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MARKETING COMMUNICATION STRATEGY 5.0 PUBLIC RELATIONS IN INCREASING THE NUMBER OF STUDENTS

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Abstract. This research aims to explore the marketing communication strategy 5.0 played by public relations in increasing student numbers. Through a qualitative approach, this research explores in depth how the practice of marketing communication strategy 5.0 is used to market the madrasah in increasing student numbers. Data was collected through a series of semi-structured interviews with various stakeholders, including madrasah management staff, teachers, parents, and the learners themselves, while the researcher also used active participation observation, as well as primary documentation. Analysis of the data provided a deeper understanding of the public relations 5.0 marketing communication strategy in increasing student numbers. The results of this study indicate that in Madrasah Ibtidaiyah Negeri 3 Jember in its marketing using 4P, namely product, which is given in the form of product innovation in the form of diverse extracurricular and madrasah activities with market needs. Price, the price offered by the madrasah is also in accordance with the surrounding community and there is transparency between the community and the madrasah. Place, the strategic location of the madrasah which is located close to people's homes makes it easier for people to reach their children to study at the madrasah, and promotion, where the madrasah promotes using social media by creating interesting content in accordance with the times and existing trends.

Keywords: Marketing Communication Strategy 5.0, Public Relations, Number of Students

I. INTRODUCTION

The role of public relations communication management is very important in marketing madrasah in the era of society 5.0. In this era, technology and information are developing rapidly, so madrasah need to adapt to new ways to attract students and parents. Effective communication through digital platforms is key to building a positive image and increasing public awareness. Research shows that madrasahs that use social media and digital platforms in PR communications experience an increase in student enrolment (Kurniawan, 2023). For example, a study by the Indonesian Education Public Relations Association found a 20% increase in student participation in madrasah that were active in digital communications. Effective PR communication management is crucial in marketing madrasahs in the Society 5.0 era, helping to build a strong reputation and increase student participation.

In this context (*UU No 19 Tahun 2016 Tentang Perubahan Atas UU No 11 Tahun 2008 Tentang Informasi Dan Transaksi Elektronik Pasal 28 Ayat 1*, n.d.) prohibits: every person intentionally and without right to spread false and misleading news that results in consumer harm in

electronic transactions. This is the legal basis and regulates the practice of communication in cyberspace.

In accordance with this verse which emphasizes the importance of honesty in communication, in line with the principles contained in the Qur'an Surah Al-Maidah Verse 8 which explains that as believers we must always uphold the truth, and never act unjustly (Kemenag, n.d.). Based on the explanation of the interpretation of the Al-Quran, the verse above is one of Allah SWT's commands to believers to carry out all their affairs carefully, honestly and sincerely. In its implementation, the public relations communication strategy must pay attention to these provisions, maintain honesty and integrity in delivering messages, and be responsible for the impact of the communication delivered, in order to market the era of society 5.0 which continues to grow rapidly.

In its implementation, the public relations 5.0 marketing communication strategy must pay attention to these provisions, maintain honesty and integrity in delivering messages, and be responsible for the impact of the communication delivered. Marketing communication in the book (Firmasyah, 2016). According to Kotler and Armstrong, the marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the desired response in the target market. The marketing mix

consists of four components, namely *product, price, place and promotion*. In research (Chandra & Andrew, 2019) that social media is good enough to do marketing because it maximizes the linearity of news is maintained, the amount of actual and creative content is increased. Which is where madrasah 5.0 marketing has used social media to make it easier to provide madrasah information. Corroborated by research (Irbah et al., 2015) that communication strategies using social media in the era of society 5.0 are considered to be able to change the knowledge, attitudes, and behaviour of the audience. Also in research (Listianingrum et al., 2021) that communication strategies using social media can provide effective information in accordance with the theme and material in order to be able to provide information to the public. As in research (Fatihah & Saidah, 2021) strategy 5.0 in madrasah enrollment has advantages over traditional marketing, because using digital technology can reach a wider audience, especially the younger generation who are very familiar with the digital world. This allows madrasahs to disseminate information about enrollment through digital platforms such as social media, websites, and mobile applications.

One of the institutions used as research is MIN 3 Jember. Public relations communication media at MIN 3 Jember currently shows its active use to upload every student activity. According to the head of public relations at MIN 3 Jember, by utilizing various social media platforms and the official website, MIN 3 Jember regularly uploads information about various activities carried out by students, ranging from academic events to extracurricular activities. This shows the madrasah's efforts in utilizing public relations communication media as a means to expand the reach of information, strengthen student and parent involvement in accordance with the era of society 5.0.

Madrasah Ibtidaiyah Negeri 3 Jember has prominent characteristics that make it different from other madrasahs. Despite being located in a rural area, MIN 3 Jember has shown significant progress in various aspects. One of the striking aspects is the achievements made by this madrasah. With the dedication of teachers and students, MIN 3 Jember has achieved a number of proud achievements, both in the academic and non-academic fields. These achievements not only give pride to the madrasah itself, but also create a positive image in the eyes of the surrounding community. It can be seen that every year MIN 3 Jember accepts more students than the previous year. With this good reputation, MIN 3 Jember has become the centre of attention and recognition among the local community. This shows that despite being located in a rural area, MIN 3 Jember is able to create a significant positive impact in the education and development of students' potential and has become a role model for other madrasahs in the region.

II. METHODS

This research data was obtained through a qualitative descriptive approach, which aims to describe and interpret observed phenomena without controlling or manipulating independent variables. According to Henink in (Haryono,

2020) explains that qualitative research is an approach to observing experiences in detail, such as in-depth interviews, focus group discussions, observations, content analysis, and life histories.

The data collection techniques used are semi-structured interviews, active participant observation, and primary documentation study adopted from research (Haryono, 2020). In the interviews, the research subjects selected in the 5.0 public relations marketing communication strategy were the head of public relations, teachers, parents of students and students.

Data analysis will be conducted using an inductive approach, where data will be organized, coded, and interpreted to identify patterns, themes, and relationships relevant to the research topic. The analysis is done manually by referring to the interview transcripts, observation notes, and documents collected. The stages of the research method can be seen in table I.

TABLE I
 STAGES OF THE RESEARCH METHOD

| Research Stages | Activities | Methods |
|-----------------------|--|---|
| 1. Research planning | Develop conceptual framework and research objectives | Literature review, documentation review |
| 2. Data collection | Interview with relevant parties | Semi-structured interview |
| | Direct observation | Observation |
| 3. Data analysis | Collection of related documents | Documentation |
| | Organizing, coding and interpreting data | Inductive qualitative analysis |
| 4. Report preparation | Compiling the research report | Presentation of findings and interpretation |

Source: Haryono, 2020

III. RESULT AND DISCUSSION

A. (Product) Product Innovation

In the context of the 5.0 marketing communication strategy to increase student numbers, product innovation plays a central role in attracting the attention of prospective students and differentiating the madrasah from its competitors. According to (Bariroh, 2022) the main aspect that society pays attention to is the product of an institution. In education, educational products include all things offered to consumers, according to the needs and desires of the community market at that time. As in research (Saleh et al., 2019) that a system used in the classroom in the form of technology to answer student questions and can immediately be seen measuring learning outcomes, this is one of the products offered by madrasah to increase the number of students (Sudirjo et al., 2023). Differentiation is an effective way to attract market attention by creating exceptional products and offering something different in order to convince consumers and be able to compete with other educational

institutions. The differentiation strategy is divided into three, namely:

- 1) Differentiation: offers something different compared to competitors' offerings.
- 2) Cost advantage: reduces the overall cost of production or services so that products can be sold cheaper than competitors.
- 3) Focus: a strategy that targets one specialized segment.

In the era of madrasah 5.0, product innovation not only includes curriculum development that is relevant to future demands, but also involves the use of advanced technology to enhance students' learning experience. For example, madrasahs can integrate artificial intelligence (AI)-based learning and virtual simulations to provide a more interactive and immersive learning experience. In this era of society 5.0 in (Kamal et al., 2021) explained that there are four learning models that are in line with the demands of society 5.0 and aligned with 21st century competencies, namely innovation, creativity, and excellence in communication. The four learning models are *Inquiry Training, Inquiry Jurisprudence, Problem Based Learning, and Project Based Learning*.

Not only that, product innovation in the context of madrasah 5.0 also includes the development of extracurricular programs that are interesting and oriented to the needs and interests of students. Through involvement in engaging extracurricular activities such as drum band clubs, sports clubs, science clubs, or creative arts and cultural activities, students are able to develop a sense of belonging to the community (Wicaksana & Rachman, 2018) the goal is for students to participate in competitions and other community activities. Madrasahs can create a dynamic and stimulating learning environment, which can attract prospective students and encourage them to enrol. In this 2023/2024 school year, there are already many students who are interested in enrolling in extracurricular activities that have been provided by madrasah, as shown in Table II.

TABLE II
 NUMBER OF STUDENTS PARTICIPATING IN EXTRACURRICULAR ACTIVITIES

| No | Extracurricular Name | Number of Students |
|--------------|-------------------------------|--------------------|
| 1 | Drum band | 60 |
| 2 | Tahfidz | 34 |
| 3 | Volley Ball | 40 |
| 4 | Choir | 29 |
| 5 | Pencak Silat | 12 |
| 6 | Poetry | 5 |
| 7 | Calligraphy | 26 |
| 8 | English and Indonesian Speech | 9 |
| 9 | Badminton | 32 |
| 10 | Drawing and Painting | 16 |
| 11 | Table Tennis | 11 |
| 12 | Sholawat | 10 |
| 13 | Olympiad | 7 |
| Total | | 291 |

Source: MIN 3 Jember

Table II shows that 291 students participated in extracurricular activities in the 2023/2024 school year. The extracurricular activity that must be followed at the madrasah is extra scouting, which is carried out once a week on Saturday. Various extracurricular activities will continue to be carried out to attract students and the surrounding community, with various competitions and championships that have been won previously by madrasah.

In addition, in an effort to increase student numbers, madrasahs can also adopt innovative strategies in the provision of additional educational services, such as national exam preparation courses, skill-building programs relevant to the needs of the job market. By providing these additional services, madrasahs can demonstrate their commitment to providing added value to students and parents, while expanding their potential student base and strengthening their reputation as progressive educational institutions that are responsive to current and future needs (Muhith, 2018). Because basically quality is a guide in speaking and acting in organizations that can affect effectiveness, innovation, loyalty, and productivity.

In addition, organizational culture affects work motivation, attitudes and commitment to work, employee-focused leadership processes (humanistic leadership), and decision-making processes. In research (Ma'sum, 2020) the existence of educational services marketing carried out by promoting superior learning programs such as digital-based learning using technology in the classroom or remotely (Suharto & Fatmawati, 2022). Positive activities in the school and a well-planned program will succeed in improving and maintaining the image of the madrasah.

B. (Price) Pricing Policy

Pricing policy in madrasah is one of the important aspects in the 5.0 marketing communication strategy implemented by madrasah to increase the number of students. The management of education costs by the madrasah head focuses on selecting priority programs to support the improvement of learning processes and outcomes, both academic and non-academic, according to the needs of madrasah students. The madrasah committee can play an active role as a contributor in providing facilities and infrastructure for Information Technology (IT)-based learning in madrasah (Sholihat, 2017). Although initial enrolment in the madrasah is free, there are several fees that must be paid after prospective students are declared accepted. This policy is designed by considering various factors such as the economic ability of parents, the operational needs of the madrasah, and commitment to improving the quality of education, as seen in Table III.

TABLE III
 NEW STUDENT RE-ENROLMENT FEE

| | |
|-------------------------|---------------|
| Male | Rp. 1.000.000 |
| Female | Rp. 1.100.000 |
| LKS (Student Worksheet) | Rp. 150.000 |

Source: MIN 3 Jember

As seen in Table III, the fees to be paid upon acceptance as a student include a re-registration fee of IDR 1,100,000 for female students and IDR 1,000,000 for male students. This difference may be based on different specific needs between male and female students. In addition, each student is also required to pay LKS (Student Worksheet) money of IDR 150,000. This LKS is an essential learning tool in the madrasa education curriculum, helping students to understand the subject matter more deeply.

In addition to these fees, the madrasah also implements a daily infaq payment policy. This infaq policy not only aims to help maintain and develop madrasah facilities, but also to instill the values of generosity and social responsibility to students from an early age. In (Alfiansyah et al., 2020) policy setting must be adjusted to the various aspects that support its implementation in order to run well. This daily infaq payment, although the amount may be small, has a big impact in creating a culture of mutual cooperation and togetherness among students and parents.

The implementation of this pricing policy is communicated transparently to parents of prospective students during the enrolment process. In addition, fund management must be carried out effectively, efficiently and transparently to support the improvement of the quality of education, especially in terms of improving the quality of teachers and education personnel. This also has an impact on improving the quality of students, which is reflected in good achievements both in the academic field and in other fields (Ismail & Sumaila, 2020). Through effective marketing communication strategies, MIN 3 Jember ensures that all information related to fees and payment policies can be clearly understood by parents. This transparency not only increases parents' trust in the madrasah, but also makes it easier for them to plan and manage their child's education budget. And disclosure and accountability of costs to the government must be done transparently (Yunita & Perdanawati, 2020).

In the context of marketing communication strategy 5.0, this pricing policy is supported by the use of technology and digital media to disseminate information. Through its official website, social media, and instant messaging applications, MIN 3 Jember provides complete and up-to-date information on registration fees, re-registration, LKS, and daily infaq. This approach ensures that parents can access information anytime and anywhere, making the registration and payment process more efficient and transparent. With financial support, educational institutions can smoothly improve the progress of the school and provide the necessary facilities to support the learning process in the institution (Hamidah, 2022).

Thus, the pricing policy in madrasah is not only designed to meet the madrasah's operational needs, but also to support the marketing communication strategy in increasing student numbers. The combination of transparency, utilization of technology, and commitment to social values creates an educational environment that is conducive to student growth and development, and increases trust and participation from parents and the wider community.

C. (Place) Madrasah Location

MIN 3 Jember is located in a rice field area. Nevertheless, this location has become one of the main attractions for parents who want to enrol their children in this madrasah. The existence of MIN 3 Jember in a beautiful and quiet environment provides a conducive learning atmosphere away from pollution and urban noise (Nurul, 2018). The strategic location of the madrasah will benefit the quality of the madrasah.

This strategic location not only provides environmental benefits, but also positively affects the image of the madrasah. Many people consider that a quiet place away from the hustle and bustle of the city can support the academic and character development of children (Dhuhani, 2017). In addition, access to MIN 3 Jember is quite easy to reach, with the main roads connecting this rice field area with the city centre and surrounding residential areas.

Public trust in MIN 3 Jember is also strengthened by various social and educational activities carried out by the madrasah. For example, MIN 3 Jember often organizes religious, social and cultural activities involving local residents. This creates a close relationship between the madrasah and the local community, so the community is increasingly convinced that MIN 3 Jember is the right choice for their children's education, which can be seen in figure 1.



Fig 1 Madrasah Activities

This location advantage is further strengthened by the strategic marketing communication efforts made by the public relations team of MIN 3 Jember. They actively promote the advantages of the madrasah location through various media, both online and offline. Information about the conducive environment for learning, complete educational facilities, and excellent madrasah programs are effectively conveyed to the wider community.

In the context of marketing communication strategy 5.0, the madrasah's public relations team utilizes digital technology to disseminate information about the location and excellence of the madrasah. Through social media, the official website and instant messaging apps, they provide a comprehensive overview of the learning environment at MIN 3 Jember. This not only attracts the attention of prospective students and parents, but also builds a positive image and strong trust in the community.

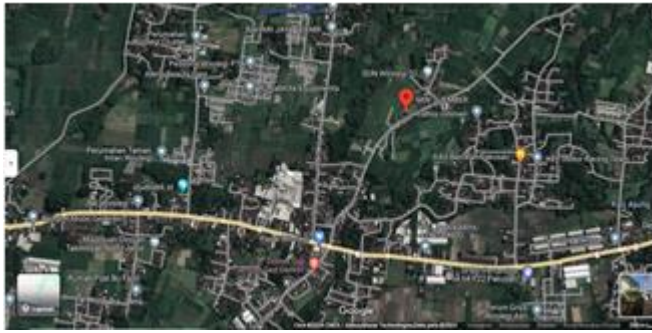


Fig 2 Madrasah Location

Thus, despite being located in a rice field area, MIN 3 Jember has successfully utilized its location advantage as part of an effective marketing communication strategy to increase the number of students. The combination of a conducive learning environment, good relations with the community, and the utilization of modern communication technology is the key to success in attracting parents to send their children to MIN 3 Jember.

D. (Promotion) Marketing Strategy

In an effort to increase the number of students at MIN 3 Jember, an effective madrasah marketing strategy is crucial. In developing a marketing strategy, it is important to consider the expectations and needs of learners by listening to their complaints and finding solutions that can improve the existing marketing strategy (Imam Faizin, 2017). A good madrasah marketing strategy will increase the number of students (Dian et al., 2020), shown in figure 3;

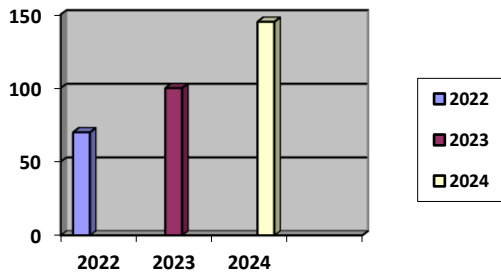


Fig 3 Graph of Number of Students

Figure III shows that every year the number of new MIN 3 Jember students always increases. One of the approaches adopted is the implementation of digital marketing strategy 5.0 which focuses on the utilization of social media as the main means of marketing communication. The use of social media allows madrasahs to reach a wider audience, interact directly with prospective students and parents, and build a positive image of madrasahs in the eyes of the community (Febryan & Syahfitri, 2024).

MIN 3 Jember has identified social media as an ideal platform to expand their reach and increase their visibility. Platforms such as Facebook, Instagram, and YouTube and websites are used to share information about madrasah

activities, student achievements, and the educational programs offered. With interesting and informative content, madrasahs can attract the attention of prospective students and parents who are looking for quality educational institutions (Hidayati, 2021). Apart from using social media, people who are literate also get information from other people. The results of statistical analysis in research (Machfudz, 2019) shows that the volume of *word of mouth* (WOM) has the highest value or is in the high category. This is due to the frequency of receiving recommendations and hearing information about madrasah from others.

One of the keys to a successful social media marketing strategy is creative and interactive content. MIN 3 Jember regularly uploads photos and videos of student activities, such as competitions, extracurricular activities, and madrasah events. In addition, they also organize live streaming sessions for certain events, allowing audiences to participate directly. This diverse and engaging content not only increases engagement but also helps build a strong online community, as can be seen in Figure 4.



Fig 4 Madrasah Social Media

Social media analytics are also used to measure the effectiveness of marketing campaigns. Data such as the number of impressions, clicks, and engagement are analysed to understand audience behaviour and adjust marketing strategies as needed. With this data-driven approach, MIN 3 Jember can continuously optimize their strategies to achieve better results.

TABLE IV
 INDICATORS OF MARKETING STRATEGY EFFECTIVENESS

| Indicator | Definition | Measurement method | Target |
|----------------------------|---|--------------------|--|
| Number of website visitors | Number of prospective students who visit the madrasah website to find information | Website analytics | Increase in web visits by at least 20% / month |

| | | | |
|--|---|---|---|
| Conversion rate | Percentage of web visitors who register after visiting the madrasa website | Online registration formular data and conversion analytics | Target 10%-15% of total visitors |
| Engagement on social media | Level of prospective student/parent interaction on social media platforms (like, share, comment) | Social media analytics | 5%-10% increase in interaction per month |
| Student testimonials and recommendations | Number and quality of testimonials and recommendations from current students/parents about the madrasah | Number of testimonials on the web, social media and education review forums | 50%-70% increase in testimonials per semester |
| Increase in new enrollment | Number of new student registrants after the implementation of marketing and public relations strategies | Administrative data on new student enrollment | Target of 20%-30% increase in enrollment |

Source: MIN 3 Jember

This matrix can be used for continuous evaluation of the effectiveness of the 5.0 marketing strategy in increasing the number of student enrollments in madrasah. The marketing strategy not only focuses on attracting new students, but also building strong relationships with the existing community. MIN 3 Jember actively interacts with parents through WhatsApp groups and other social media platforms. Regular discussions, feedback, and updates on madrasah activities help build trust and loyalty. The supporting role in marketing is to build trust with the community (Maziyah aisyatul s, umam khotibul, 2020). Strong relationships with these communities contribute positively to the madrasah's reputation and attract prospective students.

By implementing a digital 5.0 marketing strategy the utilization of social media, MIN 3 Jember was able to significantly increase the number of students. This technology-based approach not only makes the marketing process more efficient but also strengthens the madrasah brand in the digital era.

IV. CONCLUSIONS

Madrasah Ibtidaiyah Negeri 3 Jember in its marketing uses 4P, namely *product*, which is given in the form of product innovation in the form of diverse extracurricular and madrasah activities with market needs. *Price*, the price offered by the madrasah is also in accordance with the

surrounding community and there is transparency between the community and the madrasah. *Place*, the strategic location of the madrasah which is located close to people's homes makes it easier for people to reach their children to study at the madrasah, and *promotion*, which madrasah promotes using social media by creating interesting content in accordance with the times and existing trends. The application of marketing communication strategy 5.0 by MIN 3 Jember succeeded in increasing the number of students through product innovation, transparent pricing policy, strategic location, and effective digital marketing strategy. Innovations in curriculum development and interesting extracurricular programs create a dynamic learning environment. A clear and fair pricing policy adds to parents' trust, while the beautiful location of the madrasah provides a conducive learning atmosphere. The use of social media for marketing allows the madrasah to reach a wider audience and build a positive image. This combination makes MIN 3 Jember a progressive educational institution that is responsive to current and future needs.

Other educational institutions can effectively implement 5.0 marketing strategies by starting from the integrated use of digital technology, such as building informative and user-friendly websites and optimizing them for search. They also need to actively utilize social media to build engagement with prospective students and parents through relevant and interactive content. Institutions can adopt a targeted digital advertising strategy by utilizing data to retarget prospective students who have shown interest. It is also important to measure campaign results regularly through data analysis, reduce cost per acquisition, and focus on improving service quality to ensure student and parent satisfaction, which in turn drives referrals and positive testimonials.

The limitations of this study lie in its limited primary focus on marketing 5.0 strategies and public relations in the context of student enrollment, which may not fully describe other factors such as economic conditions, education policies or local community preferences that also influence enrollment decisions. In addition, the data on the effectiveness of the digital marketing strategies used could be affected by rapidly changing technologies and platforms, so the results of this study may not be relevant in the long run. Areas for further research include longitudinal analysis of the long-term impact of digital strategies on student loyalty and parent satisfaction, as well as comparative studies between different types of educational institutions in implementing technology-based marketing strategies to understand broader success factors.

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