanthropic organizations have a role in strengthening and empowering communities to create

³³ Zike Martha, "Penggunaan Fitur Media Sosial Instagram Stories Sebagai Media Komunikasi," *Jurnal Komunikasi Nusantara* 3, no. 1 (June 2021): 26–32, <https://doi.org/10.33366/jkn.v3i1.67>.

social justice.³⁴ Social justice is an order to care, share, and give others rights, from some assets to the more capable people. The Public Relations strategy carried out by NU Care LAZISNU East Java in promoting community donation awareness and its impact on community empowerment is strongly influenced by the level of trust and credibility of donors.

NU Care LAZISNU East Java synergizes to create a civil society through community development, publications, and events. Entering the era of Disruption 4.0 as a form of industrial revolution and the presence of new media hybridity, NU Care LAZISNU East Java implements new media, such as social media platforms, as a means of information and communication approaches to the community. Social media use, which has become a world demand, has provided more expansive space for Islamic philanthropy in various forms. Other social media users can access social media without space and time limits.³⁵ So, in this case, social media services make it easy for social media users, donors, recipients of donations, and all stakeholders to get to know and contribute to various programs held by the Islamic philanthropy institution.

Conclusion

Implementing public relations must be connected to the relationship between institutions and the public, involving an ongoing exchange of needs, expectations, and fulfillment. NU Care LAZISNU East Java, an Islamic philanthropic institution, conducts institutional and public relations based on openness, trust, involvement, and mutual benefit. NU Care LAZISNU, East Java management, understands that

³⁴ Ahmad Rezy Meidina et al., "Revitalisasi Makna Filantropi Islam: Studi Terhadap Pandangan Nahdlatul Ulama dan Muhammadiyah," *el-Uqud: Jurnal Kajian Hukum Ekonomi Syariah* 1, no. 1 (March 2023): 1–13, <https://doi.org/10.24090/eluqud.v1i1.7634>.

³⁵ M. Makhrus and Encep Saepudin, "Gerakan Filantropi Islam Berbasis Media Sosial dan Implikasinya Terhadap Pemberdayaan Masyarakat di Indonesia," *Jurnal Ilmiah Ekonomi Islam* 9, no. 2 (2023): 1906–19, <https://jurnal.stie-aas.ac.id/index.php/jei/article/view/8911/3770>.

public relations in Islam is an integral part of Islamic Dakwah. All this institution's policies, activities, and programs are closely related to Islamic teachings in the form of the implementation of Zakat, Infaq, and Shadaqah. NU Care LAZISNU, East Java also incorporates Islamic principles into a public relations strategy based on ethics, credibility, and welfare. Besides, it also teaches Islamic public relations, starting from the family. It is a micro-approach to the philosophy and practice of public relations in Islam by prioritizing the practice of harmony, respect, Takaful solidarity, and kinship.

NU Care LAZISNU East Java's public relations strategy includes Institutional identity (image of the institution) and how NU Care LAZISNU East Java forms a positive branding image in society. Second, community involvement (public relations), the process carried out by NU Care LAZISNU East Java to map and identify parties who are institutional stakeholders, both internal and external to the Nahdlatul Ulama environment. Third, NU Care LAZISNU East Java publications document every policy, performance, or activity program to be published to the public through multi-platforms such as print media, digital media, and social media. Fourth, events where NU Care LAZISNU East Java plans various circumstances, especially in the context of Tasharuf (distribution) of assistance through multiple programs in the fields of health, economy, education, social-Dakwah, environment, and disaster care; one example is deploying a team in the area and distributing aid when there is a disaster.

Bibliography

- Anwar, Rofiq. "Peran Praktisi Public Relations dalam Organisasi-Organisasi di Yogyakarta." *Jurnal AN-NIDA: Jurnal Komunikasi Islam* 7, no. 1 (2015): 46–55. <https://ejournal.unisnu.ac.id/JKIN/article/view/290>.
- Asmar, Afidatul. "Genealogi dan Strategi Dakwah Kultural NU." *Islamica: Jurnal Studi Keislaman* 13, no. 1 (September 2018): 165–84. <https://doi.org/10.15642/islamica.2018.13.1.164-183>.

- Ayish, M, and A. Awad, "Public Relations: An Islamic Perspective." Unpublished paper, Faculty of Humanities and Social Science, United Arab Emirates University, 1994.
- Creswell, John W. *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Edisi Ketiga. Yogyakarta: Pustaka Pelajar, 2009.
- Cutlip, SM, Center, AH dan Broom, GM. *Effective Public Relations*. Englewood, NJ: Prentice-Hall, 1994.
- Denzin, Norman K., and Yvonna S. Lincoln. *Handbook of Qualitative Research*. Yogyakarta: Pustaka Pelajar, 2010.
- Djusan, Aizirman. "Praktik Government Public Relations Paska Otonomi Daerah, Sebuah Tinjauan dengan Kasus Penyuluh KB Sebagai Government Public Relations Bidang KB." *Jurnal Studi Komunikasi dan Media* 16, no. 1 (August 2013): 61–70. <https://doi.org/10.31445/jskm.2012.160104>.
- Hakim, Lukman, and Yhova Hana Bunga Fadila. "Perencanaan Komunikasi Pemerintah Kota Kediri dalam Membangun Citra Walikota Perspektif Islam." *Komunida : Media Komunikasi dan Dakwah* 12, no. 2 (December 2022): 156–75. <https://doi.org/10.35905/komunida.v12i2.2814>.
- Ikhwan, Afiful. "Public Relations in an Islamic Perspective; Implementation Study at Madrasah." *AT-TURATS* 13, no. 2 (2019): 105–17. <https://doi.org/10.24260/at-turats.v13i2.996>.
- Jaelani, Dian Iskandar. "Manajemen Public Relations (Humas) Pendidikan Islam: Kajian Tematik Al Quran dan Hadits." *Istawa: Jurnal Pendidikan Islam* 3, no. 2 (January 2019): 57–96. <https://doi.org/10.24269/ijpi.v3i2.1501>.
- John W. Creswell. *Metode Penelitian Kualitatif dan Desain Riset*. Yogyakarta: Pustaka Pelajar, 2014.
- Juwito. *Public Relations*. Surabaya: UPN Press, 2008.
- Kasdi, Abdurrohman. "Filantropi Islam Untuk Pemberdayaan Ekonomi Umat (Model Pemberdayaan ZISWAF di BMT Se-Kabupaten Demak)." *IQTISHADIA* 9, no. 2 (2016): 227–45. <https://doi.org/10.21043/iqtishadia.v9i2>.
- Kejora, Sangga Cumbuan. "Strategic Management of Public Relations in Islamic Education Institutions to Build Public Image and

- Increase Public Interest.” *J-MPI* 5, no. 2 (Januari 2021): 112–20. <https://doi.org/10.18860/jmpi.v5i2.9011>.
- Kirat, Mohamed. “The Islamic roots of modern public relations and corporate social responsibility.” *International Journal of Islamic Marketing and Branding* 1, no. 1 (2015): 97–112. <https://doi.org/10.1504/IJIMB.2015.068144>.
- Kuhail A. *Scientific and Practical Basics of Islamic Communication*. Beirut: Books World, 1985.
- Ledingham, J.A. “Government-community relationships: extending the relational theory of public relations.” *Public Relations Review* 27, no. 3 (2001): 285–95. <https://www.sciencedirect.com/science/article/abs/pii/S036381110100087X>.
- Ledingham, J.A. “Explicating Relationship Management as a General Theory of Public Relations.” *Journal of Public Relations Research* 15, no. 2 (April 2003): 181–98. https://doi.org/10.1207/S1532754XJPRR1502_4.
- Littlejohn, S.W. *Theories of Human Communication*. Wadsworth: Belmont, CA, 1983.
- Martha, Zike. “Penggunaan Fitur Media Sosial Instagram Stories Sebagai Media Komunikasi.” *Jurnal Komunikasi Nusantara* 3, no. 1 (June 2021): 26–32. <https://doi.org/10.33366/jkn.v3i1.67>.
- Meidina, Ahmad R., Mega Puspita, and Mohd Hafizi Bin Tajuddin. “Revitalisasi Makna Filantropi Islam: Studi Terhadap Pandangan Nahdlatul Ulama dan Muhammadiyah.” *el-Uqud: Jurnal Kajian Hukum Ekonomi Syariah* 1, no. 1 (March 2023): 1–13. <https://doi.org/10.24090/eluqud.v1i1.7634>.
- Mubarok, M., and Dian Marhaeni K. “Konstruksi Prinsip Kinerja Public Relations Dalam Pandangan Syariat Islam.” *Jurnal The Messenger* 8, no. 2 (29 July 2016): 20–34. <https://doi.org/10.26623/themessenger.v8i2.338>.
- Murti, Ari. “Peran Lembaga Filantropi Islam dalam Proses Distribusi ZISWAF (Zakat, Infak, Sodaqoh, dan Wakaf) sebagai Pemberdayaan Ekonomi Umat.” *LABATILA: Jurnal Ilmu Ekonomi Islam* 1, no. 1 (2017): 89–97. <https://ejournal.iainu-kebumen.ac.id/index.php/lab/article/view/64>.

- Nuridin, Ali. “Dakwah Public Relations: Sebuah Upaya Melalui Pembentukan Citra.” *Jurnal Ilmu Dakwah* 13, no. 1 (2006): 1–12. <http://repository.uinsa.ac.id/id/eprint/377>.
- Puspita, Jezzy Dela. “Strategi Media Relations PT Bank Cimb Niaga.Tbk Kantor Pusat Jakarta Pasca Merger.” *Jurnal Visi Komunikasi* 14, no. 1 (2015): 16–30. <https://doi.org/10.22441/visikom.v14i1.1663>.
- Retpitasari, Ellyda, dan Nila Audini Oktavia. “Preference of Social Media Usage in Teenagers Religion.” *Tribakti: Jurnal Pemikiran Keislaman* 31, no. 1 (13 January 2020): 17–34. <https://doi.org/10.33367/tribakti.v31i1.985>.
- Rohimah, Afifatur, dan Lukman Hakim. “Ekologi Media: Penguatan Ekuitas Industri Pariwisata Melalui Media Sosial Marketing.” *Communicatus: Jurnal Ilmu komunikasi* 5, no. 1 (June 2021): 99–118. <https://doi.org/10.15575/cjik.v5i1.12010>.
- Makhrus, M., and Encep Saepudin. “Gerakan Filantropi Islam Berbasis Media Sosial dan Implikasinya Terhadap Pemberdayaan Masyarakat di Indonesia.” *Jurnal Ilmiah Ekonomi Islam* 9, no. 2 (2023): 1906–19. <https://jurnal.stie-aas.ac.id/index.php/jei/article/view/8911/3770>.
- Sandyakala, Mutiara Cendekia. “Peran Public Relations dalam Meningkatkan Citra Lembaga Pendidikan The Public Relations Role in Enhancing the Image of Educational Institutions.” *Jurnal at-Tadbir: Media Hukum dan Pendidikan* 30, no. 2 (2020): 184–98. <https://doi.org/10.52030/attadbir.v30i2.63>.
- Sitorus, Helen Vanhurk Sriwati N., and Romantho P. Situmorang. “Strategi Komunikasi Public Relation untuk Meningkatkan Konsumen di Pronto Bar & Resto Medan.” *SOCIAL OPINION: Jurnal Ilmiah Ilmu Komunikasi* 4, no. 2 (November 2019): 107–16. <https://jurnal.darmaagung.ac.id/index.php/socialopinion/article/view/342>.
- Sulvinajayanti, Sulvinajayanti. “Praktik Public Relation dalam Pandangan Islam.” *Komunida : Media Komunikasi dan Dakwah* 8, no. 2 (December 2018): 134–54. <https://doi.org/10.35905/komunida.v8i2.628>.

- Syam, Aldo Redho. "Strategi Public Relation Dalam Menjaga Eksistensi Lembaga Pendidikan Islam Di Era Milenial." *Al-Murabbi: Jurnal Studi Kependidikan dan Keislaman* 6, no. 1 (July 2019): 86–102. <https://doi.org/10.53627/jam.v6i1.3494>.
- Trimanah, Trimanah, dan Diah Wulandari. "Prinsip Public Relations dalam Ajaran Islam Menurut Persepsi Anggota Perhumas Jawa Tengah." *Mediator: Jurnal Komunikasi* 11, no. 1 (June 2018): 66–74. <https://doi.org/10.29313/mediator.v11i1.3171>.