



The Use of the School Website as a Digital Marketing Strategy in Madrasah

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ABSTRACT

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This study aims to describe and analyze the utilization of the website as a digital marketing strategy at Madrasah Tsanawiyah, focusing on three main aspects: the effectiveness of website utilization, the features and content provided, and the challenges and obstacles encountered during its implementation. The research employs a descriptive qualitative approach with data collected through interviews, observations, and documentation. Informants in this study include the principal, website administrators, social media managers (Instagram and Facebook), teachers, staff, and parents. The data analysis process consists of data collection, data reduction, data presentation, verification, and conclusion drawing. The findings indicate that the school website is quite effective as a promotional tool and information dissemination platform, especially in supporting the student admission process (PPDB). The website includes various features such as registration information, school profile, activity news, and photo galleries. Challenges in its implementation include limited human resources with digital technology expertise, lack of training, infrastructure limitations, and weak integration between work units in managing the school's digital media. Nevertheless, the website holds significant potential to support the school's digital marketing strategy, provided it is supported by strengthened human resources, improved infrastructure, and more comprehensive content strategy planning.

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INTRODUCTION

Education is an obligation that every human being must undergo; it is essential for human development (Himyari et al., 2022). Through education, individuals can acquire knowledge previously unknown to them and shape their personal identity. Education is equally important for both men and women (Hariyadi et al., 2023). It serves as the main pillar upon which the foundation of a nation stands (Jailani & Muhammad, 2019).

The rapid growth of educational institutions reflects the dynamic nature of the education sector, making competition in the field inevitable. Many institutions have been abandoned by their stakeholders, leading to frequent mergers among several educational providers. This situation is further

exacerbated by the declining quality of education (M. S. Putri et al., 2024), inadequate and unfit infrastructure and facilities (Ansori et al., 2025), unattractive accreditation status, lack of qualified teaching and administrative staff, and the absence of well-implemented school programs. These factors have resulted in schools being overlooked by both the market and the community (Fadlilah et al., 2023). Educational institutions must respond to such conditions with proactive and strategic measures if they wish to maintain their relevance and visibility in society.

In the era of globalization and rapid technological advancement, the field of education cannot remain unaffected by the influence of technology. Technology has revolutionized the way people access information. The internet and social media enable information to spread quickly and widely. Schools, as one of the key educational institutions, have been proven to play a significant role in developing human resources (Jailani et al., 2024). Schools that are able to leverage technology in their marketing strategies can more effectively reach prospective students and parents, provide comprehensive information about their strengths and available facilities, and build a positive image in the eyes of the public.

The development of information and communication technology (ICT) has brought significant changes in the way schools and educational institutions interact with the public. Through websites, online platforms, social media, and educational applications, schools can disseminate information quickly and effectively to parents, students, and the broader community. Therefore, the utilization of technology in the marketing of educational services has become crucial as one of the key digital marketing strategies (Ansori, 2022).

The use of technology in educational marketing also enables schools to showcase their strengths and added value (Ansori & Irawati, 2024). Modern facilities, academic excellence, and diverse extracurricular programs can be promoted through videos, webinars, and virtual tours, allowing prospective students and parents to gain a clearer and more engaging understanding of what the school offers.

In addition, technology enables schools to communicate in a more personal and interactive manner with prospective students and their families. By utilizing interactive features such as email, chatbots, and online consultation forums embedded within school websites, institutions can provide real-time responses, offer detailed explanations, and nurture closer relationships with their stakeholders. This type of responsive and accessible communication is essential for building public trust and increasing interest in the school (Baharuddin & Hatta, 2024).

Digital marketing is not only beneficial for schools but also for the wider community. It allows the public to easily access information about various school options, educational programs, and offered activities without the need for physical visits. This saves time and effort while providing greater opportunities for families to make informed decisions when selecting schools for their children (Ansori & Sabrifha, 2025).

Digital marketing strategy is a plan designed to promote products or services through digital channels with the aim of reaching a broader audience and enhancing customer engagement (Saputri et al., 2023). Digital marketing utilizes various digital platforms and tools, such as social media, email, search engines, and websites, to reach and interact with target markets (Sintasari & Afifah, 2022).

Therefore, digital marketing plays a strategic role in increasing public motivation towards schools. By effectively and appropriately leveraging technology, schools can reach more prospective students, build a positive image, and enhance community participation in the field of education.

Several previous studies, such as (Wahyudi, 2017), (Halim et al., 2020), and (Rezieka & Ismiulya, 2022), have explained that one of the efforts schools can undertake to increase public motivation toward education is through the utilization of technology in digital marketing, with the school website being a primary example. The use of a website as a digital marketing strategy must be implemented holistically, involving various elements that support its effectiveness. From an attractive and responsive website design, relevant content, to SEO optimization and social media integration, all components must work synergistically to achieve broader marketing goals, namely increasing new student enrollment and strengthening the school's image (Kartawaria & Normansah, 2023).

Considering the overview above, the utilization of the school website as a digital marketing strategy is highly relevant and interesting to study in greater depth. Therefore, this study aims to examine how the school website is utilized as a digital marketing strategy at Madrasah Tsanawiyah Negeri 1 Sarolangun.

RESEARCH METHOD

This study employs a descriptive research design with a qualitative approach. Qualitative research aims to gain an in-depth understanding of phenomena through interpretation and descriptive analysis. This approach was chosen because it allows for comprehensive and detailed exploration of ongoing phenomena, in this case, the utilization of the school website as a digital marketing strategy in the educational context.

The research was conducted at Madrasah Tsanawiyah Negeri 1 Sarolangun, located in Sarolangun Regency, Jambi Province. The subjects of the study included the school principal, school operator, teachers, and administrative staff. Data were collected through observation, interviews, and document analysis. Data analysis followed the stages of data reduction, data display, and drawing conclusions or verification.

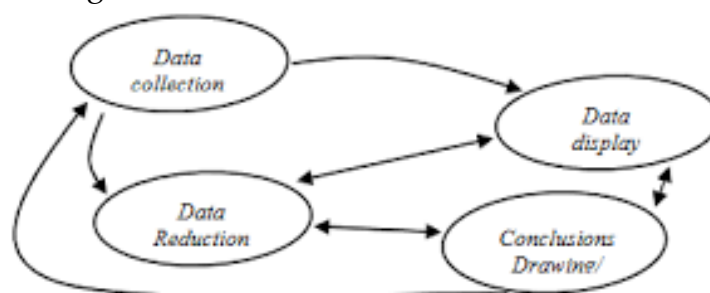


Figure 1. Stages of Data Analysis

RESULT AND DISCUSSION

Result

The Role of the Website in Institutional Promotion

The website of Madrasah Tsanawiyah Negeri 1 Sarolangun serves as a central hub for institutional promotion, offering a comprehensive platform for both current and prospective stakeholders to access vital information. Through this website, the institution highlights its vision, mission, history, and educational programs, ensuring that it is easily accessible to the public. Additionally, it integrates essential elements such as student registration forms, event schedules, and institutional news. This not only keeps the school community well-informed but also attracts new students by presenting the madrasah as a modern, transparent, and reliable institution.

Upon closer observation, it is evident that the madrasah's website facilitates streamlined communication with prospective students and their families. It offers a user-friendly experience where visitors can view the admission process, stay updated on institutional activities, and access multimedia content showcasing student achievements. This combination of informative content and easy navigation demonstrates the institution's commitment to modernization.

The findings also indicate that the website serves as an authoritative online presence. The institutional profile page, which includes comprehensive information about the madrasah's objectives and programs, is a key driver of engagement. Observation suggests that such features contribute significantly to attracting prospective students, as the profile page builds public trust and provides a transparent overview of the institution's offerings.

The website is seen as an essential tool for facilitating enrollment, allowing prospective students to register online, making the process smoother and more efficient. This feature encourages engagement and simplifies the admission process, reflecting the madrasah's adaptability to digital trends. The website is not merely a static informational resource but a dynamic marketing tool that plays a pivotal role in promoting the madrasah's educational offerings. The website's ability to provide clear, relevant, and accessible information helps to enhance its reputation and expand its reach.

Integration with Social Media for Wider Reach

Madrasah Tsanawiyah Negeri 1 Sarolangun's strategy involves using its website in conjunction with popular social media platforms, particularly Instagram and Facebook, to further enhance its digital marketing efforts. Social media integration allows the madrasah to reach a broader audience, including prospective students and their families. Content shared via Instagram and Facebook showcases school activities, achievements, and student testimonials. The integration of social media features into the website ensures that the madrasah can reach a wider audience in a way that is both engaging and interactive.

The school's active presence on Instagram is evident, with regular posts that highlight the dynamic aspects of student life, such as extracurricular activities and academic achievements. This visual content serves to engage both current students and prospective ones, effectively building a positive image of the madrasah. On Facebook, the interaction is more community-focused, allowing parents and the broader public to engage directly with the institution.

Observation of the madrasah's online presence reveals that the integration of these platforms enables seamless communication between the school and its stakeholders. Content shared on Instagram and Facebook, such as student success stories or event highlights, is well-received and generates engagement. This interaction results in increased visibility, which directly supports student recruitment efforts.

Social media is not only used for promotional purposes but also serves as an engagement tool. By sharing informative posts and interacting with followers, the madrasah builds trust with the public, resulting in more inquiries and higher student enrollment. Social media provides a complementary channel to the website, contributing to a multifaceted digital marketing strategy. The integration of both platforms ensures that the madrasah's visibility is maximized across different audiences, while enhancing engagement and community involvement.

Interactive Features for User Engagement

Another critical aspect of Madrasah Tsanawiyah Negeri 1 Sarolangun's digital marketing strategy is its use of interactive website features. The online registration form is one such feature, streamlining the admission process and making it more accessible to prospective students. This form allows parents and students to submit applications digitally, thereby eliminating the need for physical visits. Additionally, the website includes forms for inquiries and feedback, facilitating two-way communication between the institution and the public.

The findings reveal that these interactive features are central to enhancing user experience and engagement. The online registration form simplifies the application process, while the inquiry and feedback forms foster communication with parents and prospective students. This functionality ensures that the website is not just a passive information source but an active service tool that meets the needs of the community.

These interactive features are well-received, with a significant number of inquiries and registrations being submitted through the website. This not only shows the efficiency of the features but also reflects a growing trend towards online services in educational institutions.

The data supports the view that the interactive features are crucial for encouraging engagement. With real-time responses and the ease of submission, these tools allow the madrasah to maintain a constant flow of communication with its audience. Such features improve the user experience by making processes like registration and communication faster and more efficient. The ability to handle such tasks digitally demonstrates the madrasah's forward-thinking approach and helps establish it as a responsive and student-friendly institution.

Discussion

The website plays a crucial role in institutional promotion by serving as an easily accessible, authoritative source of information. This aligns with the notion that a well-structured institutional website can significantly contribute to creating a positive public image (Darmawan et al., 2024). A professional, informative, and engaging website helps build public trust and informs prospective students and parents about the madrasah's offerings.

The website's ability to showcase the madrasah's educational programs, facilities, and student activities is integral to its promotional strategy. The presence of essential features like the institutional profile page, event schedules, and multimedia galleries provides a comprehensive understanding of what the institution offers. This combination of informative content and easy navigation is

essential for attracting new students and reinforcing the madrasah's image. The strategic use of the website aligns with the broader concept of digital marketing, where institutions focus on providing clear, relevant, and engaging content (Halawa et al., 2024). This approach is not only effective in promoting the madrasah's programs but also contributes to its overall competitiveness in the educational sector (Mushoffi & Supardi, 2024).

The integration of social media with the madrasah's website plays a pivotal role in enhancing its digital marketing strategy. Social media platforms such as Instagram and Facebook help extend the reach of the institution's content, enabling it to connect with a wider audience. This supports the idea that social media is a powerful tool in increasing the visibility and engagement of educational institutions (A. R. Putri et al., 2024; Agustini, 2022).

The data suggests that visual content shared on Instagram significantly contributes to generating interest and engagement. The use of Instagram to showcase student achievements and extracurricular activities serves as an effective marketing tool, as visual content is often more engaging than text-based content (Nurhidayat & Nurmalasari, 2024). Moreover, Facebook complements Instagram by allowing for direct communication with a broader audience, including parents and alumni. A study by Qarlina et al. (2023) demonstrated that the use of social media has a significant impact on students' interest in enrollment, particularly through platforms like Facebook which foster interactive communication.

The integration of social media into the madrasah's marketing strategy enhances its visibility, encourages engagement, and strengthens its public image. This multidimensional approach not only helps attract new students but also fosters a sense of community and connection among the madrasah's stakeholders (I. M. Putri et al., 2025; Purwanto et al., 2023).

The importance of interactive features, such as online registration forms and inquiry forms, in engaging users and facilitating communication is also emphasized. These features contribute to improving user experience by making essential processes more accessible and efficient (Darmawan et al., 2024). The integration of interactive features aligns with the growing trend of digital transformation in education (Halawa et al., 2024; Sanjani, 2024). As observed, the online registration form is particularly effective in streamlining the admission process and reducing barriers for prospective students. Furthermore, the inquiry and feedback forms serve as a valuable tool for maintaining open communication between the institution and the public.

The use of interactive features not only improves user experience but also strengthens the madrasah's reputation as a modern and student-centered institution (Supriadi et al., 2025; Fahmi et al., 2024). These tools enhance

engagement by facilitating quick communication and making administrative processes more efficient. This focus on user engagement is crucial in maintaining a competitive edge in the educational sector (Mushoffi & Supardi, 2024).

Additionally, the digital presence contributes positively not just externally, but also internally. Teachers feel motivated to innovate in their teaching practices, knowing their work is visible and appreciated in digital spaces (Sudarso et al., 2024; Nur Fitriyanti, 2023). This motivation leads to higher quality learning experiences and showcases professionalism in the digital era.

The digital marketing strategy employed by Madrasah Tsanawiyah Negeri 1 Sarolangun through its website and social media platforms has proven effective in enhancing visibility, building a trustworthy image, and attracting new students (Isa et al., 2023). The combined use of informative, interactive, and visually appealing digital content supports a holistic promotional strategy in the era of Industry 4.0 and Society 5.0.

CONCLUSION

The utilization of the website as a digital marketing strategy at Madrasah Tsanawiyah Negeri 1 Sarolangun has been effective in disseminating information to the public, especially regarding new student admissions (PPDB), madrasah activities, and the institution's profile. The integration of the website and social media supports increased visibility of the madrasah in the digital space and facilitates easier access to information for parents and prospective students. The madrasah's website features several important components such as online PPDB information, activity galleries, teacher profiles, madrasah news, service contacts, and other essential documents. These features serve as communication and promotional media. The content reflects the madrasah's values and showcases various academic and non-academic activities.

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