

INCREASING PERSUASION: ISLAMIC BOARDING SCHOOL PUBLIC RELATIONS THROUGH THE LIKELIHOOD ELABORATION MODEL

Rizkiyah Hasanah

Universitas Nurul Jadid, Probolinggo, East Java, Indonesia

DOI: <https://doi.org/10.52627/managere.v6i1.426>

Article History:

Received: January 2024

Revised: February 2024

Accepted: March 2024

Keywords:

Classification, Utilization,
Funding of Education

*Correspondence Address:

fathur.arsal@gmail.com

Abstract :

This study aims to analyze the increase in persuasion in Islamic boarding school public relations through the application of the Elaboration Likelihood Model (ELM). The application of the ELM model in Islamic boarding schools is important because this model helps Islamic boarding schools convey messages more effectively by considering how the audience processes information. This study uses a qualitative approach with a case study method. The subjects of the study included caregivers, Islamic boarding school leaders, Islamic boarding school public relations division, Islamic boarding school administrators, students, guardians of students, and the community. Data collection techniques were carried out through interviews, observations, and documentation. Data analysis techniques include data reduction, data presentation, and drawing conclusions. The results of the study indicate that the application of the ELM model in Islamic boarding schools can increase the effectiveness of public relations communication. By emphasizing the central path, Islamic boarding school public relations develops messages that are more substantive and relevant to the audience, using logical arguments and supporting data. The use of peripheral paths is also important in increasing persuasion, especially in building emotional connections with the public. Islamic boarding school public relations utilize charismatic figures and religious symbols to strengthen messages, where the presence of respected kyai and ustadz influences public perception and response. This research is expected to provide scientific references in efforts to increase persuasion in Islamic boarding school communities, by offering communication strategies that are more appropriate to the characteristics of Islamic boarding school audiences.

Abstrak:

Penelitian ini bertujuan untuk menganalisis peningkatan persuasi pada humas pondok pesantren melalui penerapan Elaboration Likelihood Model (ELM). Penerapan model ELM pada pondok pesantren menjadi penting karena model ini membantu pondok pesantren menyampaikan pesan secara lebih efektif dengan mempertimbangkan bagaimana khalayak mengolah informasi. Penelitian ini menggunakan pendekatan kualitatif dengan metode

studi kasus. Subjek penelitian meliputi pengasuh, pimpinan pondok pesantren, bagian humas pondok pesantren, pengurus pondok pesantren, santri, wali santri, dan masyarakat. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data meliputi reduksi data, penyajian data, dan penarikan simpulan. Hasil penelitian menunjukkan bahwa penerapan model ELM pada pondok pesantren dapat meningkatkan efektivitas komunikasi humas. Dengan menekankan jalur sentral, humas pondok pesantren mengembangkan pesan yang lebih substantif dan relevan bagi khalayak, dengan menggunakan argumen yang logis dan data yang mendukung. Penggunaan jalur periferal juga penting dalam meningkatkan persuasi terutama dalam membangun hubungan emosional dengan masyarakat. Humas pesantren memanfaatkan figur-figur kharismatik dan simbol-simbol keagamaan untuk memperkuat pesan, di mana kehadiran kyai dan ustadz yang disegani mempengaruhi persepsi dan respon masyarakat. Penelitian ini diharapkan dapat memberikan referensi ilmiah dalam upaya meningkatkan persuasi di kalangan masyarakat pesantren, dengan menawarkan strategi komunikasi yang lebih sesuai dengan karakteristik khalayak pesantren.

INTRODUCTION

Increase persuasion in connection with people in the cottage boarding school. Not only conveys the right information but also explains how the audience processes information (Baharun & Hasanah, 2023; Zuhdi et al., 2024). The Elaboration Likelihood model shows that successful persuasion, depending on the level of elaboration made by the recipient order, will but matter (Faiz et al., 2023; Hasanah et al., 2024). This is often influenced by motivation and the ability of the audience to process information deeply (Moradi & Zihagh, 2022; Sanjani, 2024). A study by the Islamic Communication Association in 2022 found that 78% of Islamic boarding schools that adopt relationship strategies public ELM-based reporting enhanced trust and support from the public after implementing the approach (Hu et al., 2021). Thus, successful persuasion in connecting people in the cottage boarding school depends on how the audience processes information, according to the Elaboration Likelihood Model (ELM). This matter emphasizes the importance of considering motivation and the ability of the audience in persuasion strategy to reach more results effectively in connecting the community in Islamic boarding schools (Ridlo & Yanti, 2023; Tanjung & Ahmad Sampurna, 2024).

A number of studies' previously related themes were divided into four categories. First, (Gunarsa, 2023) shows that " More and more Lots Youth activities and creativity carried out , then the more often frequency For interact with members who can done . so that the more great opportunity too For convey elements communication persuasive in talks so that capable increase youth activities in the field sport ." Second, (Ayu Kusumaningtyas et al., 2022; Maisuroh & Aisyah, 2024; Purwanto & Wafa, 2023) say that " Communication persuasive have very important role in the world of tourism . With formed and distributed forms communication compelling persuasiveness , p that can also be done become key To use the formation of a brand image from Lamongan Marine

Tourism to public . By No directly , with an existing brand image formed will become Power pull Alone for public ". Third, (Zebua et al., 2022) state that "KemenPPPA Strategy do Covid 19 campaign for children through three method or strategy , namely ; create and distribute ebooks story children , create and distribute animated videos about covid 19, forming a children's forum and doing purposeful virtual meetings For education child esp teenager For aware and willing take role For application protocol health Already fulfil element persuasive communication ". Fourth, (Junaedi, 2020) confirm that " Communication persuasion used by the Directorate Tax General through tax seminars spoke to students at the National University of Jakarta with 5 stages of the communication process persuasion namely, Attention, Comprehension, Learning, Acceptance, Retention. "

Several findings and research show that the novelty study lies in the application of the Elaboration Likelihood Model (ELM) in the relationship strategy community (public relations) at the cottage boarding school. Most of the studies previously focused on aspects of education and spirituality in the context of cottage boarding schools; however, only a few are researching how can a public relations strategy be utilized in ELM to increase persuasion (Feng et al., 2024) . Study This introduces an understanding-focused approach to How audience boarding schools process information while considering motivation and ability. Through the application of ELM, research can increase trust and support for the public in cottage boarding schools. Findings This potential becomes a practical guide for boarding schools in designing more public relations strategies efficient and based on proof.

Study This aims To analyze How to increase persuasion in connection to the public through the Elaboration Likelihood Model (ELM) in Pondok Nurul Jadid Islamic Boarding School. ELM, which reviewed the method of audience processing information based on motivation and ability, offers framework work For understanding and optimizing communication strategies. Study This will explore the extent to which the message conveyed by the cottage boarding school can processed and accepted by society in a way deep, as well as influencing factors effectiveness message. With the study implementation of ELM at Pondok Nurul Jadid Islamic Boarding School, the research aims To give recommendations practically possible to increase trust and support society, as well as strengthen the connection between Islamic boarding school and its community. Study This argued that the connection between community (public relations) in Islamic boarding schools forms opinions and behavior positive among the public. In context, the Elaboration Likelihood Model (ELM) becomes a framework relevant For understanding How messages conveyed by Islamic boarding schools can influence the perception and attitudes of the audience through track persuasion central and peripheral (Yang et al., 2024) . The central line involves deep and critical processing of the information submitted, which is appropriate For a motivated and owned audience's ability To evaluate the message in a detailed way.

On the other hand, lane peripheral is more effective for less audience involvement, where elements like the credibility of the speaker or power-pull

emotional message play a role. By utilizing ELM, Islamic boarding schools can design more effective communication strategies effectively through informative and rational messages and through more emotional and intuitive approaches to increase support and involvement from various groups of the public (Matysková & Montes, 2023). Study This expectation can contribute to managing boarding schools in optimizing activity connections public, as well as give an outlook on studies communication and persuasion in institutions of Islamic education.

RESEARCH METHODS

Study This uses a qualitative type of case study. Approach This was chosen because the objective of the study is to analyze how to increase persuasion in connection to the public through the Elaboration Likelihood Model (ELM) in Pondok Nurul Jadid Islamic Boarding School. Approach This is a possible researcher Who will explore the perspectives and experiences of various parties involved(Williams, 2021). Research site This is Cottage Nurul Jadid Islamic Boarding School, with the objective of understanding in a deep way about increasing persuasion in connection with the public through the Elaboration Likelihood Model (ELM).

Cottage The Nurul Jadid Paiton Islamic Boarding School was chosen as the location study based on its reputation and significant influence in community Islamic boarding schools in Indonesia. Cottage Nurul Jadid Islamic Boarding School is known as one of the progressive Islamic boarding schools that is adopting new approaches To increase the quality of education and relationships among the public. With a large student base and extensive alumni network, Islamic boarding schools provide a rich context for applying and testing the Elaboration Likelihood Model (ELM) in the public relationship strategy. Apart from that, Islamic boarding schools have shown openness to innovation in method communication and management information, making them ideal places to explore how ELM can used To increase persuasion and build the trust of the public. Studying at an Islamic boarding school This expectation can give a valuable outlook that can be applied in other Islamic boarding schools in Indonesia.

Participants chosen will use the purposive technique, i.e., selected determination with considerations and goals certain. The reason for using this technique is that the researcher requires data in the form of just information that can be obtained from the informant for sure own knowledge more about the desired data researcher gets, so produce appropriate data with hope as well as relevant to the title has been determined. Study This involved 9 participants from the Head of the Islamic Boarding School, Islamic Boarding School Public Relations, Management of Islamic Boarding Schools, Santri, and Guardians of Santri. The informant's own background behind different positions, education, and gender, so expected can give accurate information about the theme study. Participants selected fulfilled the criteria, i.e., they already know how to moderate religion and ensure diverse representation in various group holder interests, possible exploration about dynamics ability to increase persuasion in connection public through the Elaboration Likelihood Model (ELM) in Pondok

Nurul Jadid Islamic Boarding School.

Table 1, Informants Study

<i>Participants</i>	Gender		Informant
	Male	Female	
Head Boarding school	1	-	AH
Islamic Boarding School Public Relations	1	-	PM
Manager Boarding school	2	-	IR, SH
Santri	1	1	FL, DM
Guardian of Students	1	1	SA, JHA
Amount	7	2	

Interview techniques used in the study This is a semi-structured interview, which means own guidelines interview, although there are outside interview are outside interview guidelines. At the beginning of every interview, the researcher introduces yourself and describes the topic of the interview. An agreement was reached with the participants for increased accuracy and overall documentation. For record interviews, the session recording and accompanying transcript work as a source for careful analysis and interpretation in the study. The researcher prepares several relevant questions with a theme study as a semi-structured interview. Questions were designed to dig into the extent of improvement in persuasion in the public through the Elaboration Likelihood Model (ELM) in Pondok Nurul Jadid Islamic Boarding School.

The researcher identified appropriate themes with the objective study based on the transcript interview. This process involves the identification of themes in interview data by reviewing transcript interviews in a way comprehensive several times until the researcher obtained a clear picture of increased persuasion in connection to the public through the Elaboration Likelihood Model (ELM) in Pondok Nurul Jadid Islamic Boarding School. Furthermore, after the interview, the researcher convinces the participant that the recording interview will be kept secret. Protocol interview study This is important in helping direct interviews with the participants in an in-depth, semi-structured manner. Semi-structured design balances flexibility and framework-established work, enabling researchers To deepen the subject while still thinking open to no expected results. Protocol This works as a framework methodological, which guarantees uniformity in procedure data collection during interviews and allows investigation themes mainly about the phenomenon of increasing persuasion in connection to the public through the Elaboration Likelihood Model (ELM) in Pondok Nurul Jadid Islamic Boarding School.

Miles and Huberman's (1994) qualitative data analysis technique involves four steps, starting with formulating objective, clear research (Köhler, 2024). Study This aims To analyze How to increase persuasion in connection to the public through the Elaboration Likelihood Model (ELM) in Pondok Nurul Jadid Islamic Boarding School. Stage beginning data analysis includes collecting research data obtained through observation, interviews, and documentation as notes study. The second step in data reduction is summarizing, choosing critical elements, and focusing on essential data that aligns with the theme study. Careful

data reduction process This aims To serve a clear and concise picture of radicalism in rural areas. The third step involves the presentation of data through text narrative. The last step in the data analysis includes a withdrawal conclusion study based on data reduction. This conclusion was made carefully by synthesizing the collected data. Data validity is ensured through data triangulation and review, guaranteeing consistency with the study's findings. To ensure the data's accuracy, a triangulation source was used to reference cross-information from theories and studies previously related to increased persuasion in connection to the public through the Elaboration Likelihood Model (ELM).

FINDINGS AND DISCUSSION

Understanding Audience

Understanding the audience is an indicator of increased persuasion at the cottage boarding school, as stated by HA noted, "In the Cottage Nurul Jadid Islamic Boarding School, understanding the audience is crucial in Public Relations management. We use the Elaboration Likelihood Model (ELM) to help identify the method that best conveys our appropriate message with the characteristics and needs of the audience. ELM helps us decide if we must use the Central or Peripheral Line to communicate with the audience. The Central Line is used to understand our audience when face to face with an inclined audience involved in a deep and analytical way with the information we convey. To understand the audience, we did surveys and research to learn about their interests, needs, and hopes. For example, we collected data through a questionnaire during a seminar or workshop. To know what interests the participants, We also hold sessions to ask for answers and discuss. To get bait, come back directly. With this approach, we got to convey in-depth and relevant information, as well as answer questions and concerns of the audience with appropriate ". PM , Public Relations of the Islamic boarding school, says that "Periferal Pathways used For possible audience No own time or interest For analyze information in a way deep. We rely on social media analysis, observation trends, and informal feedback to understand the audience. We pay attention to the type of content that gets responses, such as likes, shares, and comments. For example, if we look at posts about activities where social boarding schools get lots of attention, we will focus on similar content to increase engagement. With this method, we got it adapt order us for more interesting and easy understood by a wider audience wide ". and IR as an administrator boarding school, says that "Example concrete from application second track This is as we promote development programs Skills Students.

For the Central Pathway, we held a webinar with topic relevant specifics, such as digital skills or entrepreneurship, and included in-depth material and session answers. We also deployed a questionnaire to know what you want to be discussed more. For Peripheral Pathways, we created a short video and infographic showcasing testimonials from students who must succeed in developing Skills through this program. We post content on social media and observe the response audience To understand what interesting attention they have. In assessing effectiveness, the second track is about understanding and communicating with the audience; the second track is very effective in

understanding and communicating with the audience. The Central Line allows us to understand needs and interests and analytically engages the audience. At the same time, the Peripheral Path helps us reach out more audience-wide with interesting and easily understood. Combination This ensures that our message was delivered appropriately, is relevant, and can answer the needs of various segment audiences most effectively".

Statement informant shows the importance of understanding the audience in Public Relations management by using the Elaboration Likelihood Model (to determine the best way to convey the message by the audience's characteristics and needs and needs of the audience. The Central Line is used For an inclined audience involved in a way deep and analytical information submitted. Messages can be delivered through surveys, research, seminars, and workshops, including asking, answering, and discussing sessions. To get bait, come back directly. On the other hand, the Peripheral Path is used for possible audiences with no time or interest To analyze information in depth. In terms of this, social media analysis, observation trends, and informal feedback are used To understand the audience.

Ponirin Mika explained that content that gets Lots of responses, such as likes, shares, and comments, becomes a focus For increased engagement. Iqbal gave an example of a concrete application for the second track in promoting development programs, Skills Santri, where the Central Track involves webinars and questionnaires For the topic. At the same time, the Peripheral Path uses short videos and infographics on social media. Combination second track This ensures that the message is delivered with appropriate, relevant, and possible answers from various segments of audiences in an effective way. By applying the Elaboration Likelihood Model (ELM), Pondok The Nurul Jadid Islamic Boarding School successfully understood his audience with more Good in Public Relations management. The Central Line approach allows boarding schools to convey in-depth and relevant information to the audience involved analytically. At the same time, the Peripheral Path helps reach an audience with an exciting and accessible way to understand. Combination second track This ensures that the message conveyed is always appropriately targeted and appropriate to the needed audience.

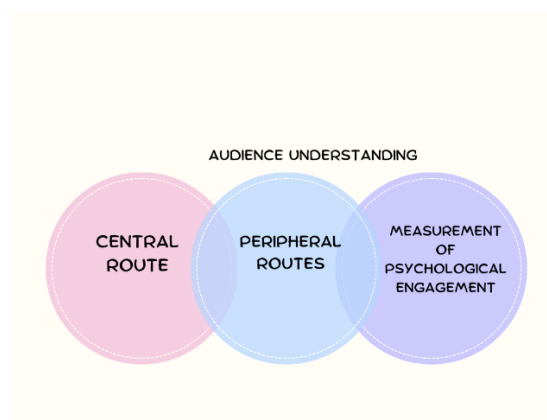


Figure 1. Audience Understanding

The picture by Figure 1, shows that understanding the audience through the Elaboration Likelihood Model (ELM) can be built through level involvement (central route), response to the instruction side (peripheral route), and measurement involvement. Path central involves a level of high engagement where the audience, in a way active, pays attention, analyzes, and evaluates the information conveyed, producing a more profound and long-lasting understanding. On the other hand, lane peripheral involves response to the instruction side like credibility speaker, power visual appeal, or the emotions evoked by the message, which results in more understanding fast, However not deep enough. Additionally, measurements involvement psychology also plays a role in understanding how much attention and interest the audience has in the information submitted. By understanding and utilizing the second track here, the communicator can design more effective and appropriate messages to the audience's level of involvement.

In the context of cottage Islamic boarding school, understanding will second track This possible public relations management for adapting communication strategies to the audience's characteristics (Hastasari et al., 2022). For example, when communicating with parents of students who care about quality education and religious values, the approach track center can be more effective by giving detailed information and supporting data (Str et al., 2021). On the contrary, for the possible audiences not involved enough in a way direct like the public general, approach track peripheral by using positive testimonials, attractive visual imagery, or endorsements from respected figures can influence the perception of cottage boarding schools (Ye et al., 2024). With So, understanding ELM helps cottage public relations management boarding schools to design the right message and maximize its impact communication to various audiences.

Increasing Motivation

Increasing motivation is one of the forms of increased persuasion, as explained by PM, an Islamic boarding school public relations officer: "We are at the Cottage Nurul Jadid Islamic Boarding School understands the importance of motivation in public relations management . With using the Elaboration Likelihood Model (ELM), we implemented two paths main lines , namely the Central Line and Peripheral Line , for increase motivation both within the Islamic boarding school's internal circles nor public wide . We use the Central Route For audience that has interest deep and ready For analyze information with careful . For increase motivation , we provide in -depth , data- based information about benefit period long from Islamic boarding school programs . For example , we held workshops and seminars for Public Relations staff and interested students with PR management , providing they outlook about effective communication strategies and their importance the role of Public Relations in develop boarding school ". SH, as an administrator of the boarding school says that "Peripheral Pathways addressed For possible audience not enough interested or do not have time For analyze information in a way deep . We use elements interesting and easy digested For increase motivation they . For example , we often using social

media For share story alumni success , photos activity interesting , and inspiring videos about life in boarding school . This helps foster a sense of pride and involvement , as well motivating audience For contribute and get involved more active . Approach this is very effective in increase motivation . With the Central Line, we can motivating staff and students who have interest deep For contribute in a way more means . Temporary the , Peripheral Path help us reach out more audience expand and improve awareness as well as participation public in various activity boarding school . Combination second track This ensure that Our message reaches and motivates various segment audience with the most suitable way For they " .

Statement informant shows that motivation is essential in public relations management using the Elaboration Likelihood Model (ELM) through two main lines, namely the Central Line and Peripheral Line, to increase motivation within the Islamic boarding school's internal circles and public-wide. The Central Line is used for an audience interested in and ready to analyze information carefully, providing in-depth information and data on the benefit period of Islamic boarding school programs. For example, I held workshops and seminars for Public Relations staff and interested students in PR management, providing them with an outlook on effective communication strategies and the importance of Relations in developing and developing schools. Schools Islamic boarding school added that Peripheral Pathway addressed a possible audience that was not interested enough or did not have time to analyze information in depth. The use of exciting and easily digestible elements, like social media, allows for sharing stories of alums' success, photos, activities, and inspiring videos about life in Islamic boarding schools and approaches.



Figure 2. Increasing Motivation

The Figure 2 shows that to increase motivation through the Elaboration Likelihood Model (ELM), you can build motivation through route central (central route), motivation through route side (peripheral route), level satisfaction and engagement, and influence emotional and affective. The central route involves processing in-depth information, where individuals are motivated and capable of carefully analyzing messages and evaluating arguments. Instead, the route side involves more shallow processing, where the individual is more influenced

by peripheral signals like credibility source or Power visual appeal rather than by content message Alone. Motivation through route central can increase individual satisfaction and involvement because they feel more involved in the retrieval process decisions and more confident in understanding the message. Emotional and affective also play a role in the second route. Positive emotions can increase motivation and engagement and make individuals more open to messages; temporary negative emotions can affect the contrary. They understood how to utilize the second route in an ad, which is quite a way to influence emotions and help design more effective communication strategies to increase motivation and engage the audience.

The Elaboration Likelihood Model (ELM) is a theoretically possible framework To increase motivation in public relations management at the cottage boarding school. ELM focuses on two paths of persuasion: path center (central route) and path peripheral (peripheral route). In context, cottage public relations management Islamic boarding school lane center Can be optimized to provide in-depth, relevant, and weighty information so that public relations managers are motivated To analyze and understand in a way deep issues communication encountered (Oyibo & Toyonaga, 2024). Training in effective communication strategies and giving them access to the latest information about media and communication can motivate them to be more involved in the retrieval process of information(Maisuroh & Aisyah, 2024; Sanjani & Safitri, 2024; Zaini, 2023). Temporarily, the peripheral path can be utilized emotionally through symbols or interesting messages , like testimonials from a successful alumni or an award to an accomplished public relations manager (Marie et al., 2024). With the combined second track, this cottage boarding school can create a supportive environment and enhance motivation for public relations management, which will strengthen the image and reputation of the boarding school in the eyes of the public.

Credibility Source

In the interview with Heathe d Islof, the Amic boarding school in Pondok Nurul Jadid Islamic Boarding School stated, "In the Nurul Jadid Islamic Boarding School, credibility source is important in Public Relations management. We use the Elaboration Likelihood Model (ELM) to ensure our information is trustworthy and reliable. ELM helps us determine the right approach to conveying a message to the audience via the Central or Peripheral routes. Use the Central Route when communicating with a ready audience to process information deeply. We ensure that accurate data, in-depth research, and trusted sources support the information submitted. For example, in a report on the annual boarding school or moment submitting a proposal to a donor, we include studies, cases, statistical data, and references from credible sources like journals, academics, or report institution officials. This helps build trust and ensure that the audience considers the message as credible and reliable information ". PM, public relations for the Islamic boarding school, conveys that "Peripheral is used For possible audience No own time or interest For processing information in a way deep. On track: This credible source is still essential but will be delivered way more efficiently and easily digested. We use testimonials from figures,

societies, successful alums, and figures the public owns its reputation. We also display logos or endorsements from institutions that are reliable on the material of our communications, such as brochures, posters, and social media. This helps build trust in a way that is fast and effective.

However, the information submitted is not as comprehensive in the Central Line". IR, adds "One of example as we unch our partnership program with institution education overseas. For the Central Line, we held a conference press attended by journalists and academics and presented collaboration details, research results supporting the program, and expert testimonials. For Peripheral Pathways, we created a short video showcasing speeches from figure famous alums who have had success with similar programs and published them on social media and Islamic boarding school websites with interesting infographics. The second track is very effective in building and maintaining a credible source. The Central Track allows us to convey in-depth and comprehensive information to critical and demanding audiences concretely. At the same time, the Peripheral Path helps us reach out to more audiences faster and more interestingly. In combination with This, we ensure that every message conveyed is always considered credible and capable of being relied on by various segment audiences".

The statement informant shows that Cottage Nurul Jadid Islamic Boarding School attaches great importance to credible sources in its PR management. They use the Elaboration Likelihood Model (ELM) to ensure the information submitted is trustworthy and reliable. ELM helps them determine the right approach, fine via the Central or Peripheral Route, within conveying the message to the audience. The Central Line is used when communicating with a ready audience , processing information in a way deep. This message is conveyed and supported by accurate data, in-depth research, and trusted sources. For example, in reporting on annual boarding schools or proposals to donors, they enclose studies, cases, statistical data, and references from source credible like journal articles or reports institutions. This helps build trust and ensure the audience considers the message credible and reliable. An example application is the second track. This is the moment they launch a partnership program with an education institution overseas. For the Central Line, they are stage conference press, attended by journalists and academics, presented collaboration details, results research supporting the program, and expert testimonials.

For Peripheral Pathways, they are creating a short video featuring speeches from figure famous and successful alums with similar programs, as well as publishing it on social media and Islamic boarding school websites with exciting infographics. With a combination of second tracks, they ensure that every message conveyed is always considered credible and capable of being relied on by various segments of audiences. By applying the Elaboration Likelihood Model (ELM), Pondok The Nurul Jadid Islamic Boarding School successfully maintained and improved successfully maintained and improved credibility source in Public Relations management. The Central Line approach ensures that information is delivered with data support and trusted sources, while the Peripheral Path uses elements to attract and endorse famous For build

trust. The combination second track ensures the age conveyed is always credible by various segment audience segments of audiences.

The Elaboration Likelihood Model (ELM) is an explanatory theory of How persuasion can happen via two main paths: path center (central route) and path peripheral (peripheral route) (Loh et al., 2024). In context cottage public relations management in Islamic boarding schools, credibility sources become crucial in influencing attitudes and perceptions of the message (Rungruangjit, 2022). When the information provided by the lodge's public relations boarding school is served through the track center, the audience will focus more on deep and weighty messages, as well as quality arguments given. This requires public relations to present valid data, supporting research, and comprehensive explanations For convincing critical and analytical audiences (Gregersen & Bye, 2023). On the other hand, lane peripherals depend on signs surface like public relations reputation, power visual appeal, or popularity deliverer message For influence less audience motivated or not capable enough of analyzing a message in a way deep (Malefors et al., 2022). Credibility Cottage public relations source Islamic boarding school includes aspect expertise, honesty, and reliability, functioning as an element key in the second track (Spence et al., 2020). Considered sources can increase effective communication and strengthen the influence message through track center and peripheral, helping cottage boarding schools build image and enhance the public's trust.

CONCLUSION

Study This investigates How the cottage boarding school's connection community (public relations) can increase persuasion using the Elaboration Model Likelihood (Elaboration Likelihood Model, ELM). The results show that Islamic boarding school public relations is effective and needs a dual-process approach where messages are delivered through central and peripheral routes. The central route involves delivering rich and in-depth information that makes it possible for the audience To think about it critically. Meanwhile, the peripheral utilizes simple signs like credibility speaker and power visual appeal to influence the audience more emotionally and instantly. A combination of the second approach can increase the effectiveness of communication and persuasion in Islamic boarding school public relations activities, which can ultimately increase public institutions' image and trust.

Implications of theoretical findings This expands the application of the Elaboration Model Possibility in the context of the community connection in institutions of Islamic education. Initially developed in context marketing and commercial communications, ELM has proven relevant and practical, as well as deep-arranged religion and education. This shows that the ELM dual-process model can be applied broadly in various contexts of communication For increased persuasion. Additionally, findings emphasize the importance of understanding the audience profoundly and adjusting communication strategies according to the chase audience's characteristics and needs. Thus, this research contributes to the literature on communication organization and relationships in the context of institutional education and gives a practical guide for public

relations practitioners at Islamic boarding schools in designing more effective communication strategies.

Findings also highlight the role of the internal public relations center in public perception of the public about boarding schools. In today's digital era, where information can quickly spread through various social media, boarding schools need to have a robust and adaptive communication strategy. By utilizing ELM, an Islamic boarding school, public relations can be more effective in managing reputation and building positive relationships with the public. Additionally, research An outlook on How boarding schools can use technology and digital media to expand their reach and impact communications to successfully convey values, education, and religion to more audiences.

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