



## Education Management in Building a Strong and Sustainable Brand Image

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DOI: <https://doi.org/10.61987/bamj.v2i2.507>

### Abstract:

Building a strong and sustainable brand image is a crucial strategy for companies to gain a competitive advantage and foster customer trust and loyalty. A well-established brand image enhances brand recognition while reinforcing consumer engagement and long-term commitment. This article explores essential aspects of building a lasting brand image, ranging from a deep understanding of brand values and identity to the implementation of consistent and authentic communication strategies. Emphasis is placed on continuous innovation, reputation management, and active engagement with target audiences. Through case studies and in-depth analysis, this article discusses the challenges and solutions involved in maintaining a brand image that remains relevant in an ever-evolving market landscape. The findings of this research highlight the significance of social skills development, effective communication, and the ability to handle conflicts constructively as critical components in brand sustainability. Social skills play a pivotal role in strengthening brand-community relationships, while effective communication ensures brand messages are consistently conveyed to maintain credibility and trust. Additionally, the capacity to manage conflicts constructively enhances stakeholder engagement and institutional reputation, particularly in the educational sector. This study provides practical guidance and strategic insights for companies and institutions seeking to build a resilient and impactful brand image in today's dynamic environment.

### ARTICLE HISTORY

Received 1 October 2024

Revised 5 November 2024

Accepted 10 January 2025

### KEYWORDS

Brand Image, Brand Identity, Competitive Advantage, Customer Loyalty, Reputation Management

## INTRODUCTION

In the era of globalisation and the rapid development of information technology, brand image has become one of the most critical assets for a company. A strong brand image reflects the company's core values and identity, significantly determining consumer attraction and trust (Thoha et al., 2023). Building a strong and sustainable brand image is difficult, especially amidst increasingly fierce competition and rapidly changing market dynamics (Agu et al., 2024; Mohamed Hashim et al., 2022). Amid increasingly intense global competition, brand image is no longer just a visual identity or the name of a company (Maulidia, 2023; Suharto, 2023). It has become the main foundation determining a company's reputation, attractiveness and long-term success (Calma & Davies, 2021). Building a strong and sustainable brand image is not a goal that can be achieved quickly but is an ongoing effort that requires innovative strategies and

Cite in APA style as:

Maisaroh, H., Rohman, M. A. Z., & Lama, A. V., (2025). Education Management in Building a Strong and Sustainable Brand Image. *Business and Applied Management Journal*, 2(2), 91-99.

adaptation to changing market dynamics (Ataman et al., 2024; Saharani et al., 2024). A solid brand image strengthens the school's trust and credibility in the eyes of the public (Ghorbanzadeh, 2023; Savitri et al., 2021), ensuring that parents and students are confident in the quality of education offered.

Innovative strategies in building a brand image are the primary key to maintaining the relevance and competitiveness of a brand in today's global market (Fardous, 2024). Innovation is not only limited to product or service development but also includes how companies communicate with consumers, interact via social media, and adapt to continuously developing technological developments (Abiddin et al., 2024; Nuranifah et al., 2022; Ul-Haq, 2022). Companies can use various innovative strategies to build and maintain a strong and sustainable brand image (Hidayat et al., 2024; Sulhan & Hakim, 2023). From the use of digital technology to an ethical approach in branding strategy, we will discuss how these aspects can contribute to creating a brand image that captivates and wins the hearts of modern consumers.

This research contains several results from previous researchers guided by the same topic: building a strong and sustainable brand image. Several recent studies have identified key factors in building a strong and sustainable brand image. Sungkawaningrum et al. (2022) emphasise that integrating sustainability values in brand strategy is critical, as consumers increasingly prioritise brands that demonstrate environmental and social commitment. AL-Hersh & Masron (2023) show that authentic storytelling strengthens emotional connections and differentiates brands in the marketplace. Muafiah et al. (2022) found that sustainable product innovation reinforces brand image and consumer appeal. Rahman et al. (2024) added that active involvement in the community increases positive perceptions of the brand. Combining sustainability values, storytelling, innovation, and community involvement is key to creating a strong and sustainable brand image.

Most studies focus on corporate branding, consumer goods, and commercial sectors (Al-Hersh & Masron, 2023; Fardous, 2024), leaving a lack of comprehensive studies that explore the intersection of sustainable branding, stakeholder engagement, and institutional reputation in educational contexts. While previous research has emphasized sustainability values, storytelling, and community involvement as key branding strategies (Muafiah et al., 2022; Rahman et al., 2024), little attention has been given to how these elements function cohesively within Islamic schools, which operate under unique cultural, religious, and ethical frameworks. This study fills the gap by examining branding strategies in the context of Islamic education, where reputation management, ethical marketing, and stakeholder trust play crucial roles in shaping a sustainable brand image. The novelty of this research lies in its interdisciplinary approach, combining branding principles, institutional reputation management, and the role of Islamic values to propose a sustainable brand-building framework for MTs Al Amiriyyah.

This study aims to explore and analyze strategic approaches for building a strong and sustainable brand image in the context of Islamic educational institutions, using MTs Al Amiriyyah as a case study. This research focuses on understanding the role of sustainability values, authentic storytelling, innovative engagement, and community involvement in strengthening MTs Al Amiriyyah's brand identity. Additionally, this study seeks to develop a branding framework that integrates ethical considerations, Islamic principles, and modern branding strategies to enhance the school's reputation and competitiveness in the educational sector. By addressing these aspects, the study

provides actionable insights for educational institutions looking to establish a sustainable brand identity while maintaining cultural and ethical integrity.

## RESEARCH METHOD

This research focuses on MTs Al-Amiriyah Blokagung Banyuwangi, the unit of analysis for understanding how to build a strong and sustainable brand image. This research uses a qualitative approach with a case study research design, which focuses on analysing specific phenomena in the context of this educational institution (Fadli, 2021). The case study was chosen because it can provide in-depth insight into the dynamics at MTs Al-Amiriyah in facing challenges and taking advantage of opportunities to strengthen its brand image. This approach also allows researchers to explore and dig deeper into the uniqueness and factors influencing people's perceptions of this educational institution.

The source of information in this research was obtained from two key informants, namely the Principal, Mr. Ahmadi and the Deputy Head of Curriculum, Mr. Nasihin. Mr Ahmadi was chosen because of his role in making strategic and policy decisions that influence the school's image. Mr Nasihin was selected because of his responsibility to implement curriculum and teaching innovations that can affect perceptions about the quality of education at the school. These two informants provided comprehensive insight regarding policies, management, and challenges in building and maintaining a strong and sustainable brand image at MTs Al-Amiriyah.

This research collected data through in-depth interviews with the two informants, direct observation in the school environment, and documentation related to the policies and programs implemented at MTs Al-Amiriyah. The data analysis techniques used include data reduction, display, and verification (Matta, 2022). Data reduction was carried out by filtering relevant information from interviews and observations. The reduced data is then displayed in a form that makes understanding and interpretation easier, such as descriptive narratives and tables. Data verification was carried out to ensure the accuracy and consistency of the findings by re-checking data from various sources so that the research results can be trusted and provide a comprehensive picture of efforts to build a compelling brand image at MTs Al-Amiriyah.

## RESULTS AND DISCUSSION

### Social Skills Development

Based on data in the field, the brand image in educational institutions at MTs Al-Amiriyah is one of the developments in social skills. The development of social skills in academic institutions is often an indicator of holistic educational quality. Social skills include communicating, collaborating, empathising, and managing conflict, which are essential to creating a harmonious and productive learning environment. Extracurricular activities include integrating social skills, such as student organisations, debate clubs, leadership training at MTs Al-Amiriyah, and character education into the curriculum. Implement structured social skills training programs in the curriculum, such as communication, conflict management or empathy training modules.

The following is an interview with the principal of MTs Al-Amiriyah; Mr. Ahmadi explained, "We have several programs that focus on developing students' social skills. For example, we have a leadership club, where students are trained in leadership skills and working together in teams. Communication training programs also help students hone their public speaking and active listening skills. We also regularly hold social activities such

as social work and community projects that involve students directly.” Furthermore, it was strengthened by Waka. Mr. Nasihin's curriculum explained, "Social skills development has strengthened our image as a holistic educational institution. we not only focus on academics but also on building students' character and social skills. This gives us an edge in the eyes of parents and prospective students looking for a school that supports their child's holistic development. We also get greater support from the local community thanks to the social activities and collaborations we carry out.”

Based on the interview results above, the social skills development programs implemented at this institution, such as leadership clubs, communication training and social activities, significantly strengthen the brand image of MTs Al Amiryah as a holistic educational institution. These programs increase students' self-confidence and collaboration skills and gain positive feedback from parents and support from the local community. By continuing to develop and expand these programs, MTs Al Amiryah shows a strong commitment to the holistic development of students, which positively impacts the reputation and attractiveness of the institution in the eyes of prospective students and the community.

The development of social skills at MTs Al Amiryah has proven essential in strengthening the institution's brand image as a holistic educational institution. Programs such as leadership clubs, communications training, and social activities provide opportunities for students to hone essential social skills, such as leadership, collaboration, and empathy (Heru & Bali, 2024). In addition, social activities such as social service and community projects also increase student involvement in society, which positively impacts the institution's image in the eyes of parents and the surrounding community (Sain, 2025). This shows that MT Al Amiryah does not only focus on academic aspects but also on building student character.

Support from the Principal, Mr Ahmadi, and Deputy Head of Curriculum, Mr Nasihin, emphasised that developing social skills has strengthened the school's image as an institution that cares about students' overall development. These programs increase student confidence and garner positive feedback from parents and more significant support from the local community (Arifin et al., 2024). By integrating social skills development in the curriculum and extracurricular activities, MTs Al Amiryah is committed to creating a harmonious and productive learning environment, significantly strengthening the institution's reputation and attractiveness in the eyes of prospective students.

### **Effective Communication**

Based on the results of data in the field, educational institutions at MTs Al Amiryah have a strong and sustainable brand image and effective communication. MTs Al Amiryah has a strong and sustainable brand image because this institution implements an effective communication strategy. This effective communication includes conveying clear and consistent information to various stakeholders and involves positive and constructive interactions between institutions, students, parents, and the surrounding community. This helps build and strengthen trust and loyalty to the MTs Al Amiryah brand. Based on student and parent satisfaction survey data, MT Al Amiryah consistently conveys information about educational programs, extracurricular activities and school achievements through various communication channels such as bulletins,

websites and social media. This consistency helps reinforce a clear and memorable brand image.

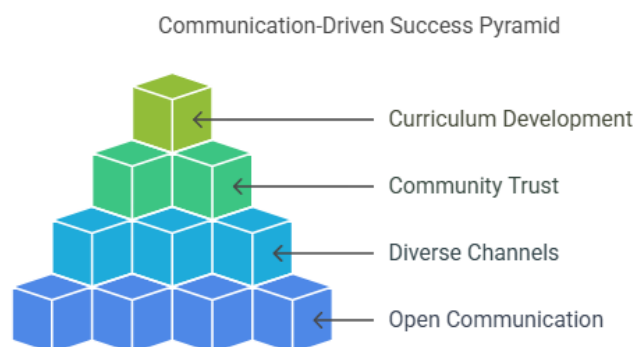


Figure 1, it can be concluded that effective communication is a key factor in building and maintaining a strong and sustainable brand image. Communication carried out by this institution is not only limited to conveying clear and consistent information but also includes continuous positive interactions with various related parties, such as students, parents and the community (Zubaidi, 2024). This creates a mutually beneficial relationship and increases trust and loyalty towards the MTs Al Amiriyyah brand. The satisfaction survey results involving students and parents show that MTs Al Amiriyyah routinely uses effective communication channels, such as websites, social media and bulletins, to convey information related to educational programs and school activities. This shows the institution's commitment to maintaining transparency and openness of information to stakeholders. Continuous, consistent communication also significantly strengthens a brand image that is easily recognised and trusted (Putri & Abdullah, 2024).

Statements from the Principal and Deputy Head of Curriculum make it clear that open and collaborative communication strengthens external relations with the community and plays a vital role in curriculum development (Munawwaroh, 2024). Collaboration with teachers and gathering feedback from parents and students allows MTs Al Amiriyyah to adjust the curriculum according to applicable educational needs and standards. Thus, the communication strategy implemented by this institution focuses on conveying information and creating deep, active engagement with all stakeholders, strengthening a positive and sustainable brand image (Abdullah et al., 2024). Overall, transparent, open, and consistent communication is the main element that contributes to achieving a strong brand image at MTs Al Amiriyyah, and it plays an essential role in developing a relevant and quality curriculum.

### Conflicts Constructively

Based on existing data in the field, build a strong and sustainable brand image for educational institutions at MTs Al Amiriyyah by resolving conflicts constructively. Resolving conflicts constructively is essential in building a strong and sustainable brand image at MTs Al Amiriyyah. When conflicts are resolved positively and productively, stakeholder satisfaction and trust increase and strengthen the institution's reputation as fair and responsive. A constructive approach to conflict resolution shows the institution's commitment to the welfare of all parties and demonstrates practical managerial skills, which in turn strengthens the institution's brand image. Based on data from interviews

and internal surveys, MTs Al Amiriyyah has clear procedures for handling and resolving conflicts, both among staff and between staff and students. Table 1, the conflict resolution process involving mediation and open discussion shows that this institution can handle problems reasonably and efficiently, which increases the trust and satisfaction of all parties involved.

**Table 1. Resolving Conflicts Constructively**

Aspects	Statement
Conflict Resolution Approach	MTs Al Amiriyyah has a systematic procedure for handling conflicts. When conflicts arise, the parties involved are immediately involved in mediation to find a fair and constructive solution. This process is carried out openly and transparently, which not only solves problems but also strengthens the relationship between staff and students. This approach demonstrates a commitment to justice and the well-being of all parties.
Curriculum Conflict Resolution	In resolving conflicts related to the curriculum, MTs Al Amiriyyah ensures that every decision considers its impact on the teaching and learning process. Impact evaluation is carried out thoroughly and coordinates with teachers to implement solutions that do not interfere with learning activities. This is done to maintain the quality of education while resolving conflicts constructively.
Principal Interview Results	Principal Mr. Ahmadi explained that resolving conflicts openly and transparently not only solves problems but also strengthens the relationship between staff and students. The mediation process carried out systematically also shows the institution's commitment to justice and the welfare of all parties.
Results of the Interview with the Deputy Head of Curriculum	Deputy Head of Curriculum Mr. Nasihin revealed that in resolving curriculum conflicts, decisions taken always consider the impact on the teaching and learning process. Impact evaluation is carried out thoroughly, and coordination with teachers is carried out to implement solutions that do not interfere with learning activities, so that the quality of education is maintained.

Constructive conflict resolution at MTs Al Amiriyyah is essential in building a strong and sustainable brand image. This institution has systematic procedures for handling conflicts that involve all relevant parties in mediation openly and transparently. This process resolves problems and strengthens relationships between staff and students, shows the institution's commitment to justice and the welfare of all parties, and increases stakeholder satisfaction and trust. In resolving conflicts related to the curriculum, MT Al Amiriyyah ensures that the decisions taken do not interfere with the teaching and learning process. Evaluation of the impact of decisions is carried out thoroughly in coordination with teachers to maintain the quality of education. This approach shows that although conflict resolution is essential, the quality of education remains the institution's top priority (Hasanah, 2024). The constructive approach strengthens the institution's image and reputation, making it more trustworthy in the eyes of stakeholders.

## CONCLUSION

This research proves that good Islamic education management plays a significant role in building a strong and sustainable brand image in educational institutions. Through a constructive approach to conflict resolution, MTs Al Amiriyyah succeeded in creating harmonious relationships between staff and students and increasing stakeholder satisfaction. In conclusion, transparent and fair conflict resolution strengthens the institution's reputation as an institution that is responsive, fair and committed to the welfare of all parties. This research contributes to providing insight into the importance of conflict management in improving the image of Islamic educational institutions, as well

as offering an approach that can be applied in other schools to build strong and sustainable brands.

One of the weaknesses of this research is the limited sample, which only includes MTs Al Amiriyyah, so the research findings cannot necessarily be generalised to other Islamic educational institutions. In addition, the data used chiefly comes from interviews and internal surveys, which may have subjective bias. Recommendations for further research are to expand the scope of research by involving various other Islamic educational institutions to obtain a broader view. Additionally, further research could explore the long-term impact of conflict resolution approaches on brand image and institutional performance.

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