

## OPTIMIZATION OF PUBLIC RELATIONS MANAGEMENT IN INCREASING BRANDING AND ATTRACTIVENESS OF ISLAMIC EDUCATION INSTITUTIONS

**Briliana Afidah**

Sekolah Tinggi Agama Islam At-Taqwa, Bondowoso, East Java, Indonesia

DOI: <https://doi.org/10.52627/managere.v6i1.411>

---

**Article History:**

Received: January 2024

Revised: February 2024

Accepted: March 2024

---

**Keywords:**

Public Relations, Branding,

Public Interest

---

**\*Correspondence Address:**

brilianaaf12@gmail.com

---

**Abstract :**

*This study focuses on optimizing the role of public relations in building the branding of state Islamic high schools and its impact on public interest. The purpose of this study is to analyze strategies that can be applied by public relations to strengthen the branding of Islamic high schools and increase public interest. The research method used is a qualitative approach with a descriptive research type. Data collection techniques include directed interviews, observation, and documentation. Data analysis is carried out through interactive data analysis techniques that include data reduction, data presentation, and conclusions. The results of the study indicate that the optimal role of public relations, supported by the quality of human resources, effective promotion, good communication, and adequate facilities, can significantly increase the branding of Islamic high schools and attract public interest. The integration of technology in promotional strategies has also proven to be a key factor in the digital era. The implications of this study provide insight for other Islamic educational institutions to develop effective branding strategies to increase their appeal and reputation in the eyes of the public.*

**Abstrak:**

*Penelitian ini berfokus pada optimalisasi peran humas dalam membangun branding madrasah aliyah negeri dan dampaknya terhadap minat masyarakat. Tujuan penelitian ini adalah menganalisis strategi yang dapat diterapkan humas untuk memperkuat branding madrasah dan meningkatkan minat masyarakat. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data meliputi wawancara terarah, observasi, dan dokumentasi. Analisis data dilakukan melalui teknik analisis data interaktif yang meliputi reduksi data, penyajian data, dan simpulan. Hasil penelitian menunjukkan bahwa peran humas yang optimal, didukung oleh kualitas sumber daya manusia, promosi yang efektif, komunikasi yang baik, dan fasilitas yang memadai, dapat meningkatkan branding madrasah secara signifikan dan menarik minat masyarakat. Integrasi teknologi dalam strategi promosi juga*

*terbukti menjadi faktor kunci di era digital. Implikasi penelitian ini memberikan wawasan bagi lembaga pendidikan Islam lainnya untuk mengembangkan strategi branding yang efektif untuk meningkatkan daya tarik dan reputasinya di mata masyarakat.*

## INTRODUCTION

In the current era of globalization and digitalization, educational institutions face increasingly complex challenges in an effort to attract public interest (Guerrero & Urbano, 2021; Mikheev et al., 2021; Edward et al., 2022; Maestro et al., 2021). Strong branding is one of the important strategies to differentiate an educational institution from its competitors and increase attractiveness for prospective students as well as parents (Nuseir & El Refae, 2022; Aledo - Ruiz et al., 2022; Perera et al., 2023; Sanjani et al., 2024). Madrasah Aliyah Negeri (MAN) Bondowoso is one of the educational institutions that has adopted a branding strategy to increase public interest. Effective branding depends not only on the quality of educational programs but also on the role of public relations in communicating the values and excellence of madrasah to the community (Mansyuri & Abidin, 2023; Rusdi et al., 2022; Norman et al., 2024).

Theories of educational communication and marketing emphasize the importance of the role of public relations in building a positive image of educational institutions (Syarifah & Laila, 2024; Maulidia & Sanjani, 2023; Igben, 2022). Public relations (Anani-Bosman, 2021; Lee & Kim, 2021; Valentini, 2021) is a management function that forms and maintains a mutually beneficial relationship between an organization and the public that determines the success or failure of the organization. This shows that the role of public relations is crucial in efforts to build strong branding and attract public interest.

Although there have been various efforts to improve the branding of madrasahs, there are still challenges faced in attracting public interest. One of the main problems is how optimizing the role of public relations can really strengthen madrasah branding and increase public interest. Another challenge is how to ensure that the promotional strategy carried out is effective and can reach a wider audience. Based on initial observations, there is still a gap between public perception of madrasah branding and the efforts made by public relations. Therefore, this study aims to examine how optimizing the role of public relations can strengthen madrasah branding and increase public interest in MAN Bondowoso.

Previous research has shown important aspects of branding and the role of public relations in educational institutions. Studi about effective marketing strategies can increase public interest in educational institutions (Sudirjo, 2023; Nasib et al., 2022; Williamson, 2021). Other research (Waymer & Taylor, 2022; Islam & Idris, 2022; Kristanto et al., 2021) highlights the importance of the role of public relations in communicating the institution's excellent programs and achievements to attract prospective students and parents. Erna Budiarti et al. (2023) in their research shows that strong branding can increase public trust in educational institutions. This research agrees with (Al Hassani & Wilkins, 2022) who found that factors such as the quality of human resources, superior programs, and effective communication greatly influence school branding. The

importance of the role of public relations in building positive relationships with the community and improving the image of educational institutions (Suh et al., 2021). The research highlights various strategies that public relations can use to optimize school branding, including through social media and other promotional activities.

Previous studies have discussed various aspects of branding and the role of public relations in educational institutions, but there are still gaps in understanding how optimizing the role of public relations in particular can strengthen madrasah branding and increase public interest. This research seeks to fill the gap by focusing on MAN Bondowoso, which has unique characteristics as the only State Aliyah Madrasah in Bondowoso with strong branding.

This research offers novelty in its approach to the role of public relations in building madrasah branding. The focus of this research is on concrete strategies that can be implemented by public relations to increase public interest through various communication channels, including digitalization and social media. The novelty of this study lies in an in-depth analysis of the integration of technology in promotional strategies and the role of public relations in the digital age, which has not been discussed much in previous studies.

This study aims to analyze how optimizing the role of public relations can strengthen madrasah branding and increase public interest in MAN Bondowoso. In particular, this research will explore strategies that can be implemented by public relations to communicate the excellence and values of madrasah to the community. This study examines the effectiveness of madrasah flagship programs in improving the reputation and attractiveness of the institution. Thus, the results of this research are expected to make a significant contribution in the development of effective branding strategies for Islamic educational institutions in Indonesia.

## RESEARCH METHODS

This research uses a qualitative approach with a descriptive type of research (Williams, 2021). The qualitative approach was chosen because it was able to provide an in-depth picture of the phenomenon studied, namely optimizing the role of public relations in building madrasah branding and its impact on public interest. This type of descriptive research aims to describe the circumstances or phenomena that occur in the field in detail and systematically.

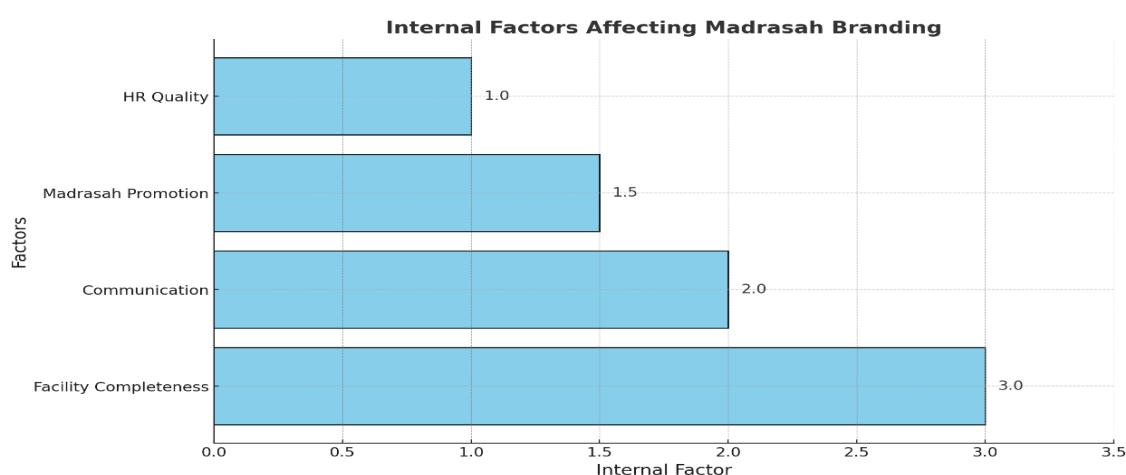
Data collection techniques used in this study include directed interviews, observation, and documentation (Dehalwar & Sharma, 2024). The location of this research is at MAN Bondowoso, located on Jalan Khairil Anwar No. 278, Badean, Bondowoso District, Bondowoso Regency, East Java. Directed interviews are conducted by preparing questions beforehand to obtain specific information from purposively selected sources. Observation is carried out by directly observing activities in madrasahs, while documentation involves collecting secondary data such as reports, official documents, and madrasah publication media.

The data analysis technique used in this study is an interactive data analysis technique proposed by Miles and Huberman (Williams, 2021). The data

analysis process is carried out through three main stages, namely data reduction, data presentation, and conclusion drawing or verification. Data reduction involves the selection, concentration, and transformation of coarse data into a more organized and meaningful form. The reduced data is then presented in the form of descriptive narratives, tables, or diagrams to facilitate further understanding and analysis. The presentation of data aims to arrange information systematically so that valid conclusions can be drawn. Drawing conclusions or verification is carried out to produce meaningful interpretations of the data that have been processed, as well as to ensure the validity and reliability of research findings.

## FINDINGS AND DISCUSSION

This research focuses on optimizing the role of Public Relations in building school branding at MAN Bondowoso to increase public interest. The study used descriptive qualitative methods with data collection techniques through directed interviews, observation, and documentation. This research found that the role of Public Relations at MAN Bondowoso has been optimal in carrying out by Figure 1, its functions as communicators, relationship builders, management supporters, and positive image creators.



**Figure 1. Internal Factors Affecting Madrasah Branding**

### Correlation Between Branding and Public Interest

This study examines the optimization of the role of public relations in building school branding at MAN Bondowoso and its impact on public interest. Through a descriptive qualitative approach, this study used directed interviews, observation, and documentation as data collection methods. The findings of this study cover various aspects that support madrasah branding and its correlation with public interest.

The role of public relations in MAN Bondowoso has been optimized through various strategies that include effective communication, positive relations with the community, support for management, and positive image creation. Based on an interview with Waka Public Relations MAN Bondowoso, "The quality of competent human resources is very influential in building a strong branding. With quality human resources, we are able to improve the

reputation of the school and attract the interest of the community (I\_WH\_2023)." This statement emphasizes that the quality of competent Human Resources (HR) is very influential in building a strong branding for the school. Quality human resources, who have high skills, knowledge, and dedication, can enhance the reputation of the school through the effective implementation of duties and responsibilities. With a good reputation, the school will be more trusted by the community, which in turn will attract more students and parents to choose the school. The existence of competent human resources is one of the main keys in creating a positive image and attracting public attention to the school. One of the efforts made by public relations is the promotion of madrasah through various media, both print and electronic. Deputy head of madrasah for public relations said, "We promote through brochures, social media, and madrasah websites. This helps increase public awareness of our madrasahs and attracts the attention of prospective students and parents (I\_WH\_2023)," added Waka PR.

The results of the interview along with good and transparent communication also play an important role in building public trust. This statement shows that the madrasah made promotional efforts through various channels, including brochures, social media, and official websites. This promotion strategy is effective in increasing public awareness about the existence and superiority of madrasahs. By utilizing print and digital media, madrasah has succeeded in reaching a wider and diverse audience. As a result, prospective students' and parents' attention to madrasahs increases, potentially attracting more new student enrollments. The promotion carried out not only provides information but also builds a positive image of the madrasah in the eyes of the community. "Clear communication between the institution and parents helps strengthen the identity of the madrasah and create a positive image (I\_WH\_2023)," he explained.

This statement emphasizes the importance of clear and transparent communication between educational institutions and parents in strengthening the identity of madrasahs. Effective communication ensures that important information is conveyed well, building trust and understanding between both parties (Kristanto et al., 2021; Sanjani, 2024). Thus, madrasahs can create a positive image in the eyes of parents and the wider community. Good relationships through clear communication help demonstrate the madrasah's commitment to quality education and concern for students, which in turn increases the reputation and attractiveness of the madrasah.

### **Driving Public Interest as Part of Branding**

MAN Bondowoso's flagship programs, such as PKL-A (Religious Field Work Practice), PKL-K (Per-Office Field Work Practice), and PKL-T (Tahfid Field Work Practice), are an integral part of branding efforts. These programs not only improve students' skills but also strengthen the relationship between the madrasah and the community and related agencies. "This PKL program helps students apply the knowledge they learn at school in a real environment, as well as introduce madrasah to the wider community (I\_Gr\_2023)," said one of the teachers.

The results of this interview highlight the benefits of the Field Work Practice Program (PKL) held by madrasahs. The PKL program allows students to apply the knowledge they gain in school in real-world situations, providing valuable practical experience. In addition, this program also serves as a means for madrasah to introduce itself to the wider community. By involving students in activities outside the school environment, madrasahs can demonstrate their commitment to holistic and relevant education, which in turn can enhance the positive image and attractiveness of madrasahs in the eyes of the community. The achievements achieved by MAN Bondowoso students also contributed significantly to the branding of the madrasah. Based on existing documents, MAN Bondowoso has won various awards in academic and non-academic fields. "The achievements achieved by our students are not only proud but also strengthen the positive image of the madrasah in the eyes of the community (I\_gr\_2023)," said one of the teachers.

This statement underlined that the achievements achieved by the students not only gave pride to the school but also played an important role in strengthening the positive image of the madrasa in the eyes of the community. When students succeed in achieving achievements in various fields, this reflects the quality of education provided by the madrasah (Budiarti et al., 2023; Faiz et al., 2023). This achievement is a clear proof of the competence and dedication of madrasah in educating its students. As a result, the community will view the madrasa more positively and recognize its excellence and reputation. This in turn can increase public interest and trust in the madrasa. These achievements include champions in mathematics, biology, running, and chess competitions at the regional and national levels.

The flagship programs of MAN Bondowoso, such as PKL-A (Religious Field Work Practice), PKL-K (Per-Office Field Work Practice), and PKL-T (Tahfid Field Work Practice), serve as a strategic branding effort that effectively enhances both student skills and community engagement. These programs facilitate the application of theoretical knowledge in real-world settings, thereby enriching students' practical experiences and preparing them for future professional endeavors. Furthermore, by actively involving students in external activities, the madrasah strengthens its presence and reputation within the broader community. This dual approach not only underscores the madrasah's commitment to comprehensive and relevant education but also amplifies its positive image and appeal. The students' achievements in various competitions reflect the quality of education provided and bolster the madrasah's credibility, fostering increased public trust and interest. Thus, the integration of practical fieldwork and student accomplishments significantly contributes to the overall branding and recognition of MAN Bondowoso.

### **Factors Affecting Branding**

Several factors significantly impact the branding of an educational institution like MAN Bondowoso. First, the quality of education offered is paramount, as it directly influences students' performance and achievements, which in turn reflect the institution's competence and credibility. Second,

innovative programs and initiatives, such as the PKL-A, PKL-K, and PKL-T, showcase the institution's commitment to practical and holistic education, further enhancing its reputation. Third, strong community engagement and relationships with relevant agencies help in building a positive image and trust within the community. Fourth, effective communication strategies, including showcasing students' achievements and the institution's unique programs through various media channels, play a crucial role in shaping public perception. Lastly, the physical and academic environment, including state-of-the-art facilities and a supportive learning atmosphere, contributes to the overall attractiveness and prestige of the institution. Together, these factors create a robust and dynamic brand that resonates positively with current and prospective students, parents, and the broader community. Internal factors that affect the optimization of the role of public relations in building branding at MAN Bondowoso include the quality of human resources, madrasah promotion, communication, and completeness of facilities. "The quality of human resources is very influential on the branding of madrasahs. Competent and dedicated human resources will improve the school's reputation and create a positive image (I\_WH\_2023)," explained deputy head of madrasah for public relations.

This statement emphasizes that the quality of Human Resources (HR) is very influential on madrasah branding efforts. Competent human resources, possessing the necessary skills and knowledge, as well as being highly dedicated, can significantly improve the reputation of the school. Good human resources are able to carry out their duties and responsibilities effectively, provide quality services, and create a positive learning environment. All this contributes to the formation of a positive image of the madrasah in the eyes of the public, which in turn strengthens the branding of the madrasah and increases its appeal to prospective students and parents. Optimal promotion through print and electronic media also increases public awareness of madrasahs. "With good promotion, we can introduce the advantages of our madrasah to the community (I\_WH\_2023)," he added.

The results of the interview above explain that effective promotion is very important in introducing the advantages of madrasah to the community. Through good promotional efforts, madrasah can communicate its various advantages and advantages, such as excellent educational programs, adequate facilities, and student achievement, to the wider community. A well-done promotion helps build people's awareness and understanding of the values and privileges of madrasahs. Thus, the community will be more interested and motivated to choose the madrasah as a place of education for their children. Transparent and consistent communication also helps build public trust. "Good communication between the institution and parents is very important in building a positive image of madrasah (I\_WH\_2023)," explained deputy head of madrasah for public relations.

This statement emphasizes that good communication between educational institutions and parents of students is essential in building a positive image of madrasahs. Effective communication ensures that parents are kept up to date on madrasah developments, policies, and programs. With transparent and

open communication, trust and good relations between the institution and parents can be firmly established. This not only helps to address any problems or concerns that may arise but also strengthens the positive image of the madrasa in the eyes of the community. Success in maintaining good communication shows that the madrasah cares and is committed to the welfare and education of students, which in turn increases the reputation and attractiveness of the madrasah. The completeness of facilities such as laboratories, workshops, and worship areas is also an attraction for prospective students and parents. "Adequate facilities create a positive learning environment and an impression of professionalism in the provision of education (I\_WH\_2023)," he added.

This statement emphasizes that adequate facilities have an important role in creating a positive learning environment and giving the impression of professionalism in the provision of education. Complete and quality facilities, such as laboratories, comfortable classrooms, libraries, and sports facilities, not only support teaching and learning activities but also enhance students' educational experience. This positive learning environment can increase student motivation and comfort, which in turn impacts their academic achievement. External factors that affect madrasah branding include the development of the times and the condition of the community. "The era of digitalization is changing the way people acquire information and communicate. Madrasah must adapt to the current developments (I\_WH\_2023)," explained deputy head of madrasah for public relations.

The statement stressed that the era of digitalization has changed the way people obtain information and communicate, so madrasahs need to adapt to these developments. In the modern context, information and communication technologies play an important role in everyday life. Parents and students tend to seek information about the school through the internet and social media. Therefore, madrasahs must adapt by utilizing digital technology to convey information, conduct promotions, and interact with the community. By adapting to technological developments, madrasahs can improve information accessibility, strengthen relationships with their communities, and maintain relevance in the digital age.

These adaptations are important to ensure that madrasahs remain competitive and attractive in the eyes of prospective students and parents. The use of information and communication technology in the learning process and promotion of madrasah is key in facing the challenges of the digital era. "We utilize technology in the learning process and promotion of madrasah through websites and social media (I\_WH\_2023)," he added. The results of this interview highlight how madrasahs utilize technology in the learning process and promotion through websites and social media. By using technology, madrasah can improve learning effectiveness through various digital platforms that facilitate access to online educational materials, interaction between teachers and students, and virtual classes. In addition, the use of websites and social media allows madrasah to reach a wider audience, introduce excellent programs, student achievement, and other important information to the community. "By utilizing technology, we can be more effective in conveying information and

increasing public awareness and interest in madrasahs," he explained. The use of this technology not only supports more flexible and adaptive learning but also strengthens the image of madrasah as a modern and innovative institution.

**Table 1 of Internal Factors Influencing Branding**

<b>Internal Factors</b>	<b>Description</b>
HR Quality	The quality of human resources has a significant effect on the branding of the Madrasah Quality human resources such as competent and dedicated public relations Waka will enhance the reputation of the school and create a positive image that can strengthen the identity and attractiveness of the madrasah in the community.
Madrasah Promotion	Optimal promotion efforts increase public awareness of madrasahs, attract the attention of prospective students and parents, and strengthen the position of madrasahs in the eyes of the public.
Communication	Communication in branding plays a very crucial role. With transparent communication, madrasah can build trust among parents and other communities.
Completeness of Facilities	Adequate facilities create a positive learning environment. This is to meet the needs of students with teachers and create an impression of professionalism in the provision of education.

This table provides a description of the internal factors that affect madrasah branding, namely the quality of human resources, madrasah promotion, communication, and completeness of facilities. The quality of quality human resources, such as competent and dedicated Public Relations Waka, is able to improve the reputation of the school and create a positive image that strengthens the identity and attractiveness of the madrasah in the eyes of the community. Optimal promotion efforts are very important to increase public awareness of madrasahs, attract the attention of prospective students and parents, and strengthen the position of madrasahs in the eyes of the public. Transparent and effective communication helps madrasahs build trust between the institution and parents as well as the community, create positive relationships and support the image of the madrasah as a reliable and transparent institution. Adequate facilities create a positive learning environment and an impression of professionalism in the provision of education, which enhances the educational experience of students and strengthens the image of the madrasah as a quality educational institution. Overall, these internal factors work together to shape and strengthen the madrasah's branding, enhancing the reputation and attractiveness of the madrasah in the eyes of the public.

The discussion of the results of this study shows that optimizing the role of public relations in building branding at MAN Bondowoso has a significant impact on increasing public interest. This finding is in line with research Nasib et al. (2022) which states that strong branding can increase public trust in educational institutions, where the quality of human resources, excellent programs, and effective communication are the main factors affecting school branding. This research also supports the views of Kristanto et al. (2021) who emphasizes that effective marketing strategies, including the role of public relations in communicating excellent programs and institutional achievements,

can increase public interest in Islamic educational institutions. Furthermore, this study confirms the findings of Aljumah et al. (2023) who emphasize the importance of the role of public relations in building positive relationships with the community and improving the image of educational institutions through social media and other promotional activities.

However, the results of this study make an additional contribution by highlighting the importance of technology integration in promotional strategies and the role of public relations in the digital age, which has not been widely discussed in previous studies. Thus, this study not only reinforces the findings of previous research but also provides a new perspective on how digitalization can be integrated in madrasah branding efforts to attract public interest.

## CONCLUSION

This study concludes that optimizing the role of public relations significantly influences the branding of Madrasah Aliyah Negeri (MAN) Bondowoso and increases public interest. Key factors contributing to successful madrasah branding include competent human resources, effective promotion strategies, transparent communication, and adequate facilities. Additionally, the integration of technology in promotional strategies enhances communication effectiveness and broadens information reach to the public. These findings suggest that an optimal public relations role can strengthen the identity and positive image of madrasahs, thereby increasing their appeal to prospective students and parents. Future research is recommended to conduct comparative studies among different madrasahs or schools with varying branding strategies to understand the effectiveness of public relations roles. Furthermore, examining the specific impact of digital platforms and social media on branding efforts and exploring the long-term effects of effective branding on students' academic and non-academic achievements can provide comprehensive insights into the best strategies for building and maintaining the branding of Islamic educational institutions in Indonesia.

## REFERENCES

- Al Hassani, A. A., & Wilkins, S. (2022). Student Retention in Higher Education: the Influences of Organizational Identification and Institution Reputation on Student Satisfaction and Behaviors. *International Journal of Educational Management*, 36(6), 1046-1064. <https://doi.org/10.1108/IJEM-03-2022-0123>
- Aledo - Ruiz, M. D., Martínez - Caro, E., & Santos - Jaén, J. M. (2022). The Influence of Corporate Social Responsibility on Students' Emotional Appeal in the HEIs: The Mediating Effect of Reputation and Corporate Image. *Corporate Social Responsibility and Environmental Management*, 29(3), 578-592. <https://doi.org/10.1002/csr.2221>

- Aljumah, A., Nuseir, M., & Refae, G. (2023). Examining the Effect of Social Media Interaction, E-WOM, and Public Relations: Assessing the Mediating Role of Brand Awareness. *International Journal of Data and Network Science*, 7(1), 467-476. <https://doi.org/10.5267/j.ijdns.2022.8.012>
- Anani-Bossman, A. A. (2021). Role of Public Relations in Corporate Reputation Management: A Study of PR Practitioners in Selected Multinational Organisations in Ghana. *Corporate Reputation Review*, 24(4), 222-233. <https://doi.org/10.1057/s41299-020-00105-1>
- Budiarti, E., Setiawan, I., & Nugroho, A. (2023). The Impact of Strong Branding on Community Trust in Educational Institutions. *Journal of Educational Research and Development*, 28(2), 145-162.
- Dehalwar, K., & Sharma, S. N. (2024). Exploring the Distinctions Between Quantitative and Qualitative Research Methods. *Think India Journal*, 27(1), 7-15.
- Edward, E. P., Hashim, M. M. A., Tlemsani, I., & Matthews, R. (2022). Higher Education Strategy in Digital Transformation. *Education and Information Technologies*, 27(3), 3171-3195. <https://doi.org/10.1007/s10639-021-10739-1>
- Faiz, H., Al-Amin, M. F., Mundiri, A., & Fahmi, A. (2023). Transforming Organizational Quality through Effective Administrative Training. *Communautaire: Journal of Community Service*, 2(2), 157-167. <https://doi.org/10.61987/communautaire.v2i2.352>
- Guerrero, M., & Urbano, D. (2021). The Entrepreneurial University in the Digital Era: Looking into Teaching Challenges and New Higher Education Trends. In *A Research Agenda for the Entrepreneurial University* (pp. 143-167). <https://doi.org/10.4337/9781788975049.00016>
- Igben, H. G. (2022). Public Relations Tools for Sustainable Mutual Understanding Between Higher Educational Institutions and Their Publics in Nigeria. *British Journal of Marketing Studies*, 10(4), 1-16. <https://doi.org/10.37745/bjms.2013/vol10n4116>
- Islam, M. P., & Idris, S. A. M. (2022). Intercultural Communication: Strategy to Improve School Competitiveness Based on Public Demand. *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, 6(4), 2886-2895. <https://doi.org/10.31004/obsesi.v6i4.2123>
- Kristanto, J., Soleh, A. K., Al Idrus, S., & Raya, M. K. F. (2021). Promotion Mix Nahdlatul Ulama University of Surabaya to Increase New Student's Interest. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 5(2), 1-14. <https://doi.org/10.33650/al-tanzim.v5i2.2187>
- Lee, Y., & Kim, J. N. (2021). On Evolving Nature of Relationship by Perspective mutuality: Reconceptualizing Relationship Typology Between Organization and its Publics. *Journalism & Mass Communication Quarterly*, 98(1), 148-178. <https://doi.org/10.1177/1077699020949255>
- Maestro, E., Ilham, M., Gistituati, N., & Jufri, W. N. (2021). Public Image in the Management of Education Institutions. *The International Journal of Social Sciences World (TIJOSSW)*, 3(1), 200-209.

- Mansyuri, A., & Abidin, A. A. (2023). Contribution of Digital Branding for Improving Madrasah Tsanawiyah Quality Education's on the Pantura Area's of Lamongan. *Journal of Islamic Education Research*, 4(1), 1-16.
- Maulidia, M., & Sanjani, M. A. F. (2023). Enhancing Educational Impact: Exploring Effective Media and Public Relations Techniques in Educational Institutions. *Ar-Rosikhun: Jurnal Manajemen Pendidikan Islam*, 2(3), 214-225. <https://doi.org/10.18860/rosikhun.v2i3.21644>
- Mikheev, A., Serkina, Y., & Vasyaev, A. (2021). Retracted Article: Current Trends in the Digital Transformation of Higher Education Institutions in Russia. *Education and Information Technologies*, 26(4), 4537-4551. <https://doi.org/10.1007/s10639-021-10467-6>
- Nasib, N., Azhmy, M. F., Nabella, S. D., Rusiadi, R., & Fadli, A. (2022). Survive Amidst the Competition of Private Universities by Maximizing Brand Image and Interest in Studying. *Al-Ishlah: Jurnal Pendidikan*, 14(3), 3317-3328. <https://doi.org/10.35445/alishlah.v14i3.2037>
- Norman, E., Paramansyah, A., & Zaini, A. W. (2024). The Influence of Inspiring Leadership and Religiosity on Teacher Performance. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 8(2), 438-450.
- Nuseir, M. T., & El Refae, G. A. (2022). Factors Influencing the Choice of Studying at UAE Universities: An Empirical Research on the Adoption of Educational Marketing Strategies. *Journal of Marketing for Higher Education*, 32(2), 215-237. <https://doi.org/10.1080/08841241.2020.1852467>
- Perera, C. H., Nayak, R., & Nguyen, L. T. V. (2023). The Impact of Social Media Marketing and Brand Credibility on Higher Education Institutes' Brand Equity in Emerging Countries. *Journal of Marketing Communications*, 29(8), 770-795. <https://doi.org/10.1080/13527266.2022.2086284>
- Rusdi, N., Suhermanto, S., & Ali, W. (2022). Internalisasi Nilai-Nilai Pendidikan Agama di Sekolah: Perspektif Manajemen Pendidikan Islam. *Journal of Educational Management Research*, 1(2), 82-94. <https://doi.org/10.61987/jemr.v1i2.39>
- Sanjani, M. A. F. (2024). The Impact of School Principals on Graduate Quality Through Character Education Initiatives. *Journal of Educational Management Research*, 3(1), 30-46.
- Sanjani, M. A. F., Islamiah, R., & Maulidiah, L. (2024). Building Strong Foundations, Educational Management's Contribution to Character Education and Graduate Quality Enhancement. *Ar-Rosikhun: Jurnal Manajemen Pendidikan Islam*, 3(3), 244-257. <https://doi.org/10.18860/rosikhun.v3i3.26503>
- Sudirjo, F. (2023). Marketing Strategy in Improving Product Competitiveness in the Global Market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63-69. <https://doi.org/10.61100/adman.v1i2.24>
- Suh, J., Hoang, T., & Hijal-Moghrabi, I. (2021). Nonprofit External Communications: General Management, Public Relations, or Fundraising Tool? *Journal of Public and Nonprofit Affairs*, 7(2), 220-239. <https://doi.org/10.20899/jpna.7.2.220-239>

- Syarifah, I. N., & Laila, A. N. (2024). Public Relations Management in Improving the Image of Educational Institutions. *International Journal of Advanced Studies in Educational Management (IJASEM)*, 1(1), 35-39.
- Valentini, C. (2021). Trust Research in Public Relations: An Assessment of its Conceptual, Theoretical and Methodological Foundations. *Corporate Communications: An International Journal*, 26(1), 84-106. <https://doi.org/10.1108/CCIJ-01-2020-0030>
- Waymer, D., & Taylor, L. (2022). Exploring HBCU Students' Interests in Pursuing Graduate Studies in Public Relations and Communication Programs. *Journal of Public Relations Education*, 8(1), 43-75.
- Williams, H. (2021). The Meaning of "phenomenology": Qualitative and Philosophical Phenomenological Research Methods. *The Qualitative Report*, 26(2), 366-385. <https://doi.org/10.46743/2160-3715/2021.4587>
- Williamson, B. (2021). Making Markets Through Digital Platforms: Pearson, Edu-Business, and the (e) Valuation of Higher Education. *Critical Studies in Education*, 62(1), 50-66. <https://doi.org/10.1080/17508487.2020.1737556>