

ABSTRACT

Image or reputation of an institution is needed, so all institution activities can be carried out smoothly and fluently. Similarly, the education staff who meet the qualifications as a requirement that must be complemented by education institutions in order to provide good quality education. If the image of an institution has a good reputation in the eyes of the community, and the teachers have qualification requirements, then certainly the public interest to be higher to an education institutions

This study aims to obtain a description of the image variable characteristics of basic education institutions. Because the basic of this research is descriptive and verification which is carried out through field data collection, the research method used is descriptive method of survey and explanatory survey methods. This type of research is causality, which in this study will be tested whether the image of the institution and the qualifications of educational personnel affect the public interest in the basic institutions of Integrated Islamic elementary school SDIT Al-Haraki Depok, with quantitative approach

The first variable is the image of educational institutions and qualifications Power as independent variables. The second variable is the public interest as the dependent variable. Respondents numbered 30 people. Collecting data in this study was conducted by one). Observation, 2). Interview, 3). Questionnaire. Data were analyzed descriptively. After spreading the questionnaire about the image of the institution and the qualifications of educational personnel at the research site. later the data is analyzed, the results obtained is $Y = 4.278 + 0.092 X_1 - 0.328 X_2$, (X_1) for the image of the institution and (X_2) for the qualification. The conclusion that there are significant images and Qualifications Education Workforce Institute Of interest, although its influence a bit.