



Innovative Marketing Strategies for the Transformation of Islamic Education

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ABSTRACT

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This research aims to explore the integration of technology into the curriculum and the implementation of digital marketing strategies within Islamic educational institutions. This study stems from the need to adapt educational practices to the rapidly changing technological landscape and to enhance the visibility and appeal of these institutions through modern marketing approaches. Employing a qualitative research design with a case study approach, this study seeks to understand the transformation processes occurring within a specific Islamic school. Data were collected through observation, interviews, and documentation. The data analysis was conducted using interactive model, which involves data reduction, data display, and conclusion drawing. The findings reveal the integration of technology into the curriculum has significantly increased student engagement and learning effectiveness through the use of e-learning platforms and mobile applications. The adoption of digital technologies has enriched learning resources and supported contemporary teaching methods that align with current educational needs. The study also evaluates the effectiveness of the marketing strategies employed, providing insights into their impact on the institution's outreach and growth. The findings are expected to contribute to the understanding of how Islamic educational institutions can successfully combine technology and digital marketing to improve educational outcomes and institutional visibility in a competitive environment.

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INTRODUCTION

The transformation of Islamic education shows that the implementation of marketing strategies in educational institutions can increase participation and quality of education, but controversy arises over concerns that commercialization may neglect the core values of Islamic education. By using marketing techniques, educational institutions can improve their image and reputation, attracting more qualified students and staff (Ambarwati & Sari, 2024; Ghorbanzadeh, 2023; Maulidia, 2023; Romiani et al., 2024). The transformation of Islamic education through the implementation of marketing strategies has been proven to be able to increase participation and quality of education in Islamic educational

institutions (Boon Liat et al., 2020; Faiz et al., 2023; Maulina et al., 2024). Effective marketing techniques can improve the image and reputation of the institution, as well as attract more qualified students and staff (Kenfack & Öztüren, 2021; Romiani et al., 2024; Zuhdi et al., 2024). There is a risk that an excessive focus on marketing and financial gains may shift the primary mission of Islamic education which emphasizes character and moral formation based on religious values (El-Halaby et al., 2021; Khotimah et al., 2024). Therefore, while marketing strategies can bring significant benefits to Islamic educational institutions, it is important to maintain a balance so that the core values of Islamic education remain upheld and not neglected in the commercialization process.

Islamic education is undergoing a significant transformation to adapt to the demands of modern times. This emphasizes the importance of understanding how these changes affect the Islamic education system. Previous research on innovative marketing strategies in the context of Islamic education has shown that the application of creative marketing approaches can play an important role in the transformation and development of Islamic educational institutions. Study (Alblooshi, 2022; Salisah et al., 2024; Shohel et al., 2021; Yusuf, 2024) found that the use of digital technology, such as social media and e-learning platforms, can increase the attractiveness and accessibility of Islamic education (Arifin & Zaini, 2024), especially among the younger generation. Meanwhile, research (Alblooshi, 2022; Sari & Pratama, 2023; Shaikh & Alam Kazmi, 2022; Shaw & Rawlinson, 2022) highlights the importance of tailoring marketing messages in accordance with Islamic values and principles to build stronger relationships between educational institutions and Muslim communities. (Nasution et al., 2023; Sholeh, 2023) emphasized that collaboration between Islamic educational institutions and the private sector through innovative marketing approaches can result in greater resources for the development of educational curricula and facilities.

While previous studies have identified the importance of digital technology and tailoring marketing messages to suit Islamic values, there is a significant research gap regarding how innovative marketing strategies can be implemented holistically and sustainably in Islamic educational institutions. Previous studies tend to focus on individual aspects such as the use of social media or collaboration with the private sector, but few have explored the integration of various marketing approaches in a comprehensive and structured framework for the transformation of Islamic education. The novelty of this study lies in its attempt to develop an innovative marketing model that not only considers technological factors and Islamic values, but also integrates managerial and strategic approaches that are able to address the challenges arising from global dynamics and the needs of the Muslim community.

This research aims to explore the school marketing strategy carried out at Madrasah Aliyah (MA) Nurul Jadid Probolinggo. The school concept provides a view on the integration of technology in the curriculum and the use of digital marketing strategies for two main reasons. First, the integration of technology can significantly improve the accessibility and efficiency of education by providing more varied and interactive learning resources. Second, digital marketing strategies help educational institutions to reach prospective students more widely and effectively, increasing visibility and new enrollments.

RESEARCH METHODS

The research method in this paper uses qualitative descriptive (Assyakurrohim et al., 2022). The object of this research is an educational institution, namely MA Nurul Jadid with the reason that the institution is famous for its excellent academic reputation, shown by the achievements of national examinations and student admissions at well-known universities. Data was collected through in-depth interviews with principals, teachers, students, and parents to gain first-hand insights into their experiences and views on the changes that occurred. This research also involves the analysis of documents, including the curriculum and marketing strategies implemented by the school. Direct observation in the school environment is carried out to understand the context and dynamics that occur. This approach allows researchers to gather rich and in-depth data, as well as identify controversies and trends in the marketing management of Islamic education in such schools.

Key sources of informants include various stakeholders at MA Nurul Jadid such as school principals, school committees, school administration, and public relations, to gain first-hand insights into their perceptions of educational transformation, emerging controversies, and marketing strategies implemented. The principal, who provides insight into the school's policies and strategic direction. Through in-depth interviews with these various informants, the research was able to obtain a thorough and in-depth picture of how the school is managing the transformation and dealing with the controversies that have arisen.

This study uses three main data collection techniques: observation, interview, and documentation. Observations are carried out in a participatory manner in the MA Nurul Jadid environment to understand the daily dynamics, interactions between teachers and students, as well as the implementation of new technology and teaching methods. Documentation includes an analysis of official documents such as curriculum, promotional materials, and the school's annual report, which is used to track changes and marketing strategies implemented by the school. By combining these three techniques, this study can collect rich and

in-depth data to provide a comprehensive picture of the transformation of Islamic education in MA Nurul Jadid.

The data analysis in this study technique uses the Miles and Huberman in (Köhler, 2024) interactive model, which includes three main steps: data reduction, data presentation, and conclusion drawn. Data reduction is carried out by filtering, organizing, and grouping data obtained from observations, interviews, and documentation to eliminate irrelevant information and focus on key themes. Furthermore, data presentation involves organizing data that has been reduced in the form of matrices, graphs, or narratives that facilitate further understanding and analysis. Finally, drawing conclusions is carried out by analyzing patterns and relationships between data to identify key findings, draw conclusions from the research, and formulate recommendations based on the analysis. The use of the Miles and Huberman model ensures that data analysis is carried out systematically and comprehensively, resulting in in-depth insights into the transformation of Islamic education at MA Nurul Jadid.

RESULTS AND DISCUSSION

Integration of Technology in the Curriculum

The technology-based school curriculum is an educational innovation that aims to integrate technology comprehensively in the learning process (Sanjani, 2024). Students are not only taught conventional subjects, but also introduced to digital skills and technological literacy which are becoming increasingly important in the digital era (Ghorbanzadeh, 2023). Technology is used as a tool to support more interactive, collaborative, and adaptive learning, allowing students to learn at their own pace and learning style. On the other hand, technology-based curriculum also facilitates access to a wider range of educational resources through e-learning platforms, educational software, and other digital media.

Integration of Technology in the Curriculum of MA Nurul Jadid school institutions have successfully integrated digital technology in the Islamic education curriculum, including the use of e-learning platforms and mobile applications, which has been found to increase student participation and learning effectiveness. The integration of technology in the Islamic education curriculum at MA Nurul Jadid is important because digital technology can increase accessibility, flexibility, and student involvement in the learning process. By utilizing e-learning platforms and mobile applications, this school can offer more varied and interactive learning resources, as well as support more modern and relevant learning methods to the needs of the times.

The principal's argument stated that, "the integration of technology in our MA Nurul Jadid started by adopting an e-learning platform that allows students

to access learning materials anytime and anywhere. We also use a mobile app to facilitate interaction between teachers and students, as well as provide notifications about assignments and lesson schedules. The results were very positive, student participation in learning increased significantly. They become more enthusiastic and active in online discussions and tasks". The results of the interview findings explain that through the e-learning platform, students can access learning materials anytime and anywhere, providing greater flexibility in managing their study time according to their needs.

The statement was reinforced by the findings presented by the teacher, he said, "we see technology as a tool that can enrich the learning process and make it more relevant to the times. To support this initiative, school committees have allocated funds for the procurement of technological devices such as computers and tablets. We also ensure that there is regular training for teachers so that they can maximize the use of technology in learning". The results of the interview show that the school is committed to utilizing technology as a tool to enrich the learning process and ensure that learning remains relevant to the times. To support the initiative, the school committee has taken concrete steps by allocating funds for the purchase of technological devices such as computers.

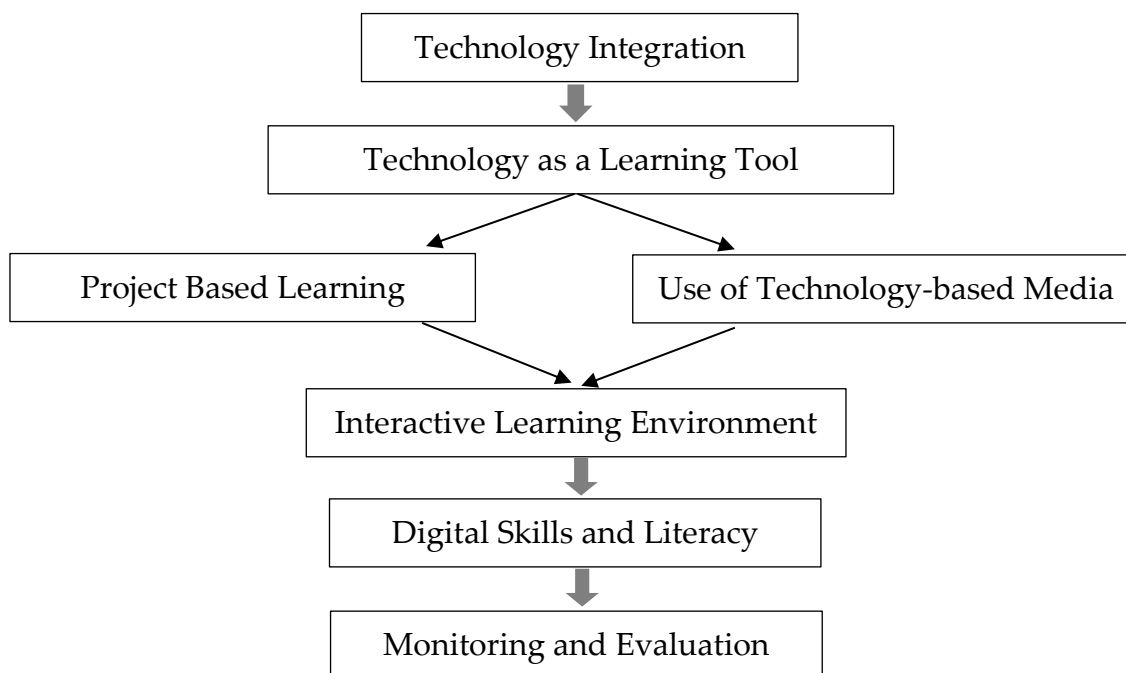


Figure 1. Concept of Technology Integration in Curriculum

The integration of technology in the curriculum at MA Nurul Jadid as shown in Figure 1, has been implemented as an effort to improve the quality of education relevant to the digital era. With this approach, MA Nurul Jadid not

only integrates technology in learning, but also designs a curriculum that is adaptive and ready to face the challenges of the modern world.

MA Nurul Jadid has shown very positive results. The principal stated that the adoption of e-learning platforms and mobile applications has allowed for more flexible and interactive access to learning, increasing student participation and enthusiasm in learning. Efforts to increase parents' awareness and understanding of the importance of technology in education are also carried out continuously. Thus, comprehensive support from all related parties has succeeded in increasing the effectiveness of learning in this school.

Thus, the integration of technology in the curriculum and the use of digital marketing strategies have a significant impact on improving the accessibility and efficiency of Education (Cheng, 2023). The integration of technology, through e-learning platforms and mobile applications, provides more varied and interactive learning resources, as well as facilitates access to materials and interactions between students and teachers, thereby increasing learning engagement and effectiveness. In addition, an effective digital marketing strategy helps educational institutions reach prospective students more widely, increase visibility, and the number of new applicants. Understanding the contribution of these two aspects in the context of changing educational needs in the digital era is the key to creating a more inclusive and adaptive educational environment.

Innovative Digital Marketing Strategies

The school adopted sophisticated digital marketing strategies, such as paid advertising on social media and the use of SEO to increase their online visibility, which showed a significant increase in the number of new enrollees. The school adopts sophisticated digital marketing strategies, such as paid advertising on social media and the use of SEO, to increase their online visibility. The main reason MA Nurul Jadid adopted this strategy is to reach prospective students more effectively in the digital era, where many prospective students and parents rely on the internet to find information about schools. Evidence of the success of this strategy can be seen from the significant increase in the number of new registrants.

The principal argues that the marketing strategy used in marketing the school is using SEO and E-WOM marketing strategies. He said, "MA Nurul Jadid has adopted sophisticated digital marketing strategies to increase online visibility and attract more new applicants. We also optimize SEO (Search Engine Optimization) on our school website to ensure information about the school is easy to find on search engines. The impact is significant; We have seen an increase in the number of new applicants every year since this strategy was implemented. The main challenge we face is ensuring that the content we present is interesting

and relevant to prospective students and parents. In addition, we also need to keep updating our SEO strategy to stay effective. On the other hand, we also use E-WOM as a marketing effort to improve the reputation and image of the school". The findings show that MA Nurul Jadid has implemented sophisticated digital marketing strategies to increase the visibility and attractiveness of schools in the online world.

The main strategies they use include SEO (Search Engine Optimization) optimization to ensure that information about the school is easily found by prospective students and parents when they search for the school on search engines. The school also utilizes E-WOM (Electronic Word of Mouth) as part of their marketing efforts. E-WOM plays an important role in improving the reputation and image of the school, as the information shared by satisfied parents and students can help attract more new applicants through recommendations and positive reviews online.

The concept was strengthened by the deputy head of public relations who stated that the digital era is also a supporting factor in educational marketing efforts. He said, "we are well aware of the importance of online visibility in today's digital era, where prospective students and parents often search for information about schools through the internet. To support this initiative, the school committee has allocated a special budget for paid advertising campaigns on social media as well as the development and optimization of SEO (Search Engine Optimization) on the school website. The response from students and parents was very positive. Many parents revealed that they found out about MA Nurul Jadid through advertising campaigns on social media platforms or finding information through searches on Google. They feel helped by easy access to information and informative content". The findings show the success of the strategy as evidenced by the increase in the number of new applicants each year based on the results of the interviews, as well as the increasing recognition of the school among the wider community. The response received from students and parents was very positive, many parents found the school through advertising campaigns on social media or Google searches, and they appreciated the ease of access and informative content provided.

Table 1. Marketing Strategy Optimization

Aspects	SEO (Search Engine Optimization)	E-WOM (Electronic Word of Mouth)
Main Purpose	Increase website visibility on search engines	Improve reputation and image through online reviews
Approach	Optimization of keywords, content, and website structure	Encourage students/parents to share positive experiences
Advantage	Increase the number of website visitors organically	Increases the trust and credibility of schools

Challenge	Constantly changing search engine algorithms, keyword competition	Difficult to control, requires high trust
Role in Marketing	Ensure school information is easy to find for prospective students	Build strong, positive relationships with the community

The concept by Table 1, shows that MA Nurul Jadid's marketing strategy that combines SEO and E-WOM provides a comprehensive approach to improve the school's promotion and reputation. SEO, with a focus on improving website visibility on search engines, plays a crucial role in attracting the attention of prospective students by ensuring that information about the school is easily accessible online. However, the main challenge of SEO is the uncertainty caused by changes in search engine algorithms and fierce competition in the use of keywords. On the other hand, E-WOM provides advantages in building trust and credibility of the school through reviews and recommendations from students and parents (Wahyudi, 2023). Although it is difficult to control the reviews given, this strategy is effective in strengthening positive relationships with the community and influencing public perception organically (Dalmasso et al., 2023). By combining SEO and E-WOM, schools can maximize their marketing reach, increase visibility, and build a solid reputation in the eyes of prospective students and the wider community.

Evaluation of Marketing Effectiveness in Education

Evaluation of marketing effectiveness in education is an important process to measure the extent to which marketing strategies implemented by educational institutions have successfully achieved the desired goals, such as increasing the number of new enrollees, strengthening the school's image, and increasing community involvement (Ghorbanzadeh, 2023). The concept involves analyzing various metrics, including website traffic, social media interactions, conversion rates from ad campaigns, and feedback from students and parents. By evaluating marketing effectiveness, institutions can identify which strategies are most effective, adjust less successful tactics, and formulate better plans for the future. This not only ensures that resources are used efficiently, but also helps the educational institution in building stronger relationships with its community and increasing its attractiveness in the eyes of prospective students and parents.

Based on interview data at the MA Nurul Jadid school institution using the Evaluation of the Effectiveness of Marketing Strategies in Education. This shows that data-driven approaches and feedback from the community are more successful than traditional methods. However, there are still challenges in measuring ROI (Return on Investment) accurately and comprehensively. A data-driven approach allows for in-depth analysis of marketing campaign performance, helping educational institutions understand audience trends and

preferences (Church et al., 2012); (Azman et al., 2023). This data provides more precise insights to optimize strategies and adjust messages to be more effective in attracting prospective students. Analytics reports from data-driven campaigns show significant improvements in metrics such as click-through (CTR), conversions, and engagement compared to traditional marketing campaigns. For example, the use of digital platforms such as Google Analytics and social media analytics tools provides concrete data regarding campaign effectiveness and ROI.

The results of the interview with the vice principal for public relations stated that marketing evaluation is very important because it is an assessment in marketing strategy. He stated, "the school has implemented an evaluation of the effectiveness of marketing strategies using a data-driven approach. We found that this approach was much more effective than traditional methods. By using digital platforms such as Google Analytics and social media analytics tools, we can monitor campaign performance in depth." The concept explains that campaign evaluation is carried out using data-based.

The argument is in accordance with the findings of an interview with the principal who stated that google analysis data can provide data in real-time as evaluation material. "a data-driven approach offers key benefits in the form of deeper analysis and more accurate insights. We can see campaign results in real-time and make quick adjustments based on the data obtained. This is in contrast to traditional methods that often provide slow feedback and do not provide enough information to make effective adjustments". Thus explaining that MA Nurul Jadid implements a data-driven approach in evaluating the effectiveness of their marketing strategy. This approach has proven to be much more effective than traditional methods.

The use of digital platforms such as Google Analytics and social media analytics tools allows for in-depth monitoring of campaign performance (Wawak et al., 2024). The use of digital platforms such as Google Analytics and social media analytics tools plays a crucial role in in-depth monitoring of the performance of marketing campaigns. Educational institutions can track a variety of important metrics through the concept, such as the number of website visitors, traffic sources, user behavior on the site, as well as conversion rates from visitors to enrollees. The tool provides detailed insights into how users interact with online content, allowing marketing teams to identify which parts are most effective and which ones need improvement. On the other hand, social media analytics tools allow monitoring campaign performance on platforms such as Facebook, Instagram, and Twitter, including the number of impressions, clicks, likes, shares, and comments (Sanjani et al., 2023). This data is invaluable for understanding how audiences respond to the messages being conveyed, as well as for assessing the effectiveness of strategies in building engagement and

increasing institutional visibility.

The limitations of this study lie in its limited focus on one institution, namely MA Nurul Jadid, which may not fully reflect the same experience or results in other educational institutions. In addition, the data used to evaluate the effectiveness of digital marketing strategies are mostly derived from analytical and feedback tools that may not fully measure all aspects that influence the success of a marketing campaign. Nevertheless, the findings of this study are expected to provide significant contributions by showing that the integration of technology into the curriculum and the adoption of sophisticated digital marketing strategies can substantially increase school visibility, student engagement, and the number of new enrollments. Thus, it can strengthen the idea that the use of technology and digital marketing does not only serve as a promotional tool, but also as a means to build stronger relationships with the school community, improve reputation, and ensure the sustainability of educational institutions in the digital era.

CONCLUSION

The integration of technology in the curriculum at MA Nurul Jadid has successfully increased student participation and learning effectiveness by utilizing e-learning platforms and mobile applications. The digital technology applied enriches learning resources and supports modern learning methods that are relevant to the needs of the times. In addition, sophisticated digital marketing strategies, including paid advertising on social media and SEO optimization and E-WOM utilization, have been successful in increasing online visibility and the number of new sign-ups significantly. An evaluation of the effectiveness of marketing strategies shows that data-driven approaches and community feedback are more effective than traditional methods, although there are still challenges in accurately measuring ROI. The data-driven approach provides deep insights into campaign performance and audience preferences, allowing for more precise strategy adjustments and more optimal results.

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