



Beyond Traditional Promotion: Digital Marketing Strategies in Education to Enhance Customer Satisfaction

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DOI: <https://doi.org/10.61987/jemr.v5i4.2384>

ABSTRACT

Keywords:

Digital Promotion,
Customer Satisfaction,
Educational
Institutions

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This study aims to analyze the role of digital promotion strategies in enhancing customer satisfaction within educational institutions amid rapid digital transformation. The research employed a Systematic Literature Review (SLR) approach by examining national and international scientific articles indexed in SINTA and Scopus published between 2020 and 2025. Data collection and analysis were conducted through identification, screening, and selection stages using the PRISMA framework to ensure the relevance and quality of the reviewed studies. The findings reveal that the implementation of digital promotion through social media, institutional websites, content marketing, and interactive digital communication significantly contributes to improving customer engagement, institutional image, customer trust, and overall satisfaction in educational services. Digital promotion also enables educational institutions to deliver information more quickly, transparently, and responsively according to the needs of modern society. However, several challenges remain, including limited digital literacy, inadequate human resource capabilities, and increasingly competitive digital environments. Therefore, educational institutions should develop creative, innovative, and customer-oriented digital promotion strategies to strengthen competitiveness and sustain customer satisfaction in the digital era.

Article History:

Received: January 2026; Revised: February 2026; Accepted: March 2026

Please cite this article in APA style as:

Puspitasari, R., Rodiyah, S., Anggoro, B. S., & Mas Ayu, S. (2026). Beyond Traditional Promotion: Digital Marketing Strategies in Education to Enhance Customer Satisfaction. *Journal of Educational Management Research*, 5(4), 3561-3575.

INTRODUCTION

The rapid development of digital technology has transformed various sectors of society, including education. Educational institutions are no longer competing solely based on academic quality, curriculum excellence, or infrastructure, but also on their ability to build institutional image, communication effectiveness, and relationships with stakeholders through digital platforms (Khofsah, 2025; Rahman, 2026; Shoha, 2026). In today's digital era, society increasingly depends on internet-based communication and

information systems, making digital promotion an essential strategy in educational marketing. Social media, websites, and other digital platforms have become important tools for disseminating information, strengthening institutional visibility, and creating interactive communication with prospective students and parents. According to Arsyadana and Indrioko (2025), digital media allows educational institutions to promote their services more effectively and flexibly amid increasingly competitive educational environments (Hefniy & Alwahedi, 2025; Holidi, 2025; Manshur, 2026). This transformation demonstrates that educational promotion has shifted from conventional methods toward digital approaches that are more adaptive, interactive, and customer-oriented. Therefore, understanding digital promotion strategies in education is important because they influence public trust, institutional competitiveness, and long-term customer satisfaction in the educational sector.

The increasing reliance on digital communication has also created broader challenges for society, particularly in the field of educational services. Modern customers, including students and parents, expect educational institutions to provide fast information, responsive communication, and transparent services through digital channels (Hikmah & Mudarris, 2026; Kusumawati, 2025; Syafiih, 2025). However, many educational institutions still experience difficulties in adapting to these changing expectations. Some institutions continue to rely on traditional promotion methods that are no longer effective in attracting digitally connected communities. As a result, communication gaps often emerge between institutions and customers, causing dissatisfaction, reduced trust, and weak institutional engagement. Wahyunto et al. (2024) explained that the quality of digital communication, information accessibility, and interaction through social media significantly influence customer perceptions toward educational institutions. This indicates that digital promotion is not merely a marketing activity but also a strategic effort to fulfill customer expectations in the digital era. Consequently, educational institutions that fail to optimize digital communication strategies risk losing competitiveness and customer loyalty in increasingly dynamic educational markets.

In practice, various phenomena show that many educational institutions have not yet maximized the implementation of digital promotion strategies. Several institutions use digital media only as a one-way information dissemination tool without creating active engagement with customers (Lasut & Neman, 2025; Maulidy, 2025; Solihin & Wijaya, 2024). Promotional content is often monotonous, less interactive, and unable to reflect the actual quality of educational services offered by institutions. In addition, inconsistencies between digital branding and real educational experiences frequently lead to disappointment among students and parents. Mulyani et al. (2025) stated that ineffective digital promotion strategies often fail to provide significant impacts on customer satisfaction because institutions focus more on visibility than on

customer experience. This phenomenon reflects that the success of digital promotion depends not only on technological utilization but also on communication quality, customer interaction, and institutional responsiveness (Azizeh Mukarromah Umar Manshur, 2025; Hussen & Onia, 2024; Mebratu et al., 2024). Therefore, educational institutions need to design digital promotion strategies that are capable of building meaningful engagement and positive educational experiences for customers rather than merely increasing promotional exposure.

Several previous studies have discussed digital marketing and promotion strategies in educational institutions. Arif and Junaidi (2025) emphasized the importance of positioning strategies and digital branding in strengthening the image of Islamic educational institutions. Their research showed that digital branding contributes significantly to improving institutional recognition and public trust. Similarly, Rahmah et al. (2024) found that social media platforms are effective tools for expanding educational promotion and increasing interaction between institutions and society. These studies indicate that digital promotion has become a critical component in educational marketing strategies. Furthermore, Wahyunto et al. (2024) demonstrated that digital marketing activities can enhance public interest in educational institutions through stronger brand awareness and online communication effectiveness. Collectively, these studies confirm that digital transformation in educational marketing provides opportunities for institutions to expand market reach, improve institutional image, and strengthen communication with prospective customers in the digital environment.

Despite these contributions, previous studies still show several limitations that create important research gaps. Most prior research primarily focuses on branding, institutional visibility, and student recruitment aspects rather than examining customer satisfaction comprehensively (Kumala & Nadya, 2024; Rahmatillah & Andayani, 2025; Tohet, 2024). Digital promotion is frequently positioned only as a marketing communication tool rather than as a strategy for creating holistic customer experiences. Consequently, the direct relationship between digital promotion strategies and customer satisfaction in educational institutions remains underexplored. In addition, earlier studies rarely discuss how digital engagement, communication responsiveness, and customer interaction influence satisfaction and loyalty among students and parents. This limitation is significant because customers in the digital era no longer seek only information accessibility but also expect personalized, interactive, transparent, and responsive communication experiences. Therefore, further investigation is necessary to understand how digital promotion strategies contribute to customer satisfaction within educational ecosystems and how institutions can optimize digital interactions to strengthen long-term relationships with educational customers.

The novelty or state of the art of this study lies in its comprehensive perspective on digital promotion within educational institutions. Unlike previous studies that mainly focused on branding and marketing effectiveness, this research positions digital promotion as a strategic approach for building customer engagement, customer experience, and customer loyalty in the educational sector. This study highlights the transformation of educational promotion from conventional communication methods toward integrated digital strategies that prioritize customer satisfaction. In this context, digital promotion is viewed not only as a promotional activity but also as an instrument for establishing sustainable relationships between educational institutions and their customers. This perspective is important because the current digital ecosystem requires institutions to provide communication experiences that are fast, interactive, transparent, and adaptive to customer needs. Therefore, this research contributes theoretically by integrating concepts of digital educational marketing and customer satisfaction into a more holistic analytical framework and contributes practically by offering strategic insights for educational institutions in optimizing digital promotion practices.

Based on the issues and research gaps described above, this study aims to analyze digital promotion strategies implemented by educational institutions and examine their role in improving customer satisfaction. This research seeks to identify forms of digital promotion practices, evaluate their effectiveness in building customer engagement, and understand how digital communication influences customer perceptions and loyalty. The main research problem addressed in this study concerns how digital promotion strategies can create positive educational experiences and improve customer satisfaction within increasingly competitive educational environments. The argument proposed in this research is that effective digital promotion strategies characterized by interactive communication, responsive information services, and customer-oriented engagement can significantly enhance customer satisfaction in educational institutions. Therefore, this study is expected to contribute to the development of educational marketing literature and provide practical recommendations for institutions seeking to strengthen competitiveness and customer relationships in the digital era.

RESEARCH METHODS

This study employed a qualitative research design using the Systematic Literature Review (SLR) approach to examine digital promotion strategies in education and their role in improving customer satisfaction. The SLR method was selected because it enables researchers to conduct a systematic, structured, and comprehensive analysis of previous studies relevant to the research topic. Through this approach, researchers are able to identify, evaluate, and synthesize research findings objectively in order to develop a deeper understanding of the

evolution of digital promotion strategies within educational marketing practices (Sianani, 2025). Furthermore, the SLR approach is considered effective in identifying research trends, mapping existing knowledge, discovering research gaps, and exploring opportunities for future investigations (Pramono et al., 2024). The object of this study consisted of national and international scientific articles discussing digital promotion, educational marketing, digital media in education, and customer satisfaction in educational institutions. The data sources were obtained from Google Scholar, Scopus, and nationally accredited SINTA journals published between 2020 and 2025. The article search process was conducted using keywords such as “digital promotion,” “educational marketing,” “digital marketing education,” “customer satisfaction,” and “digital educational marketing.” The selected articles were those relevant to the research focus, available in full-text form, and published in reputable academic journals (Pietrzak et al., 2025).

The data collection process was carried out through several stages, including identification, screening, and article selection using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. In the initial stage, articles were identified based on predetermined keywords and database searches. Subsequently, a screening process was conducted by reviewing article titles, abstracts, and full-text content to ensure alignment with the objectives and focus of the study. Articles considered irrelevant, duplicated, or inconsistent with the inclusion criteria were excluded from the analysis process. The PRISMA approach was applied to ensure that the article selection process was conducted systematically, transparently, and scientifically accountable (Maharani & Azzahra, 2023). The inclusion criteria included articles discussing digital promotion strategies in educational institutions, digital communication in educational marketing, and customer satisfaction related to educational services. Meanwhile, articles lacking clear methodological explanations or unrelated to the educational context were excluded to maintain the quality and relevance of the reviewed literature.

The data analysis technique in this study utilized content analysis and thematic synthesis. The analysis process was conducted by categorizing previous research findings into several major themes, including digital promotion strategies, educational digital media, customer engagement, and customer satisfaction in educational institutions. The collected data were then analyzed to identify patterns, relationships, similarities, and differences among previous studies in order to generate more comprehensive conclusions regarding the implementation of digital promotion within educational institutions (Wijayanti & Murdapa, 2025). To ensure the validity and trustworthiness of the data, this study applied source triangulation by comparing findings from various

reputable journals and databases. In addition, consistency checks were conducted throughout the analysis process to ensure that the interpretation of data remained aligned with the objectives of the research. Through these procedures, this study is expected to provide a deeper and more reliable understanding of the development of digital promotion strategies in education and their contribution to improving customer satisfaction in the digital era.

RESULTS AND DISCUSSION

Transformation of Educational Promotion from Conventional to Digital Approaches

The transformation of educational promotion from conventional systems to digital-based approaches has become one of the most significant impacts of information technology development in the educational sector. Based on the analysis of various reviewed articles, educational institutions currently rely heavily on digital media platforms such as Instagram, Facebook, TikTok, YouTube, and official websites as strategic marketing communication tools. This transformation occurs because modern society increasingly seeks educational information through digital platforms that are considered faster, more accessible, and more interactive than traditional promotional media such as brochures, banners, and seminars (Wahyunto et al., 2024). The digital environment has changed how institutions communicate with prospective students and parents, creating a more dynamic and customer-centered promotional ecosystem.

The findings reveal that digital transformation in educational promotion significantly affects institutional visibility and competitiveness. Educational institutions actively utilizing digital platforms are more easily recognized by the public and can establish broader institutional branding. Through digital media, educational institutions can distribute information in real time, enabling students and parents to access academic information, registration procedures, educational programs, and institutional achievements more quickly and transparently (Shafika & Amsari, 2026). This capability strengthens public trust because customers perceive institutions as more responsive and adaptive to technological advancements. Moreover, digital promotion allows institutions to target broader audiences without geographical limitations, which was difficult to achieve through conventional promotion methods.

In addition, the transformation from conventional to digital promotion reflects a fundamental shift in communication patterns between educational institutions and customers. Traditional promotion generally emphasized one-way communication where institutions merely delivered information to the public. Conversely, digital promotion encourages interactive communication

through comments, live streaming, direct messaging, and online discussions. This interactive model enables educational institutions to understand customer needs, respond to questions immediately, and build closer relationships with stakeholders. Consequently, digital promotion is not only a marketing strategy but also a medium for establishing sustainable customer engagement and improving institutional reputation.

Table 1. Changes in Educational Promotion Strategies

Aspect	Conventional Promotion	Digital Promotion
Promotional Media	Brochures, banners, seminars	Social media, websites, YouTube
Information Reach	Limited	Broad and rapid
Customer Interaction	One-way communication	Two-way and interactive
Cost Effectiveness	Relatively expensive	More efficient
Information Speed	Slow	Real-time

The findings presented in Table 1 indicate that digital transformation in educational promotion involves more than simply replacing promotional tools. Instead, it reflects a broader strategic transformation in how educational institutions build communication and relationships with customers. Digitalization enables promotional activities to become more flexible, responsive, personalized, and aligned with the evolving needs of educational customers in modern society (Indriani et al., 2021). Furthermore, digital promotion provides opportunities for institutions to continuously evaluate audience responses through analytics and engagement metrics, allowing institutions to improve communication effectiveness and customer satisfaction over time.

Implementation of Digital Promotion Strategies in Educational Institutions

The analysis results demonstrate that the implementation of digital promotion strategies in educational institutions is carried out through various approaches, including content marketing, digital branding, social media marketing, and interactive communication strategies. Among these approaches, social media platforms are the most dominant promotional tools because they offer extensive audience reach and facilitate direct interaction between institutions and society. Educational institutions increasingly utilize creative promotional content such as school activity videos, alumni testimonials, student achievements, educational service information, virtual campus tours, and live interactive sessions as part of their digital communication strategies (Rahmah et al., 2024). Such content is considered more attractive and capable of increasing

public interest because it presents authentic institutional experiences visually and interactively.

In addition to social media utilization, official institutional websites also play an essential role in digital promotion strategies. Websites function as central platforms containing academic information, institutional profiles, educational facilities, online registration systems, and digital administrative services. The existence of informative, accessible, and professionally designed websites positively influences public perceptions regarding institutional quality and credibility (Arsyadana & Indrioko, 2025). A well-managed website also serves as a long-term digital asset that strengthens institutional branding and provides comprehensive information for prospective students and parents. Furthermore, website integration with social media platforms creates a more cohesive digital communication ecosystem that supports customer engagement and institutional transparency.

Table 2. Forms of Educational Digital Promotion Implementation

Digital Media	Form of Promotion	Purpose
Instagram	Visual and video content	Attract public attention
TikTok	Short creative videos	Increase engagement
Website	Academic information	Build public trust
YouTube	School profiles and activities	Institutional branding
WhatsApp	Communication services	Faster customer response

The findings also indicate that the success of digital promotion strategies is strongly influenced by content consistency, creativity, and communication quality. Educational institutions that regularly update digital content and actively respond to customer inquiries through digital platforms tend to achieve higher levels of public trust and customer satisfaction compared to institutions with less active communication practices (Pietrzak et al., 2025). This suggests that digital promotion effectiveness depends not only on technological adoption but also on the institution's ability to create meaningful communication experiences. Moreover, institutions that successfully combine informative content with emotional engagement strategies are more capable of building stronger relationships with students and parents.

Another important finding reveals that customer-oriented communication significantly contributes to digital promotion effectiveness. Educational customers today expect institutions to provide responsive communication, transparent information, and interactive engagement through digital channels. Therefore, educational institutions must continuously adapt

their promotional content to social trends, audience preferences, and technological developments. Institutions failing to maintain communication quality and innovation may experience decreased customer engagement and weaker competitiveness in the digital educational market.

The Role of Digital Promotion in Building Customer Satisfaction

Based on the literature review findings, digital promotion strategies have a significant relationship with customer satisfaction in educational institutions. Customer satisfaction emerges when customers receive clear, accurate, responsive, and relevant information through digital platforms. In the educational context, customers no longer evaluate institutions solely based on academic quality, but also on service quality, communication responsiveness, accessibility of information, and overall customer experience provided through digital media (Farizky et al., 2022). This indicates that digital communication quality has become an important determinant of institutional image and customer trust.

The analysis results demonstrate that interactive digital promotion strategies contribute significantly to improving customer engagement and customer loyalty in educational institutions. Customers feel more comfortable and valued when institutions provide responsive communication services, transparent information systems, and accessible digital platforms. The availability of online communication channels such as WhatsApp services, live chats, and social media interactions enables customers to communicate directly with institutions without physical limitations. Such responsiveness creates positive emotional experiences that strengthen customer perceptions toward institutional professionalism and service quality (Kurniadi et al., 2025).



Figure 1. Relationship between Digital Promotion and Customer Satisfaction

The findings further indicate that the quality of digital promotion significantly influences institutional image and reputation. Positive customer experiences in accessing institutional digital services increase trust, satisfaction, and long-term loyalty. Educational institutions capable of delivering responsive and transparent communication are more likely to maintain positive relationships with customers and strengthen institutional competitiveness.

Consequently, digital promotion is currently viewed not only as a marketing strategy but also as a strategic instrument for developing sustainable customer experiences in educational environments (Meitiana & Sembhodo, 2022).

Moreover, digital promotion contributes to emotional connections between institutions and customers. Through social media interactions, storytelling content, and online engagement activities, institutions can create stronger emotional attachment with students and parents. This emotional engagement influences customer perceptions regarding institutional reliability, care, and credibility. As a result, digital promotion becomes an essential factor in enhancing customer satisfaction and institutional sustainability in increasingly competitive educational markets.

Challenges and Opportunities of Educational Digital Promotion in the Digital Era

Despite its significant benefits, the implementation of digital promotion in educational institutions still faces several challenges, particularly regarding human resource quality and digital literacy. The findings reveal that many educational institutions are not yet capable of managing digital media optimally. Common challenges include unattractive promotional content, limited innovation, inconsistent communication strategies, and insufficient social media management skills among institutional staff (Mulyani et al., 2025). These limitations reduce the effectiveness of digital promotion strategies and hinder institutions from fully utilizing the opportunities offered by digital technology.

Another challenge concerns the increasingly competitive digital environment. Educational institutions are required not only to provide information but also to create innovative, interactive, and audience-centered content capable of attracting public attention. The rapid growth of digital media platforms forces institutions to continuously adapt to communication trends, technological developments, and customer behavior changes. Institutions unable to innovate may experience declining engagement rates and reduced institutional visibility. Therefore, digital promotion requires not only technological infrastructure but also strategic communication planning and creative content management (Nalbant & Aydin, 2023).

Table 3. Challenges and Opportunities of Digital Promotion

Challenges	Opportunities
Low digital literacy	Advancement of digital technology
Limited human resources	Wider promotional reach
Intense digital competition	More effective digital branding
Less innovative content	Increased customer engagement
Promotional consistency	Stronger customer loyalty

Despite these challenges, digital transformation also provides significant opportunities for educational institutions. Technological advancements enable institutions to expand promotional reach, improve communication efficiency, and enhance customer satisfaction more effectively. The utilization of artificial intelligence, interactive content, data analytics, and digital branding strategies allows institutions to create more personalized communication experiences with customers. Educational institutions can also use digital analytics to evaluate customer behavior, engagement levels, and communication effectiveness, enabling continuous improvement in marketing strategies.

Furthermore, digital promotion provides opportunities for institutions to establish stronger institutional identities and long-term customer relationships. Institutions capable of integrating creativity, innovation, and customer-oriented communication strategies are more likely to achieve sustainable competitive advantages in the digital era. Therefore, digital promotion is not merely a technological trend but has become a crucial strategic factor influencing institutional competitiveness, public trust, and customer satisfaction in modern educational ecosystems (Shafika & Amsari, 2026).

CONCLUSION

The findings of this study demonstrate that the transformation of educational promotion from conventional approaches to digital promotion has become an essential strategy in strengthening the competitiveness of educational institutions in the digital era. The utilization of social media, websites, content marketing, and interactive digital communication has proven effective in increasing institutional visibility, expanding information reach, and building closer relationships with educational customers. One of the most important lessons obtained from this study is that digital promotion is no longer limited to marketing activities but has evolved into a strategic instrument for creating customer engagement, customer experience, and customer satisfaction. Educational institutions that are capable of providing fast, transparent, responsive, and accessible digital communication tend to gain higher levels of trust, loyalty, and positive public perception. This study also contributes

academically by integrating the concepts of digital educational marketing and customer satisfaction into a more comprehensive perspective. Unlike previous studies that mainly focused on branding and student recruitment, this research emphasizes the role of digital promotion in developing sustainable customer relationships and strengthening institutional reputation within the educational ecosystem.

However, this study still has several limitations. The research is based on the Systematic Literature Review (SLR) approach, which relies heavily on secondary data from previous studies, thereby limiting direct observation of digital promotion practices in specific educational institutions. In addition, the reviewed articles were limited to publications between 2020 and 2025, which may not fully capture the rapid evolution of digital marketing technologies and communication trends. Therefore, future research is recommended to conduct empirical studies using qualitative, quantitative, or mixed-method approaches involving direct data collection from educational institutions, students, parents, and other stakeholders. Future studies may also explore the influence of emerging technologies such as artificial intelligence, big data analytics, and personalized digital communication on customer satisfaction and institutional loyalty. Furthermore, comparative studies between different types of educational institutions and cross-cultural contexts are important to provide broader insights into the effectiveness of digital promotion strategies in various educational environments.

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