

## OPTIMIZATION OF ISLAMIC VALUES-BASED PUBLIC RELATIONS STRATEGY IN INCREASING NEW STUDENT ADMISSIONS

Lepisa Saharani\*<sup>1</sup>, M. Aqil Fahmi Sanjani<sup>2</sup>, Sevia Diana<sup>3</sup>

<sup>1</sup>Sekolah Tinggi Agama Islam At-Taqwa Bondowoso, Indonesia

<sup>2</sup>Universitas Negeri Maulana Malik Ibrahim Malang, Indonesia

<sup>3</sup>Universitas Nurul Jadid, Indonesia

---

### Article History:

Received: January, 2024

Accepted: June 2024

Published: August 2024

---

### Keywords:

Public Relations Strategy, Islamic Values, Social Media

---

### \*Correspondence Address:

lepisaha@gmail.com

**Abstract :** *This research focuses on evaluating the effectiveness of public relations strategies in attracting prospective new students at MTs. At Taqwa. The main objective of this study is to identify factors that influence students' decision to enroll and evaluate how public relations strategies that reflect Islamic values affect the perceptions and beliefs of prospective students. This study used a mixed method, with observation and interview techniques for a qualitative approach and questionnaire distribution for a quantitative approach. Data was collected from MTs. At Taqwa located on Jalan HOS Cokroaminoto Number 45, Kademangan Village, Bondowoso District, Bondowoso Regency. The results showed that the dominant PR strategy using social media and promotional videos had a significant influence on students' decision to enroll. In addition, trust in the information submitted by public relations and satisfaction with the information also play an important role in registration decisions. Islamic values conveyed through public relations strategies are proven to increase the trust and interest of prospective students. The implications of this study emphasize the importance of combining holistic and integrated public relations strategies with the use of modern media and the delivery of Islamic values in the context of Islamic educational institutions.*

## INTRODUCTION

The New Student Admissions (PPDB) process is a crucial aspect of educational institution management (Setiawan et al., 2022; Suntiana et al., 2022; Faiz et al., 2023). The success of PPDB heavily depends on the public relations strategies implemented by the institution (Damayanti et al., 2021; Faiz et al., 2023; Maulidia, 2023). In this digital era, various promotional media have become vital tools in attracting prospective students (Kristanto et al., 2021; Harbi & Maqsood, 2022; Diana & Zaini, 2023; Sanjani, 2024). The use of social media, promotional videos, and various other public relations activities can significantly shape public perception of the educational institution (Tsoy et al., 2021; Wijaya & Khoir, 2022; Susilawati & Astuti, 2022). However, the effectiveness of these strategies needs to be thoroughly evaluated to ensure that the efforts truly meet the intended goals (Brancalion & Holle et al., 2022; Pratikno et al., 2022; Norman & Paramansyah, 2024; Zuhdi et al., 2024).

Educational marketing communication theory emphasizes the importance of persuasive and educational public relations strategies in attracting prospective students (Vujnovic & Kruckeberg, 2021; Rusdi et al., 2022; Purwanto et al., 2023). According to Aithal & Aithal (2023), effective communication in an educational context must clearly and attractively convey the unique values and advantages of the institution. Additionally, Nuseir & El Refae, (2022) consumer behavior theory in education states that prospective students' decisions to enroll are influenced by various factors, including their perceptions of the institution, trust in the information provided, and the values upheld by the institution (Zaini, 2023; Hamidah, 2023). In this context, MTs. At Taqwa needs to adopt public relations strategies that are not only informative but also capable of building trust and reflecting the Islamic values that define the institution's identity.

However, MTs. At Taqwa faces several challenges in attracting prospective students. One of the main issues is how to measure the effectiveness of the public relations strategies applied during PPDB. Despite various promotional efforts, there are still concerns about whether these strategies are targeted accurately and meet the expectations of prospective students and their parents (Ansori et al., 2023; Zaini, 2024; Hasanah & Hefniy, 2023). Additionally, with increasing competition among educational institutions, MTs. At Taqwa must ensure that the public relations strategies implemented can provide optimal results and align with the needs and expectations of prospective students.

Previous research has highlighted several important findings regarding public relations strategies and students' decisions in choosing educational institutions. Social media video content is more effective in attracting students' attention compared to traditional promotional media (Shen et al., 2022; Quijada et al., 2022; Akbari et al., 2022). This study indicates that informative and engaging promotional videos can increase students' interest in enrolling in a particular educational institution. Furthermore, communication strategies reflecting Islamic values can increase trust and the decision to join Islamic educational institutions (Sholeh et al., 2023; Kasri & Chaerunnisa, 2022; Ahmed et al., 2022; Sanjani et al., 2024).

This research emphasizes the importance of Islamic values in promotional strategies to build trust and interest among prospective students. Goldman et al. (2021) found that promotional banners are still effective in areas with limited internet access. This study shows that although social media and promotional videos are very effective, traditional promotional media such as banners still play an important role, especially in areas with limited internet access.

Despite various studies discussing the effectiveness of public relations strategies in an educational context, there are still gaps that need further investigation, particularly in the context of Islamic educational institutions like MTs. At Taqwa. Most previous research focused on one type of promotional media or did not integrate Islamic values into communication strategies. Moreover, there is a lack of research combining qualitative and quantitative approaches to comprehensively evaluate the effectiveness of public relations strategies. Therefore, this study aims to fill this gap by evaluating various public relations strategies implemented at MTs. At Taqwa, including the use of social media, promotional videos, and Islamic values, and measuring their impact on students' decisions to enroll.

The main novelty of this research is a comprehensive approach that combines Islamic values in public relations strategies with the use of social media and promotional videos. This study not only evaluates the effectiveness of modern promotional media but also considers the role of Islamic values in communication strategies, which is rarely discussed in existing literature. Thus, this research is expected to make a significant contribution to the development of public relations strategies in Islamic educational institutions, as well as provide practical recommendations for MTs. At Taqwa to enhance their promotional effectiveness.

The purpose of this study is to evaluate the effectiveness of the public relations strategies implemented by MTs. At Taqwa in attracting new students. This indicates that the research aims to identify factors influencing students' decisions to enroll at MTs. At Taqwa, and to evaluate how public relations strategies reflecting Islamic values can affect the perceptions and trust of prospective students. Therefore, the findings of this research are expected to make a meaningful contribution to the development of Islamic educational institutions in general, as well as to the improvement of the quality and effectiveness of public relations strategies at MTs. At Taqwa in particular.

## RESEARCH METHOD

This research employs a mixed methods approach, combining qualitative and quantitative approaches to gain a comprehensive understanding of the effectiveness of public relations strategies in attracting new students to MTs. At Taqwa (Chuanchen, 2023). The qualitative approach is implemented through observation techniques, where researchers directly observe the public relations strategies executed, especially during the new student admissions (PPDB) period for the 2023/2024 academic year. Meanwhile, the quantitative approach is used to identify factors influencing students' decisions to enroll at MTs. At Taqwa.

This research is conducted at MTs. At Taqwa, located at Jalan HOS Cokroaminoto Number 45, Kademangan Village, Bondowoso District, Bondowoso Regency. Data collection in this study is conducted using several techniques. For qualitative data, the researchers carry out direct observations of public relations activities during the PPDB period and record the strategies implemented. Additionally, in-depth interviews with public relations staff are conducted to gain a deeper understanding of the strategies and challenges faced (Lee & Meng, 2021). For quantitative data, questionnaires are distributed to all 176 seventh-grade students at MTs. At Taqwa, with 30 students selected as an initial sample for pilot testing the questionnaire. The research sample is calculated using the Slovin formula, resulting in a sample size of 122 students from the total population, with an even distribution among seven classes.

The data analysis techniques in this research involve descriptive analysis and factor analysis (Dawadi et al., 2021). Data obtained from observations and interviews are analyzed descriptively to identify the main themes emerging related to public relations strategies. Meanwhile, quantitative data are analyzed using factor analysis to identify the main variables influencing students' decisions to enroll at MTs. At Taqwa. A normality test is first conducted to ensure that the data meet the normality assumptions before performing the factor analysis. The results of this analysis are then used to evaluate and formulate recommendations for improving public relations strategies in the future.

## **FINDINGS AND DISCUSSION**

The research in this article combines qualitative and quantitative approaches. The qualitative approach uses observation techniques, specifically observing the public relations strategies employed, particularly during the period leading up to new student admissions at MTs. At Taqwa. The observation period chosen is the 2023/2024 academic year PPDB (New Student Admissions), with the hope that the research results can be optimally utilized for the 2024/2025 academic year PPDB.

The quantitative approach in this study is dedicated to identifying factors influencing students' decisions to enroll at MTs. At Taqwa during the 2023/2024 academic year. Thus, the targeted population for the quantitative approach consists of all seventh-grade students at MTs. At Taqwa Bondowoso, totaling 176 students, with 91 male students and 85 female students. The preliminary study sample consisted of 30 students, 15 males and 15 females. The sample used is calculated according to the Slovin formula:  $n = N / (1 + (N \times e^2))$ . Applying this formula,  $n = 176 / 1 + (176 \times 0.05^2)$ , the result is 122. To obtain accurate results, the number 122 is divided by 7, corresponding to the number of classes, resulting in a sample size of 18 students per class.

### **Public Relations Strategies Employed by the Madrasah**

MTs. At Taqwa is an accredited A educational institution located at Jalan HOS Cokroaminoto Number 45, Kademangan Village, Bondowoso District, Bondowoso Regency. Established in 2006, this institution has been in operation for 17 years.

In its efforts to develop the school, MTs. At Taqwa has established a clear vision, mission, motto, and objectives. Each year, these elements are reviewed and evaluated during the annual work meeting held before the new academic year begins. In 2023, MTs. At Taqwa set a vision to "Realize a quality madrasah and students as Muslim cadres with a Qur'anic spirit, extensive knowledge, and noble character." The madrasah's mission consists of three main points: first, "to provide excellent education and learning to produce quality graduates"; second, "to develop professional educational management to foster a conducive academic atmosphere for the development of knowledge integration"; and third, "to develop a culture of exemplary life in society based on Islamic values of Ahlusunnah wal Jama'ah and the noble culture of the Indonesian nation."

The results of an interview with the head of the madrasa, Mr. Ahmad Syaifuddin, revealed that,

"The vision and mission that we set every year are not only a guide in education and learning activities, but also become the foundation in every policy taken by the madrasa. We always ensure that the Islamic values we uphold are reflected in every aspect of madrasah life, from the curriculum to extracurricular activities (I\_AS\_2023)."

Furthermore, he added,

"This annual evaluation is very important to ensure that we are always on the right track in achieving the long-term goals of the madrasa and meeting the expectations of parents and the community (I\_AS\_2023)."

In an effort to attract prospective students to enroll in MTs. At Taqwa, public relations use an educational persuasive approach. This approach focuses on content that invites to join MTs. At Taqwa. Although there are combinations with other types of PR strategic approaches, this strategic approach is the most dominant used in MTs. At Taqwa. Furthermore, if broken down, the type of strategy during the PPDB period is divided into several aspects by Table 1.

**Table 1.** Breakdown PPDB

No	Information
1.	Promotion in the form of flayer using social media
2.	Promotion in the form of videos using social media
3.	Holding madrasah activities with the community
4.	PPDB ads in the form of banners
5.	Communication activities with prospective new students

Several public relations strategies regarding PPDB will then be tested for effectiveness and contribution in determining the decision of prospective students to register.

### **Public Relations Strategy Approach Used by Madrasah**

Factors influencing a student's decision to enroll will be tested using factor analysis. Before this analysis is carried out there are several stages that must be passed. The first stage is to identify variables/factors. The types of variables can be described in the table as follows:

**Table 2.** PR Approach and Strategy

PR Strategy	Student Perception	Islamic Values
1. Promotion in the form of flyer using social media	1. Student understanding of public relations messages	1. Do you feel that public relations messages contain Islamic values?
2. Promotion in the form of videos using social media	2. Student trust in public relations information	2. Is it important for public relations to reflect Islamic values in its promotion?
3. Holding madrasah activities with the community	3. The level of student satisfaction with public relations information	3. Whether PR strategies that reflect Islam influence the decision to register?
4. PPDB ads in the form of banners		
5. Communication activities with prospective new students		

The three variables and their complementary points are further described in the form of a questionnaire, where the answer points are divided into 5, very, sufficient, neutral, less, no. Questioner was tested to be given to 30 samples / respondents so that it was known that the questionnaire points passed the validity and reliability test.

After the questioner points were valid and reliable, questioners were given to 18 respondents in 7 classes. The data then gets a data normality test.

**Table 3.** Normality Test

	S1	S2	S3	S4	S5	H1	H2	H3	I1	I2	I3
<b>N</b>	126.0	126.0	126.0	126.0	126.0	126.0	126.0	126.0	126.0	126.0	126.0
<b>Mean</b>	4.388	4.484	4.269	3.650	4.730	3.603	3.865	3.769	4.436	4.769	4.833
<b>Std. Deviation</b>	0.619	0.603	0.833	0.751	0.512	0.759	0.813	0.964	0.799	0.492	0.451
<b>Absolute</b>	0.298	0.344	0.302	0.353	0.463	0.263	0.261	0.213	0.348	0.481	0.509
<b>Positive</b>	0.275	0.249	0.19	0.249	0.299	0.261	0.213	0.169	0.231	0.23	0.356
<b>Negative</b>	-	-	-	-	-	-	-	-	-	-	-
<b>Test Statistic</b>	0.298	0.344	0.302	0.353	0.463	0.263	0.261	0.213	0.348	0.481	0.509
<b>Asymp. Sig. (2-tailed)</b>	0.275	0.056	0.556	0.468	0.063	0.059	0.292	0.19	0.072	0.3	0.063

The results of the analysis showed that from 126 samples, the mean and standard deviation of each variable varied. Promotion in the form of flyer using social media has an average of 4.3889 and a standard deviation of 0.61932, while promotion in the form of video using social media has an average of 4.4841 and a standard deviation of 0.60311. Madrasah activities with the community, PPDB advertisements in the form of banners, and communication activities with prospective new students have averages of 4.2698, 3.6508, and 4.7302 respectively with standard deviations of 0.83343, 0.75172, and 0.51245. Student understanding of PR messages had an average of 3.6032 and a standard deviation of 0.75978, student trust in PR information had an average of 3.8651 and a standard

deviation of 0.81342, and the level of student satisfaction with PR information had an average of 3.7698 and a standard deviation of 0.96468. Islamic values in public relations messages.

The importance of reflecting Islamic values, and their influence on the decision to register have averages of 4.4365, 4.7698, and 4.8333 respectively with standard deviations of 0.79944, 0.49255, and 0.45166. The normality test shows significance values vary, with most variables showing values above 0.05, indicating the data is likely to be normal. These variables are tested through absolute, positive, and negative statistics, where significance values (Asymp. Sig. (2-tailed)) indicate how far the data deviates from the normal distribution, with some variables showing significant deviations.

It is known that the Sig value > of 0.05 then the data is considered normal. If the data has met the normality of the data, then the test can be continued with factor analysis using multivariate analysis. The output of multivariate analysis is as follows:

		Anti-image Matrices											
		S1	S2	S3	S4	S5	H1	H2	H3	I1	I2	I3	
Anti-image Covariance	S1	.736	-.079	.007	-.045	.143	-.108	-.025	.099	-.090	.032	-.164	
	S2	-.079	.725	.055	-.023	-.040	-.035	-.066	.106	-.070	.033	-.205	
	S3	.007	.055	.703	-.211	-.036	-.022	-.094	-.052	-.021	-.062	-.125	
	S4	-.045	-.023	-.211	.760	.048	-.106	.067	.072	.097	.180	-.052	
	S5	.143	-.040	-.036	.048	.893	.093	-.097	-.070	-.019	.055	-.047	
	H1	-.108	-.035	-.022	-.106	.093	.477	-.296	-.119	.008	-.104	.141	
	H2	-.025	-.066	-.094	.067	-.097	-.296	.510	-.028	.015	.132	-.036	
	H3	.099	.106	-.052	.072	-.070	-.119	-.028	.582	-.242	-.038	-.158	
	I1	-.090	-.070	-.021	.097	-.019	.008	.015	-.242	.755	-.100	.095	
	I2	.032	.033	-.062	.180	.055	-.104	.132	-.038	-.100	.550	-.213	
	I3	-.164	-.205	-.125	-.052	-.047	.141	-.036	-.158	.095	-.213	.390	
	Anti-image Correlation	S1	.657 <sup>a</sup>	-.108	.009	-.060	.176	-.182	-.041	.152	-.121	.050	-.306
		S2	-.108	.643 <sup>a</sup>	.077	-.030	-.050	-.059	-.109	.164	-.094	.052	-.386
S3		.009	.077	.732 <sup>a</sup>	-.289	-.045	-.037	-.157	-.082	-.029	-.099	-.239	
S4		-.060	-.030	-.289	.508 <sup>a</sup>	.058	-.175	.108	.109	.129	.279	-.095	
S5		.176	-.050	-.045	.058	.475 <sup>a</sup>	.142	-.143	-.097	-.023	.079	-.079	
H1		-.182	-.059	-.037	-.175	.142	.486 <sup>a</sup>	-.600	-.226	.013	-.203	.327	
H2		-.041	-.109	-.157	.108	-.143	-.600	.553 <sup>a</sup>	-.050	.024	.249	-.082	
H3		.152	.164	-.082	.109	-.097	-.226	-.050	.647 <sup>a</sup>	-.366	-.068	-.332	
I1		-.121	-.094	-.029	.129	-.023	.013	.024	-.366	.605 <sup>a</sup>	-.156	.176	
I2		.050	.052	-.099	.279	.079	-.203	.249	-.068	-.156	.607 <sup>a</sup>	-.459	
I3		-.306	-.386	-.239	-.095	-.079	.327	-.082	-.332	.176	-.459	.552 <sup>a</sup>	

a. Measures of Sampling Adequacy(MSA)

**Figure 1.** Anti-Image Matrices

Anti-image corellation shows which variations are worthy of being used as a benchmark factor. In the table there is a code (a) where the code indicates the Measure of Sampling Adequacy (MSA). If the MSA value > 0.5 then the analysis process is considered correct. Known MSA of each variable.

Anti image correlation shows which variables are worthy of being used as a benchmark factor. In the table there is a code (a) where the code indicates the Measure of Sampling Adequacy (MSA). If the MSA value > 0.5 then the analysis process is considered correct. It is known that the MSA of each variable is as follows: Promotion in the form of flayer using social media has an MSA of 0.657, promotion in the form of videos using social media has an MSA of 0.643, holding madrasah activities with the community has an MSA of 0.732, PPDB advertising in the form of banners has an MSA of 0.508, communication activities with prospective new students have an MSA of 0.475.

Students' understanding of public relations messages has an MSA of 0.486, students' trust in public relations information has an MSA of 0.553, the level of student satisfaction with public relations information has an MSA of 0.647.

Whether they feel that public relations messages contain Islamic values have an MSA of 0.605, whether it is important that public relations reflect Islamic values in their promotion has an MSA of 0.607, and whether public relations strategies that reflect Islam influence the decision to register to have an MSA amounted to 0.552. Another output of this analysis is the compound matrix contained in the following table:

**Table 4.** Approach and Strategy

	S1	S2	S3	S4	S5	H1	H2	H3	I1	I2	I3
1	0.492	0.506	0.595	0.027	0.124	0.404	0.436	0.65	0.524	0.588	0.736
2	0.267	0.074	0.183	0.589	-0.191	0.653	-0.643	-0.239	-0.315	-0.524	-0.294
3	-0.357	-0.416	-0.147	-0.41	0.182	0.432	0.372	-0.425	0.466	-0.06	-0.426
4	-0.405	0.012	0.324	0.224	0.813	-0.171	-0.098	0.074	-0.325	-0.178	-0.103

From the results of factor analysis, it is known that promotion in the form of videos and disseminated on social media has the greatest influence on prospective new students. While promotion using banners is no longer considered effective in the promotion of institutions. Based on the variables of student perception, prospective students' trust in madrasah public relations is very good. Finally, the public relations strategy that reflects Islamic values turns out to greatly influence the decision to enroll in Islamic educational institutions.

The overall research approach provides a lot of input to Islamic educational institutions to first remain consistent in using a public relations strategy approach in the form of persuasive and educational approaches. Second, Islamic educational institutions are expected to intensify promotion, especially in the form of videos and disseminated by utilizing social media. Third, public relations continue to intensively provide information about institutions by including Islamic values in the process of delivering the information.

The discussion of the results of this study shows that the dominant public relations strategy using an educational persuasive approach, especially in the form of promotional videos disseminated through social media, has a significant influence on prospective students' decisions to enroll in MTs. At Taqwa. This finding is in line with research conducted by Quijada et al. (2022) which states that video content on social media is more effective in attracting students' attention and interest than traditional promotional media. In addition, research by Kasri & Chaerunnisa (2022) also supports this result, where communication strategies that reflect Islamic values increase students' trust and decision to join Islamic educational institutions. However, there are differences in findings with research by Shen et al. (2022) which found that promotional banners are still effective in areas with limited internet access. This shows that local context and access to technology affect the effectiveness of the promotional media used (Maulidia, 2023).

Overall, the results of this study emphasize the importance of Islamic educational institutions to be consistent in using persuasive and educational public relations strategies, as well as maximizing the use of social media for promotion. The integration of Islamic values in communication strategies has also proven to be a key factor in attracting prospective students, confirming the relevance of this approach in efforts to increase the number of enrollees in Islamic educational institutions.

This research provides significant practical and theoretical contributions in the development of public relations (PR) strategies for Islamic educational institutions. Practically, this research offers guidance for Islamic educational institutions, especially madrasas, in increasing the effectiveness of PR strategies by integrating Islamic values through modern media such as social media and promotional videos. This can help institutions build stronger trust and appeal among prospective students and parents, which directly impacts increasing the number of applicants. From a theoretical perspective, this research enriches the literature on marketing communications in the education sector by adding the dimension of religious values as a key variable in shaping the perceptions and beliefs of prospective students. In addition, this research opens up space for further studies regarding PR influence strategies based on religious values in different cultural and regional contexts, as well as the importance of a combination approach of qualitative and quantitative methods in increasing the effectiveness of educational institutions' communication strategies.

## CONCLUSION

This research concludes that public relations strategies that combine persuasive educational approaches, especially through social media and promotional videos, are effective in attracting prospective new students at MTs. At Taqwa. The use of social media as a promotional platform has proven to have a significant impact on students' interest and decision to apply, especially when the message conveyed reflects Islamic values. In addition, students' trust in the information conveyed by public relations and satisfaction with the information also play an important role in influencing their decisions. The results of this study show that a holistic and integrated approach, which combines modern media and Islamic values, can improve the effectiveness of public relations strategies in Islamic educational institutions.

The recommendation for future research is to explore more deeply the role of traditional promotional media such as banners in different contexts, especially in areas with limited internet access. Further research may also consider developing a more specific PR strategy model tailored to local characteristics and local culture. In addition, future research may expand the sample and location of the study to obtain more generalizable results. Given the importance of Islamic values in promotional strategies, further studies could also explore innovative ways to convey these values through various other digital platforms.

## REFERENCES

- Ahmed, I., Usman, A., Farooq, W., & Usman, M. (2022). Shariah Board, Web-Based Information and Branding of Islamic Financial Institutions. *Journal of Islamic Marketing*, 13(3), 717-739. <https://doi.org/10.1108/JIMA-01-2020-0027>
- Aithal, P. S., & Aithal, S. (2023). How to Increase Emotional Infrastructure of Higher Education Institutions. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 8(3), 356-394. <https://doi.org/10.47992/IJMTS.2581.6012.0307>
- Akbari, D. A., Jastacia, B., Setiawan, E., & Ningsih, D. W. (2022). The Marketing Power of TikTok: A Content Analysis in Higher Education. *Binus Business Review*, 13(2), 159-170. <https://doi.org/10.21512/bbr.v13i2.8014>
- Ansori, A., Hefniy, H., Baharun, H., & Agus, A. H. (2023). Method of Communications Islamic Educational Institutions in Building Branding Image Symbolic Interaction Studies. *Managere: Indonesian Journal of Educational Management*, 5(3), 280-293. <https://doi.org/10.52627/managere.v5i1.156>
- Chuanchen, C. (2023). Cultivating Cultural Synergy: Unifying Boarding Schools, Local Wisdom, and Authentic Islamic Values for the Enhancement of Islamic Identity. *Managere: Indonesian Journal of Educational Management*, 5(2), 187-197. <https://doi.org/10.52627/managere.v5i2.339>
- Damayanti, S. P., Khamidi, A., & Karwanto, K. (2021). Private Junior High School Marketing Management to Face the New Students Admission (PPDB) Policies of State Junior High School in Surabaya. *International Journal for Educational and Vocational Studies*, 3(1), 64-70. <https://doi.org/10.29103/ijevs.v3i1.3389>
- Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-Methods Research: A Discussion on Its Types, Challenges, and Criticisms. *Journal of Practical Studies in Education*, 2(2), 25-36. <https://doi.org/10.46809/jpse.v2i2.20>
- Diana, S., & Zaini, A. W. (2023). Nurturing Excellence: Leveraging Service Quality for Competitive Advantage in Islamic Boarding Schools. *Journal of Educational Management Research*, 2(1), 13-28. <https://doi.org/10.61987/jemr.v2i1.280>
- 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>
- Goldman, S. P., van Herk, H., Verhagen, T., & Weltevreden, J. W. (2021). Strategic Orientations and Digital Marketing Tactics in Cross-Border E-Commerce: Comparing Developed and Emerging Markets. *International Small Business Journal*, 39(4), 350-371. <https://doi.org/10.1177/0266242620962658>
- Hamidah, T. (2023). Transformation of Traditional Values to The Phenomenon of Santri Courtship in The Digital Era. *Jurnal Islam Nusantara*, 7(2), 211-222. <https://doi.org/10.33852/jurnalnu.v7i2.508>

- Harbi, A., & Maqsood, A. M. (2022). Adoption of Digital Marketing in Educational Institutions: A Critical Literature Review. *Computers & Education*, 22(4).
- Hasanah, I., & Hefniy, H. (2023). Strengthening Brand Identity: Embracing Local Wisdom Through Character Education Management. *Indonesian Journal of Education and Social Studies*, 2(2), 83-94. <https://doi.org/10.33650/ijess.v2i2.3435>
- Kasri, R. A., & Chaerunnisa, S. R. (2022). The Role of Knowledge, Trust, and Religiosity in Explaining the Online Cash Waqf Amongst Muslim Millennials. *Journal of Islamic Marketing*, 13(6), 1334-1350. <https://doi.org/10.1108/JIMA-04-2020-0101>
- 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, J. J., & Meng, J. (2021). Digital Competencies in Communication Management: A Conceptual Framework of Readiness for Industry 4.0 for Communication Professionals in the Workplace. *Journal of Communication Management*, 25(4), 417-436. <https://doi.org/10.1108/JCOM-10-2020-0116>
- Maulidia, M. (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>
- Norman, E., & Paramansyah, A. (2024). The Influence of Inspiring Leadership and Religiosity on Teacher Performance. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 8(2), 438-450. <https://doi.org/10.33650/al-tanzim.v8i2.6732>
- 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>
- Pratikno, Y., Hermawan, E., & Arifin, A. L. (2022). Human Resource 'Kurikulum Merdeka' from Design to Implementation in the School: What Worked and What Not in Indonesian Education. *Jurnal Iqra': Kajian Ilmu Pendidikan*, 7(1), 326-343. <https://doi.org/10.25217/ji.v7i1.1708>
- Purwanto, A., Wafa, A., & Sanjani, M. A. F. (2023). Interpersonal Communication Strategies in Building an Image of Contingency Perspective of Accommodation. *Managere: Indonesian Journal of Educational Management*, 5(3), 267-279.
- Quijada, M. D. R. B., Perea Muñoz, E., Corrons, A., & Olmo-Arriaga, J. L. (2022). Engaging Students Through Social Media: Findings for the Top Five Universities in the World. *Journal of Marketing for Higher Education*, 32(2), 197-214. <https://doi.org/10.1080/08841241.2020.1841069>
- 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. (2023). Improving Islamic Religious Education Teachers' Performance Through Effective School Leadership. *AFKARINA: Jurnal Pendidikan Agama Islam*, 8(1), 12-24.  
<https://doi.org/10.33650/afkarina.v8i1.5331>
- 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>
- Setiawan, E. H., Sahdania, S., Nurasa, H., & Halimah, M. (2022). Implementation of Zoning-Based New Student Admission System Policy at the High School Level in Bandung City, West Java, Indonesia. *Jurnal Manajemen Pelayanan Publik*, 6(1), 41-51. <https://doi.org/10.24198/jmpp.v6i1.40354>
- Shen, Z., Tan, S., & Pritchard, M. J. (2022). Understanding the Effects of Visual Cueing on Social Media Engagement with YouTube Educational Videos. *IEEE Transactions on Professional Communication*, 65(2), 337-350.  
<https://doi.org/10.1109/TPC.2022.3156225>
- Sholeh, M. I., Mutohar, P. M., & Sujianto, A. E. (2023). Development of Entrepreneurial-Oriented Transformative Islamic Educational Institutions: A Global Perspective. *Tarbawi: Jurnal Keilmuan Manajemen Pendidikan*, 9(01), 69-84. <https://doi.org/10.32678/tarbawi.v9i01.8075>
- Suntiana, E., Syamsuri, S., & Raharjo, D. (2022). Zoning Policy for Admission of New Students: How is the Implementation in Lamandau?. *Psychology, Evaluation, and Technology in Educational Research*, 5(1), 24-31.  
<https://doi.org/10.33292/petier.v5i1.139>
- Susilawati, S., & Astuti, R. N. (2022). Improving Student Learning Outcomes Through the Development of Videoscribe Sparkol-Based Learning Media. *Jurnal At-Tarbiyat: Jurnal Pendidikan Islam*, 5(3).
- Tsoy, D., Tirasawasdichai, T., & Kurpayanidi, K. I. (2021). Role of Social Media in Shaping Public Risk Perception During COVID-19 Pandemic: A Theoretical Review. *International Journal of Management Science and Business Administration*, 7(2), 35-41. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.72.1005>
- Vujnovic, M., & Kruckeberg, D. (2021). Running Against the Tide: Educating Future Public Relations and Communications Professionals in the Age of Neoliberalism. *ESSACHESS-Journal for Communication Studies*, 14(1 (27)), 161-179.
- Wijaya, M. H., & Khoir, A. (2022). Fostering Public Trust: The Transformative Leadership of School Principals. *Indonesian Journal of Education and Social Studies*, 1(1), 51-62. <https://doi.org/10.33650/ijess.v1i1.3475>

- Zaini, A. W. (2020). *Pengembangan media pembelajaran video berbasis Sparkol Videoscribe materi siklus hidup makhluk hidup dan upaya pelestariannya untuk meningkatkan hasil belajar siswa Kelas IV di MI Miftahul Ulum Pandanwangi Kabupaten Lumajang* (Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim).
- Zaini, A. W. (2023). Social Media Optimization in School Image Transformation: Instagram Interactive Strategies in Schools. *Journal of Social Studies and Education*, 1(1), 01-12.
- Zaini, A. W. (2023). *Pengembangan media pembelajaran berbasis Android untuk meningkatkan hasil belajar siswa kelas IV di SDN Bandulan 1 Kota Malang* (Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim).
- Zaini, A. W. (2024). Beyond the Curriculum: Exploring the Influence of Islamic Values and Teacher Role Models on Student Character Formation. *AFKARINA: Jurnal Pendidikan Agama Islam*, 9(1), 23-34. <https://doi.org/10.33650/afkarina.v8i2.9389>
- Zuhdi, Z., Faridy, F., Baharun, H., Hefny, H., & Fahmi, M. A. (2024). Enhancing Learning Quality Through Management Support in Crafting Self-Assessment Questions at School. *Communautaire: Journal of Community Service*, 3(1), 1-12.