Strategi Pemasaran di Media Sosial untuk Membangun Reputasi dan Eksistensi Pondok Pesantren

Social Media Marketing Strategies for Building the Reputation and Existence of Islamic Boarding Schools

Eka Maftuhatil Riskiyah[1]
Inggi Eka Ria Mentari[2]
Revi Rusdatul Jannah[3]
Putri Winarsi[4]
Universitas Islam Negeri Sunan Kalijaga
Alamat: Jl. Laksada Adisucipto, Papringan caturtunggal, Depok, Sleman, Yogyakarta
Email: ekamaftuhatilriskiyah@gmail.com[1]*, inggieka21@gmail.com[2]
jannahrevi@gmail.com,[3] putriwinarsih91@gmail.com[4]

Abstract

Marketing is a crucial thing for educational institutions such as Islamic boarding schools. Every Islamic boarding school needs marketing to maintain its existence in society. This study was conducted to find a marketing strategy based on information and communication technology through social media. The research method used is descriptive qualitative research with observation data collection, questionnaires and literature reviews. The results of the study are: 1. Marketing based on information and communication technology is very important to be carried out in Islamic boarding schools through the stages of planning, organizing, implementing and evaluating. 2. Utilization of social media such as Instagram and YouTube as a marketing strategy. 3. The implications of using Social Media can increase public awareness and can provide a positive image for institutions and increase public interest.

Abstraksi

Marketing menjadi suatu hal yang krusial bagi lembaga pendidikan seperti halnya pondok pesantren. Setiap pondok pesantren memerlukan marketing untuk tetap mempertahankan eksistensinya di masyarakat. Penelitian ini dilakukan untuk ditemukan strategi marketing berbasis teknologi informasi dan komunikasi melalui sosial media. Metode penelitian yang digunakan yaitu penelitian kualitatif deskriptif dengan pengumpulan data observasi, kuesioner dan kajian literatur. Hasil penelitian yaitu: 1. marketing berbasis teknologi informasi dan komunikasi sangat penting dilakukan di pondok pesantren melalui tahap perencanaan, pengorganisasian, pelaksanaan dan evaluasi. 2. Pemanfaatan media sosial seperti Instagram dan youtube sebagai startegi marketing. 3. Implikasi penggunaan Sosial Media dapat meningkatkan kesadaran masyarakat dan dapat memberikan citra positif bagi lembaga dan Meningkatkan minat masyarakat

Kata Kunci: Pemasaran Pendidikan, Teknologi Informasi Komunikasi, Media Sosial, Pondok Pesantren

I. INTRODUCTION

The development of digitalization today has significantly changed several aspects of life, including how people access information, communicate, and make decisions. In Indonesia, according to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users will reach more than 221 million people in 2024, which covers more than 79% of the national population (APJII, 2024). This figure shows the great potential of ICT as an effective means of marketing and building the reputation of educational institutions, including Islamic boarding schools. Competition with formal educational institutions that are rapidly adopting digital technology means that Islamic boarding schools need to keep up with the times in order to remain relevant (Ramadhan & Jelatu, 2024). Society now

relies on the internet and social media to find educational information. The use of digital strategies, such as social media and websites, allows Islamic boarding schools to display their educational programs, strengths, and achievements widely, thereby increasing visibility and reputation in the eyes of the public (Nurmalasari & Masitoh, 2020). Through the proper application of ICT, Islamic boarding schools can increase their attractiveness and position as educational institutions with integrity in the digital era. Therefore, in order for educational institutions to maintain their existence in society, it is important that they continue to adapt to the times.

Gary J. Anglin in Zainal states that technology is the organized application of various sciences, including behavioral sciences, natural sciences, and other knowledge, which are arranged systematically to solve problems (Zainal Arifin Dan Adhi Setiyawan, 2012). Burch and Strater in Deni stated that information is the result of collecting or processing data with the aim of providing knowledge or explanation (Deni Darmawan, 2012). Information technology is a technology in the form of (hardware, software, useware) used to obtain, send, process, interpret, store, organize, and use data meaningfully to obtain quality information. Current information technology can be used to promote educational institutions such as Islamic boarding schools.

Marketing or promotion is the process of conveying information from the seller to the buyer to influence attitudes and behavior, where a promotion manager informs the target that good products are available in the right place at the right price (Sopandi, 2011). Marketing educational services is a task to provide information that convinces the educational services market to choose the educational services products offered, the basis of educational services promotion is educational services marketing communication (Didin Burhanuddin Rabbani, dkk, 2022). It can be understood that educational marketing is an effort to maintain existence in society.

Research related to educational marketing has been conducted by several previous researchers. Among them is research conducted by Nurul Hidayati which explains educational

marketing by utilizing websites as a strategy (Hidayati, 2021). There is also research conducted by Wahyono which explains marketing strategies with marketing mix (Wahyono & Fanani, 2022). Likewise, research conducted by Al Barokah explains marketing strategies through word of mouth (Barokah, 2023). There is also research conducted by Sopwandin which explains that the marketing strategy of Islamic boarding schools is carried out through cooperation and dedication (Sopwandin, 2019). Different from previous studies, this study attempts to integrate the development of information and communication technology into educational marketing.

This study attempts to respond to the development of digitalization that can be utilized in educational marketing to improve the reputation of Islamic boarding schools. With the rapid development of the internet and social media, Islamic boarding schools need to utilize it as a strategy in promoting Islamic boarding schools. This study aims to fill the gap in the study of educational marketing based on information and communication technology. The objectives of this study are: 1. To analyze the use of Instagram as the main media in the marketing strategy of Islamic boarding schools. 2. To formulate strategic steps in optimizing Instagram to build public trust. 3. To identify the implications of using Instagram for increasing the visibility and reputation of Islamic boarding schools.

The main argument in this study is that Instagram as a marketing media can be used to improve the reputation and public trust in Islamic boarding schools. This requires the formulation of the right strategy in the marketing process through social media from Islamic boarding schools so that it can be implemented properly. so that it can have implications for improving the reputation and public trust in Islamic boarding schools.

II. RESEARCH METHODOLOGY

This research was conducted at the Raudlatul Qur'an Islamic Boarding School with a focus on the use of social media as a marketing strategy in improving the reputation of the Islamic

boarding school. This research was conducted on October 30, 2024.

A. Types of research

In this study, the researcher used a qualitative approach. A qualitative approach is a research procedure that produces descriptive data in the form of writing or verbally from people and observed behavior which is then studied and analyzed with a comprehensive and holistic perspective (Lexi J moleong, 2016). The type of research used in data collection is descriptive research. Descriptive research is research that attempts to describe a symptom, event or incident that is currently occurring (Haidir, 2019).

B. Data collection

In qualitative research, the data collection process can be done through observation, questionnaire instruments and literature reviews. The data collection procedures in this study are:

1. Observation

Observation is a method of collecting data by observing behavior directly. With this observation method, researchers can directly see behavior or events related to what they want to study. Observations were made by observing Instagram, as explained as follows:

"Observations were made on October 30, 2024, namely by looking at each post on the ppraudlatulquran Instagram so that benefits from Instagram were obtained.*"*

2. Questionnaire instrument

Researchers use a questionnaire research instrument with narrative answers to obtain concrete data from informants. This questionnaire was distributed on November 3, 2024 to several students, There were 20 santri who filled out the questionnaire including the head of the boarding school, several administrators and other santri. With the hope of obtaining in-depth and detailed information that can describe the views and experiences of informants authentically. The data collected through this questionnaire will be analyzed to

identify the main themes and emerging patterns, which will help in answering research questions and achieving research objectives more deeply.

3. Literature Review

Literature review as a secondary data source to complement the data obtained by researchers functions as an additional reference to strengthen the analysis and provide theoretical context to research findings. Through literature review, researchers can identify relevant concepts, theories, and findings from previous studies so that research results become more comprehensive, in-depth, and able to explain phenomena with the support of a broader scientific perspective. In addition, literature review also helps in validating research results and placing them in a stronger academic framework.

C. Data analysis

Data analysis in this study was conducted descriptively qualitatively with a thematic approach to identify patterns and relationships in data obtained through observation, questionnaires, and literature review. Data from observations were analysed by observing patterns of social media use, such as frequency of posts, types of content, and interactions that occur between the boarding school and the community. Furthermore, the questionnaire data was analysed by compiling the main themes based on the narrative answers from the respondents, resulting in an in-depth description of the informants' perceptions and experiences related to the use of social media as a marketing strategy. The data from the literature review was used to provide theoretical context and compare the research results with previous findings. This analysis process involves the stages of data reduction, data presentation, and conclusion drawing to answer the research objectives, namely how social media can be optimised to improve the reputation of Islamic boarding schools.

III. DISCUSSION

A. Information Technology Based Marketing Strategy

Data	Coding
Marketing strategies based on information and communication technology are very important to implement in Islamic boarding schools.	The importance of marketing strategy
The strategy is designed in several stages, namely planning, organizing, implementing and evaluating.	Planning, organizing, implementing and evaluating
There are several ICT-based marketing strategies that are carried out, namely: social media optimization. content creation.	Instagram and visual content

Formulating a marketing strategy based on information technology is currently one of the crucial steps for an organization. Marketing strategy in an institution is an important need to be carried out in order to create an institution's reputation (RAMADHAN & Satibi, 2021). Marketing strategies are implemented in Islamic boarding schools to improve their reputation and expand the reach of information to the community. The use of information and communication technology allows Islamic boarding schools to more easily reach prospective students, parents and other parties interested in the Islamic boarding school education program. With this information technology, transparency and credibility of the institution can also be increased by providing accurate information (Fauzi & Toyyib, 2021). Thus, it is necessary to realise that information technology is very important in the marketing process in Islamic boarding schools.

There are several stages in formulating this strategy, namely planning, organizing, implementing and evaluating. At

the Raudlatul Qur'an Islamic boarding school, this planning is carried out when there is a meeting between each administrator to be more active on social media through content or posts every time there is an activity, this becomes a program at this boarding school. Initially, this planning was carried out by the secretary, but over time in 2024 there was a media division to handle this. so that in its implementation it is more effective and neatly arranged for each content and post. The evaluation is carried out once a month in a comprehensive manner for each section, meaning not only the media section. Thus, each post can be evaluated and can be better in the future.

Based on the research results, it can be understood that the formulation of marketing strategies is carried out through planning, organizing, implementing and evaluating steps (Setiawan et al., 2024). This planning is done with the aim of planning the strategy that will be used so that it can be arranged systematically (Amalia et al., 2024). Likewise with the organization which is divided according to the tasks and responsibilities (Nurmalasari & Masitoh, 2020). And in the implementation of the strategy is carried out according to the plan that has been made previously. and in this evaluation, each activity carried out is systematically assessed (Shobri & Jaosantia, 2021).

Marketing strategies based on information and communication technology in Islamic boarding schools are carried out by optimizing social media. Optimizing social media is done by utilizing popular platforms such as Instagram, Facebook, and Twitter to build a strong digital presence. Through this activity, institutions can directly interact with the audience, provide quick responses, and strengthen brand image and loyalty. Meanwhile, creating relevant and interesting content is key to attracting the attention of the audience and maintaining their interest. Content can be in the form of profile videos, photos related to Islamic boarding school activities and achievements obtained.

B. Utilization of social media as a marketing strategy

Data	Coding
Increase audience reach from both YouTube and Instagram	Audien
There is direct interaction and loyalty from the community	Interaction, loyalty
Relatively little cost effectiveness	Cost

The use of social media by Islamic boarding schools shows that increasing audience reach through the YouTube and Instagram platforms can be achieved with a strategy that focuses on utilizing relevant and interesting content and optimal use of platform features. On the YouTube platform, it is used to display Islamic study content and several student activities with attractive thumbnails, namely by displaying figures and themes from the activities or studies carried out. Meanwhile, on Instagram, it utilizes the story, reels and live streaming features to display activities so that they can interact directly with the community. and can expand the reach of the audience.

Based on the research results above, social media can be understood as a strategic market share to promote products or services offered. The actors are starting to realize that by implementing marketing through information technology, they can increase market reach or audience (Arifah, 2015). Information and communication technology here is in the form of social media, there are 150 million social media users in Indonesia (Rachmawaty, 2021). In addition, by utilizing social media as a means to communicate the services provided to the public more closely (MUHAMMAD & Ma'ruf, 2022). Thus, every institution, including Islamic boarding schools, should be able to use marketing strategies based on information and communication technology.

The direct interaction that occurs can lead to an increase in their loyalty to the Islamic boarding school. This is because the community seems to participate in activities published by the Islamic boarding school (Khoerunnisa, 2024). This interaction can create a connection with the Islamic boarding school. Thus, this social media does not only function as marketing but also

becomes a means of building a long-term relationship that has strategic value in society.

Social media is utilized as a relatively more cost-effective marketing strategy compared to traditional promotional media (Wasik & Islam, 2023). Although not explicitly social media in Islamic boarding schools is used as a marketing strategy, with the existence of this social media, it can introduce Islamic boarding schools to the public. Therefore, by utilizing social media, Islamic boarding schools have been indirectly promoted and known by the public.

C. Implications of using social media to increase the visibility and reputation of Islamic boarding schools

Data	Coding
Public awareness of the existence of Islamic boarding schools	Public awareness
Formation of a positive image/reputation for Islamic boarding schools	Reputation
Increased public interest and trust in institutions	public interest

The third finding shows that the use of social media plays a role in increasing public awareness of the existence of Islamic boarding schools. This is evidenced by the large number of people who send their children to Islamic boarding schools to study religion. By utilizing platforms such as Instagram, Facebook, and YouTube, Islamic boarding schools can display various activities and achievements of the institution more widely and easily accessible to the general public. Content such as documentation of educational activities, social activities, and achievements of students are effective means of introducing Islamic boarding schools and showing their contributions in the fields of education and religion. Thus, social media functions as an information bridge that expands the reach of the audience and builds a positive image, thereby increasing public interest and support for Islamic boarding schools.

Social media plays an important role in forming a positive image or reputation of Islamic boarding schools in the eyes of the public. By displaying quality content, such as educational activities, student achievements, and various social contributions, Islamic boarding schools can show the progressive side and professionalism of the institution to the public. Through social media, Islamic boarding schools are also able to communicate the educational values that are instilled as well as a conducive and inspiring learning environment. In this way, Islamic boarding schools can not only display their unique identity and character, but also build public trust, especially among parents who are considering this institution as an educational option for their children. A consistent presence on social media helps to dispel stigmas or misunderstandings that may still exist, thus strengthening the reputation of Islamic boarding schools as educational institutions that are quality, relevant, and influential in forming a generation with morals.

Islamic boarding schools can utilize social media through content that reflects the values of the Islamic boarding school and activities as information for the community so that a good image can be created in the eyes of the community (Farid et al., 2024). Islamic boarding schools can also use social media as an effective digital preaching tool to spread Islamic teachings more widely. By utilizing platforms such as Instagram, YouTube, Islamic boarding schools can present creative content such as short lectures, worship tutorials, inspiring stories of students, or documentation of routine activities. This strategy not only helps strengthen the positive image of Islamic boarding schools, but also attracts the interest of the younger generation to be closer to Islamic values. In addition, direct interaction with the community through the comment feature or private messages can build closer relationships and support the openness of Islamic boarding schools to technological developments and the times.

The active and strategic use of social media has an impact on increasing public interest and trust in Islamic boarding schools. By utilizing social media to convey transparent information, such as learning activities, excellent programs, and testimonials from alumni and guardians of students, Islamic boarding schools are

able to build a trusted image among the community (Azizah & Sofiah, 2024). Interesting and relevant content also encourages audience involvement to learn more about Islamic boarding schools, thereby increasing the likelihood of prospective students and parents choosing Islamic boarding schools as a place of education. In addition, the consistent presence of social media creates emotional closeness with the public, so that it not only expands the reach of the audience but also increases trust in the quality and integrity of Islamic boarding schools as educational institutions based on Islamic values.

IV. CONCLUSION AND SUGGESTIONS

This study shows that the use of social media such as Instagram and YouTube at the Raudlatul Qur'an Islamic Boarding School can improve the reputation and trust of the community. This process is carried out through a marketing strategy based on information and communication technology that involves planning, organizing, implementing, and evaluating. The main findings indicate that optimizing visual content, such as videos and photos of students' activities, has succeeded in expanding the reach of information to a wider audience, strengthening the positive image of the Islamic boarding school, and increasing public trust in the institution.

This study supports Gary J. Anglin's theory on the application of technology to solve problems and marketing strategies according to Sopandi which emphasizes the importance of effective communication in influencing the audience. By implementing information technology, Islamic boarding schools are not only able to increase transparency and credibility, but also utilize social media as a means of direct interaction that builds public loyalty. This strategy is in line with the POAC (Planning, Organizing, Actuating, Controlling) concept which is applied comprehensively.

This study has limitations in terms of the scope of social media platforms, which only focus on Instagram and YouTube, so the results do not yet describe the effectiveness of other platforms such as Facebook, Tiktok in depth. In addition, an evaluation of the long-term impact on the reputation of Islamic boarding

schools has not been carried out. Further research is recommended to include other platforms, evaluate the impact in the long term, and explore how to integrate new technologies, such as artificial intelligence, into educational marketing strategies to increase effectiveness and efficiency.

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