

### **Abstract**

*Building a positive image is very important for every organization, especially educational organizations, namely schools. Because building a good reputation is a very important first step to gain the attention and trust of stakeholders, SMA Mutiara 17 August. Building a positive image in schools can also increase public interest, especially parents, to register their children to Mutiara 17 August High School, and these strategies include (1) SMA mutiara 17 Agustus personality also has a character that puts forward the vision and mission, although the vision and mission the mission at Mutiara 17 August High School changes due to the times, but still prioritizes piety and good knowledge, so that the percentage of the mission is to enroll students to be accepted into PTN (2) the reputation of Mutiara 17 August High School improves reputation quality by creating superior advantages. owned, such as disciplining internal parties first, and then usually holding promotions to junior high schools, the way of promotion is by holding a competition that is open to the public, which is usually called Mutiara cup (3) the value of SMA Mutiara 17 Agustus fully supports the achievements made Pearl high school students August 17th I am non-academic, therefore Mutiara 17 August High School increases the value in the extracurricular field, SMA Mutiara 17 Agustus has 13 extracurriculars namely, theater, Islamic spirituality, prayer fellowship, scouts, music / band, choir, pmr, marawis, futsal, basketball, kempo, photography, videography and also in this era, achievements can be achieved in various ways. (4) The corporate identity of Mutiara 17 August High School means that it can be seen that it is like an 8 facet, because 8 indicates the eighth month, which is August, and in the middle it is very visible. clearly there is a picture of rice and cotton, the meaning of rice and cotton itself is in accordance with what is in the 5th Pancasila which means social justice for all Indonesian people, which means that SMA Mutiara 17 Agustus does not discriminate, ethnicity, race and religion*

**keywords : Strategy, School, Image**

### **Abstrak**

Membangun citra positif sangatlah penting bagi tiap organisasi terutama organisasi pendidikan yaitu sekolah. Karena membangun reputasi yang baik merupakan langkah awal yang sangat penting untuk mendapatkan perhatian dan kepercayaan dari *stakeholder*, SMA Mutiara 17 Agustus. Membangun citra positif di sekolah juga dapat meningkatkan ketertarikan masyarakat terutama orang tua untuk mendaftar anak – anak mereka ke sekolah SMA Mutiara 17 Agustus, dan strategi tersebut meliputi (1) *personality* SMA Mutiara 17 Agustus juga memiliki karakter yang mengedepankan visi dan misi, walaupun visi dan misi di SMA Mutiara 17 Agustus berubah ubah karena perkembangan zaman, namun tetap mengedepankan imtek taqwa dan pengetahuan yang baik sehingga present asi misi

untuk memasukan murid murid agar diterima di PTN (2) *reputation* SMA Mutiara 17 Agustus meningkatkan mutu reputasi dengan cara menciptakan keunggulan – keunggulan yang dimiliki, seperti mendisplinkan pihak internalnya terlebih dahulu, dan kemudian biasanya mengadakan promosi ke sekolah – sekolah SMP, cara promosinya yaitu dengan mengadakan lomba yang dibuka untuk umum, yang biasa disebut dengan Mutiara cup (3) *value* SMA Mutiara 17 Agustus mendukung penuh prestasi yang dilakukan murid murid SMA Mutiara 17 Agustus melalui non akademis, maka dari itu SMA Mutiara 17 Agustus meningkatkan nilai dibidang ekstrakurikuler, SMA Mutiara 17 Agustus memeiliki 13 ekstrakurikuler yaitu, teater, rohani islam, persekutuan doa, pramuka, musik / band, paduan suara, pmr, marawis, futsal, basket, kempo, fotografi, videografi dan juga di zaman seperti ini prestasi bisa diraih dengan berbagai macam (4) *corporate identity* SMA Mutiara 17 Agustus mempunyai arti yaitu bisa dilihat bahwa seperti segi 8, karena 8 menunjukkan bulan kedelapan yaitu bulan Agustus, dan dibagian tengah sangat terlihat jelas ada gambar padi dan kapas, arti dari padi dan kapas itu sendiri sesuai dengan yang ada di pancasila ke 5 yang artinya keadilan sosial bagi seluruh rakyat Indonesia, yang diartikan bahwa SMA Mutiara 17 Agustus tidak membedakan, suku, ras dan agama

**kata kunci : Strategi, Sekolah, Citra**



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