

Empowering Santri: The Driving Force Behind Successful Marketing in Pesantren

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Received: 11-08-2023

Revised: 19-10-2023

Accepted: 29-02-2024

Info Artikel

Abstract

Keywords:

Marketing Management,
Islamic boarding school
Management,
Islamic Education

This research examines the role and involvement of santri in the marketing management of Islamic boarding schools. Marketing management is an inseparable part of managing Islamic boarding schools to increase awareness, image, number of santri, income, quality of education, and cooperation. This research is case study research using a qualitative approach. This research data was collected using observation, interview and documentation techniques. Then the research data is presented in narrative descriptive. This research shows santri's strategic manages Islamic boarding schools' marketing activities. Active involvement of santri in marketing management can be one of the keys to successful Islamic boarding school marketing. Apart from the positive and negative impacts of the role and involvement of santri in marketing management, Islamic boarding school needs to manage their role wisely to maximize marketing potential, simultaneously minimize the risks that will occur, and influence the level of success in marketing their education.

Kata kunci:

Manajemen Pemasaran,
Manajemen Pesantren,
Pendidikan Islam

Abstrak.

Penelitian ini bertujuan untuk mengkaji peran dan keterlibatan santri dalam manajemen pemasaran pendidikan pondok islamic boarding school. Manajemen pemasaran merupakan bagian yang tidak dapat dipisahkan dalam manajemen islamic boarding school untuk meningkatkan kesadaran, citra, jumlah santri, pendapatan, kualitas pendidikan, dan kerjasama. Penelitian ini merupakan penelitian studi kasus dengan menggunakan pendekatan kualitatif. Data penelitian ini dikumpulkan dengan menggunakan teknik observasi, wawancara, dan dokumentasi. Kemudian data penelitian disajikan dalam bentuk deskriptif naratif. Adapun hasil penelitian ini menunjukkan bahwa santri memiliki peran strategis dalam kegiatan pemasaran pendidikan pondok islamic boarding school. Keterlibatan santri secara aktif dalam manajemen pemasaran dapat menjadi salah satu kunci keberhasilan pemasaran pondok islamic boarding school. Terlepas dari adanya dampak positif dan negatif dari peran dan keterlibatan santri dalam manajemen pemasaran, pondok islamic boarding school penting untuk mengelola peran santri secara bijak untuk memaksimalkan potensi pemasaran, dan secara bersamaan meminimalisir resiko yang akan terjadi, dan mempengaruhi tingkat keberhasilan pemasaran pendidikannya.

Introduction

The management of Islamic boarding school educational institutions is very important to achieve the goals of Education effectively and efficiently. Islamic education management plays a role in improving the quality of education, preparing santri to become individuals who believe and have noble morals, and build Islamic boarding schools that are independent and sustainable (Rhamdani et al., 2023). This process involves human resources to facilitate the achievement of educational objectives Islam effectively and efficiently. (Ismail Feiby et al., 2021). Islamic boarding school Management serves to improve the quality of Education, achieve the vision and mission of the islamic boarding school, to prepare santri to be individuals of faith and noble character and to build an independent and sustainable islamic boarding school. The importance of management of Islamic educational institutions in creating quality education that is in line with Islamic values. The management Model of an Islamic educational institution can be considered as its core and complexity, describing how elements of professionalism, religious principles, and leadership dimensions are combined to create a holistic educational environment (Irwanto et al., 2023).

Santri achievement, collaboration with outside parties, and achievement of outputs that meet expectations are some indicators that can be used to determine the quality of a good boarding school. According to Arfandi (2019), the process of quality education involves all elements of islamic boarding school, and the results of education can be seen from the abilities and personalities of alumni. The increase in Islamic boarding schools is driven by increasing public awareness of the importance of religious education. This is followed by the increasing quality of islamic boarding school education, the availability of adequate facilities, successful alumni, and an active role in society.

In addition, the role of santri is also very important in encouraging the development of Islamic boarding schools. As agents of change, santri helps others learn and understand the values of islamic boarding school. This makes them more interested in becoming santri. Because santri are often seen as role models by the local community, apart from that, santri have good morals or habits (Rhamdani et al., 2023).

Irsyadul 'Ibad Islamic boarding school was founded by KH. Muhammad Rouyani Jamil in 2003 with the aim to produce a generation of young people who excel, noble, and have a lot of knowledge. This boarding school continues to progress and develop. Currently, hundreds of santri come to this boarding school from various regions in the province of Jambi and its surroundings. Irsyadul 'Ibad Islamic boarding school has made a significant contribution to the formation of a young generation of achievers. Its alumni have had many achievements in various fields. This boarding school continues to be committed to providing the best education for its santri. They hope to produce a young generation of Islamic, noble, and widely educated who can lead the nation in the future.

Irsyadul 'Ibad Islamic boarding school with the number of new santri in 2021/2022 as many as 118 people, and increased to 148 people in 2022/2023, and in 2023/2024 increased to 216 people with a total number of santri in 2023/2024 as many as 768 people spread in 9 units of female dormitories and 6 units of male dormitories. However, with the increase in the number of boarding schools and increasing public awareness of the importance of religious education, competition among boarding schools is getting tougher. Islamic boarding school Irsyadul 'Ibad faces challenges from modern islamic boarding school that offer better education system and facilities. Therefore, the implementation of effective marketing strategies is very important to attract prospective santri. Seeing the phenomenon above regarding the increase in the number of

santri at Islamic boarding school Irsyadul 'Ibad one of them with the involvement of the role of santri. This is one indication of the high interest of the community to include their sons and daughters in Islamic boarding school Irsyadul 'Ibad Jambi. Based on that, the authors are interested to examine and examine more deeply about the role of santri as the key to the success of educational marketing in Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province.

Research Methods

This research is a case study research using a qualitative approach. The data were collected using observation, interview, and documentation techniques. Then the research data is presented in the form of descriptive narrative. Descriptive what is meant here is that this study explores or photographing the social situation thoroughly and in depth about the phenomenon of the role and involvement of santri who are the key to success in the marketing of Islamic boarding school education, especially for Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province which became a case study in this study.

Data was collected by triangulation and analyzed inductively. The results of qualitative research emphasize meaning rather than generalization. With qualitative research methods used, as well as considering the data sources needed, the data collection techniques used are observation, interviews and documentation. The data validity technique uses triangulation, namely repeating or providing explanations from various sources. To enhance the theoretical, methodological, and interpretive power of qualitative research, triangulation is the goal. In principle, triangulation is a model of checking data to determine whether the data really describes the phenomenon of research (Sutriani & Octaviani, 2019).

RESULTS AND DISCUSSION

RESULTS

The role of santri in Marketing Education at Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province

The role of santri is increasingly important in the modern era full of changes. Many santri are very proficient in various disciplines other than religion. They become a link between religious values and the development of the Times, and they are also able to become leaders who can solve community problems. For santri, vacation is not just a time to relax. This is a precious time to realize the dream of boarding school science. santri are not just ordinary people; they are agents of change in society. They become colleagues, contribute to the development of villages and cities, and participate in various social programs because of their youthful spirit and innovation. Community life is refreshed with religious and humanitarian values by the santri. In addition to implementing marketing strategies through brochures, social media, and other strategies, santri activities at home help the marketing of Islamic boarding schools. This is as stated by (Hamid et al., 2023), that marketing management must be able to integrate online and offline marketing strategies in the evolving digital era. Of course, the participation of santri is very effective as a marketing strategy, where they can interact directly, and are part of the community.

Islamic boarding schoolsantri Irsyadul 'Ibad Batanghari Jambi province has so many roles in society that can support the marketing activities of Islamic boarding school education. They play an important role in maintaining religious values. They set an example for others by behaving in accordance with religious teachings. Through his good behavior, santri was able to inspire others to live better and have noble character. They are actively involved not only in religious activities,

but also actively involved in social activities. In addition, by participating in various competition activities organized by various parties, thesantri also play an important role in the marketing activities of Islamic boarding school education. The following are the activities of thesantri of Irsyadul 'Ibad Islamic Boarding School in the community that can support the marketing of Islamic boarding school education;

No	field of activity	the role of santri in Activity
1.	Religious	become leaders in ritual activities yasinan
		become a host
		become a reader of the Holy Qur'an
		become a preacher
		become a reader of prayer
		help the teaching process in Madrasah diniyah
		Helping the teaching process of recitation between Maghrib and Isha (PAMI)
		become bilal and khatib Friday prayers, tarawih, and Eid prayers/Eid al-adha
		become zakat Fitr committee, implementation of Eid prayers, and Eid al-adha
		assist in organizing corpse management activities
2.	Social	activities participate in village youth activities
		participate in village mutual help
		participate in Empowerment of Family Welfare (PKK) activities
		participate in posyan du activities
		become a member of the activity board of the contact Taklim Council (BKMTI)
		play a role in organizing village events such as: General Election Committee (PEMILU), Wedding Reception Committee and Thanks giving activities
3.	Competitions	follow the activities sports, such as: football, volleyball, tennis, badminton, and also chess
		Champion 1 KSM mathematics integrated 2022 Jambi provincial level.
		3rd place KSM Kimia integrated 2022 Jambi provincial level.
		Champion 2 integrated biology KSM provincial level Jambi
		champion General KSM Batanghari Madrasah Aliyah level Champion 1 Hadlroh Putri in the framework of HSN 2023 Batanghari Regency level
		Champion 3 KLBB Scout Day 2023 Putra Batanghari Regency level

Champion 2 ASKAB Batanghari U-15 Soeratin Cup in 2023 Jambi provincial level
Champion 1 Volly Putra Batanghari Regency level in the event HAB batanghari 2022
General champion LT I Scout 2022
MTQ competitions are; recitations, Tartil, Al-Barzanji, calligraphy, Syarhil Qur'an, Fahmil Qur'an, Qiro'atul Qutub, Hifzil Qur'an, Da'i and also scientific works.

With the role of santri in various activities mentioned above, making the main attraction for the community to enroll their sons and daughters in Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province. Parents have the hope that their children can do like thesesantri. The role of Islamic boarding schoolsantri Irsyadul 'Ibad while in the community is very important in supporting the marketing of Islamic boarding school education. With the activities mentioned above, it becomes a reference for the community to consider and register their children at Irsyadul 'Ibad Islamic boarding school.

Students during the holidays participate in religious and social activities in the village, applying the knowledge gained from boarding schools. However, each individual faces different challenges, such as differences in academic background and ability, that affect their insight and behavior. Therefore, islamic boarding school need to consider these factors in providing appropriate knowledge and teaching, so thatsantri can implement their knowledge and insights to the local community.

Islamic boarding school Marketing Management involving the role ofsantri in Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province

Marketing management is a process of planning, implementing, and controlling activities aimed at creating, establishing, and maintaining mutually beneficial exchange relationships with target markets. This concept can also be applied in the context of education, including in Islamic educational institutions such as Islamic boarding schools. Thus, islamic boarding school can be considered as an organization that offers products (education) to consumers (prospectivesantri).

Although it has achieved many achievements, Irsyadul 'Ibad Islamic boarding school still faces challenges in an increasingly competitive world of Education. Competition with other boarding schools, changes in public interest, and limited resources are some of the challenges that must be overcome. However, this boarding school also has many opportunities to continue to grow, such as the use of digital technology in marketing, government support, and potential cooperation with national and international institutions.

By involving santri in various marketing activities, Islamic boarding school Irsyadul 'Ibad aims to achieve optimal results and create an environment that supports the growth of islamic boarding school. Involving santri in marketing planning is a strategic step taken by Irsyadul 'Ibad Islamic boarding school. By involving them, islamic boarding school not only get fresh input and relevant to the interests of the younger generation, but also foster a sense of ownership and responsibility among santri towards the progress of the islamic boarding school.

In marketing planning activities, the santri are involved to discuss market opportunities, targets, and various marketing strategies. This activity was carried out several months before the acceptance of new santri. The islamic boarding school will conduct an internal selection to select the santri who will be involved in the marketing activities of islamic boarding school education. They held several meetings to plan marketing activities. The series of planning activities carried out by Irsyadul 'Ibad Islamic boarding school are as follows;

Internal selection of santri who will be involved in islamic boarding school education marketing activities. 1) Formation of a creative team of boarding schools. 2) Meeting for equalization of perception of islamic boarding school education marketing activities. 3) Meeting to discuss market opportunities, targets, and marketing strategies. 4) Meeting to discuss the marketing program of islamic boarding school education.

By involving santri in marketing planning activities, Islamic boarding school Irsyadul 'Ibad aims to significantly increase the growth of the number of santri in islamic boarding school. This is in accordance with the results of the researcher's interview to one of the marketing team of Irsyadul 'Ibad Islamic boarding school, namely Mr. Muhammad zaini as follows:

“In Irsyadul 'Ibad Islamic boarding school, there are a lot of marketing plans involving santri, both intentional and unintentional roles. As for one of the islamic boarding school marketing plans involving santri, namely making daily creative videos, utilizing social media owned by santri, and also we have a community service program.”

From the interview above, it can be seen that there are several islamic boarding school marketing plans involving santri, and it is considered successful in attracting new prospective santri. In addition, the strategy is also useful for santri to gain additional knowledge and effective experience.

Therefore, through this marketing planning, islamic boarding school can know the strengths and weaknesses of the institution as well as the opportunities and threats that exist, so that they can make the right strategies to improve the education, facilities and services provided. After the planning stage is completed, the irsyadul 'Ibad Islamic boarding school groups the santri involved into several teams to maximize the implementation of the planned Islamic boarding school education marketing program. In this case, there are several team activities carried out in the implementation of the marketing program prepared by the islamic boarding school, which are as follows;

Creative marketing activities santri

This activity is carried out by santri who have interests and talents in the creative field, and provide basic training on creativity. The creative activities are in the form of making videos of santri activities, short videos of book and school recitation, making interesting videos, and islamic boarding school marketing videos. As for the creative team of santri, it increases the participation of santri in introducing islamic boarding school through interesting short videos and daily videos they make. In its activities, this team coordinates with the islamic boarding school extracurricular team.

Islamic boarding school Promotion Activities

This activity is an activity carried out by the santri in introducing Irsyadul 'Ibad boarding school directly to the community with various activities that aim to invite them to enroll their children in boarding schools.

1. Utilization of social media

Social media utilization activities are carried out by creating content that is relevant and interesting to the target community, using hashtag relevant hashtags to increase reach, and utilizing interactive features on social media. Social Media used for marketing activities of this boarding school education include facebook, instagram, youtube, and WhatsApp owned by the santri, and alumni. In addition, santri are encouraged to upload their various activities on social media by connecting to Pondok islamic boarding school social media.

2. Community Devotion Activities

Community Devotion Activities which are a means of marketing islamic boarding school Education conducted by thesantri of Irsyadul 'Ibad coordinated by the islamic boarding school by involving directly the santri in various religious activities in the community. This activity is carried out by senior santri at certain times, especially during the holidays. The islamic boarding school has cooperated and coordinated with related parties in the implementation of this activity. Community service activities consist of several forms, namely;

- Friday Safari, is an activity of thesantri with the role of khatib and imam prayers on Friday prayers in mosques located in several areas both in Batanghari Regency, as well as across districts.
- Safari Ramadhan, is an activity of thesantri with the role as imam Tarawih prayers, and become a speaker at the seven-minute lecture (kultum), or other activities during the month of Ramadan.
- Being the imam of the mosque, is an activity of thesantri who are assigned by the islamic boarding school to be the imam of the five daily prayers in several mosques that have collaborated with the Irsyadul 'Ibad Islamic boarding school.

3. Community Social Activities

The social activities carried out by the santri of Irsyadul 'Ibad Islamic boarding school are carried out by involving themselves in social activities carried out by the village and/or sub-district governments around the location of the islamic boarding school. Forms of activities include mutual help activities that are carried out regularly, and help various activities of the surrounding community. The schedule of community social activities at Irsyadul 'Ibad Islamic boarding school is coordinated by the Irsyadul 'Ibad Islamic boarding school auxiliary organization (OPKSI). This activity is held regularly every Friday to clean the mosque and the surrounding village. In addition the program is also scheduled when helping community events.

To ensure the achievement of organizing in the long term, execution is not only carrying out the plan; it is also a continuous process of learning and adaptation. Effective implementation allows us to measure performance, discover which areas need improvement, and adapt strategies to market changes.

After various marketing programs carried out by Islamic School of Irsyadul 'Ibad, the islamic boarding school conducted an evaluation that will help the islamic boarding school to further optimize the use of existing resources, as well as develop a more relevant and impactful

marketing strategy. In a broader context, this evaluation will contribute to the development of islamic boarding school as a modern, relevant, and able to answer the challenges of the Times.

To get a more comprehensive picture of the effectiveness of islamic boarding school marketing strategies, it is very important to actively involve santri in the evaluation process. Santri as the main customer of islamic boarding school has a unique and valuable perspective on various aspects of marketing that has been done. By involving santri, islamic boarding school can obtain in-depth qualitative data on what they like and dislike from existing marketing efforts, as well as suggestions for relevant improvements.

Irsyadul 'Ibad Islamic boarding school conducts periodic evaluations at the end of each semester. Once data from surveys and various other sources is collected, the marketing team conducts an in-depth analysis. For example, if the data shows that many prospective santri are interested in the tahfiz program, then islamic boarding school can strengthen the promotion of the program. Or, if it is found that Instagram social media is more effective in reaching prospective young santri, then the promotion budget can be allocated more for the platform as well as others. Thus it can be seen that evaluation is very useful in the course of a plan.

Based on the results of the above research, it can be concluded that Irsyadul 'Ibad Islamic Boarding School in marketing its education involves the role of santri in the community. This is considered very effective with the many interests of new prospective santri who are interested in studying at Irsyadul 'Ibad Islamic boarding school. That corresponds to Amalia et al (2024) that the main principle of Islamic boarding schools to keep growing in improving educational marketing is that there are three pillars, namely santri, islamic boarding school, and alumni/community. This proves that involving the role of santri in the marketing of islamic boarding school education is very important and also very effective.

The involvement of santri in islamic boarding school marketing proved effective in attracting new santri. Through interesting content, interaction with the community, and active participation of santri in creative programs, islamic boarding school managed to increase new registrations and get positive testimonials. In the case of this boarding school, the marketing of educational services can be achieved by optimizing various media sources, including print and electronic media (direct and indirect). In addition, there is also a marketing management strategy involving santri. This strategy is like a community devotion program, which in addition to being able to support the marketing of islamic boarding school, is also a symbol of mutualism, which benefits the community and benefits islamic boarding school.

The positive and negative impact of the involvement of santri in the marketing of Education in Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province

In the world of boarding schools, boarding schools have long been a reference for those who want to explore the science of religion. Santri, as the next generation of islamic boarding school tradition. With a high Islamic spirit and love for the alma mater, santri often become word of mouth or commonly known as direct marketing strategy, this strategy is the most effective in attracting new prospectivesantri. Their success in gaining knowledge and practicing Islamic values is a clear proof of the quality of education offered by Islamic boarding schools.

The role of santri in the marketing of islamic boarding school education is undeniable. However, behind these positive contributions, there are also a number of threats. One of them that is often faced is the expectation that is too high from the community to thesantri. The assumption that all santri must be perfect and successful in everything can cause unnecessary

pressure for santri. In addition, in an effort to attract new prospective santri, sometimes there is unhealthy competition between Islamic boarding schools, so that it has a negative impact on the image of the boarding school as a whole.

The role of santri in the marketing of education in Islamic boarding school Irsyadul 'Ibad Batanghari Jambi province has enormous potential to increase the number of registrants and the reputation of boarding schools. However, there needs to be good management so that the positive impact can be maximized and the negative impact can be minimized. Thus, santri can be an effective choice in promoting islamic boarding school and contributing to the advancement of Islamic education.

Positive Impact

A positive impact is a good result that arises from an event, action, or change. It can be a beneficial influence, progress, or positive development for an individual, group, or environment. Positive impacts can be in the form of improving the quality of life, technological advances, environmental conservation, or strengthening social relationships. Simply put, a positive impact is any good event that happens because of something.

Similarly, Pondok Islamic boarding school Irsyadul 'Ibad which implements islamic boarding school marketing management by involving the active role of santri has a positive impact, both for islamic boarding school and for the community. As for some of the positive impacts for islamic boarding school through the active role of santri in the marketing of education at Irsyadul 'Ibad Islamic boarding school, they are as follows: 1) Increase in the number of santri, 2) Expand the network of islamic boarding school relations, 3) Improve the image of islamic boarding school, 4) Attract public interest. 5) Increase the motivation of santri, 6) Improve communication and leadership skills of santri

As for some of the positive impacts for the community through the active role of santri in marketing education at Islamic boarding school Irsyadul 'Ibad are as follows: 1) Be the role model of strengthening religious and moral values 2) Encourage increased interest in learning and academic achievement of other young people, 3) Contribute to the social community, 4) Help to preserve the nation's cultural heritage, 5) Be a good model

Negative Impact

Any outcome or consequence that harms or harms a thing, system, or individual is referred to as a negative impact. Negative impacts can be unwanted changes, damage, deterioration, or even disaster. This effect sometimes often occurs may or may not. This happens on a variety of scales, ranging from individual to global. In general, a negative impact arises as a result of a certain action, event or condition that is not properly managed or exceeds the limits of tolerance. Similar to Irsyadul 'Ibad Islamic boarding school, islamic boarding school marketing management by involving the active role of santri would have a negative impact. Both negative impacts for islamic boarding school and negative impacts for the community.

Some negative impacts for islamic boarding school through the active role of santri in the marketing of Irsyadul 'Ibad Islamic boarding school education are as follows: 1) The image of islamic boarding school decreased due to marketing procedures not done well by the santri. 2) Santri are too busy involving themselves in marketing activities, thus disrupting their activities in

boarding schools. 3) Santri ignored islamic boarding school activities, because he considered himself to have contributed a lot in the management of islamic boarding school.

As for some of the negative impacts for the community through the active role of santri in the marketing of education at Islamic boarding school Irsyadul 'Tbad are as follows: 1) Seeing the role of santri who are not all real makes people doubt the quality of education provided by islamic boarding school. 2) Bad behavior of santri can trigger a negative public view of the quality of boarding schools. 3) Bad behavior of santri can defame boarding schools

From the explanation above, it can be concluded that the marketing strategy in involving santri not only has a positive impact, but also has a negative impact. Different academic backgrounds and abilities as well as the attitude/character of each child is different can not force each individual to be the same. So that every thing must have a positive and also negative impact. This is in accordance with what was stated by (Harahap & Siregar, 2020), education will create an environment where both can be considered as one unit that gives each other its own color. Environment (environment) is the natural conditions of the world that can affect behavior, growth, development, or life processes.

Marketing strategies that involve santri in promoting Islamic boarding schools Irsyadul 'Tbad, if not managed properly, can cause complex impacts. On the one hand, this activity can help increase the number of santri and introduce islamic boarding school to the wider community. But on the other hand, this can also lead to negative perceptions of society, damage the image of islamic boarding school, and commercialize religion. To overcome this problem, there is a need for strict supervision of promotional activities, as well as intensive coaching for santri so that they remain focused on religious values and are not caught in unfair competition.

The role of santri in the marketing of education in Islamic boarding school Irsyadul 'Tbad Batanghari Jambi has a significant impact, both positive and negative. On the one hand, the involvement of santri as representatives of islamic boarding school contributes to increasing the number of registrants, expanding network relationships, and improving the image of islamic boarding school in the eyes of the community, as well as encouraging santri to improve their communication and leadership skills. This is in line with the views of the community who appreciate the contribution of santri in social and cultural activities. But on the other hand, there are challenges such as high expectations from the community that can put pressure on santri, as well as the possibility of negative behavior from some santri that can damage the reputation of the boarding school and create a negative view in the community. Gaps between expectations and reality, as well as differences in santri ' academic backgrounds, can also lead to adverse generalizations. Therefore, it is very important for islamic boarding school to manage the role of santri in marketing well, so that positive impacts can be strengthened and negative impacts can be minimized, so that santri can contribute effectively in advancing Islamic education.

In addition, the positive and negative impacts of santri can also be assessed through the use of social media that they do. In the current millennial era, santri certainly use social media, especially in an effort to market Islamic boarding schools.

Discussion

Based on the above research data, it can be concluded that Irsyadul 'Ibad Islamic Boarding School in marketing its education involves the role of santri in the community. This is considered very effective with the increasing interest of new prospective santri who are interested in studying at Irsyadul 'Ibad Islamic boarding school. That is in accordance with what Amalia et al (2024) said that the main principle of Islamic boarding schools to keep growing in improving educational marketing is that there are three milestones, namely islamic boarding school, santri and also alumni/community. This proves that involving the role of santri in the marketing of islamic boarding school education is very important and also very effective.

Santri during the holidays participate in religious and social activities in the village, applying the knowledge gained from boarding schools. However, each individual faces different challenges, such as differences in academic background and ability, that affect their insight and behavior. Therefore, islamic boarding school need to consider these factors in providing appropriate knowledge and teaching, so that santri can implement their knowledge and insights to the local community. This is in accordance with the theory Kusumaningrum, et al (2023), namely the quality of service facilities at islamic boarding school not only affects the satisfaction of santri, but also becomes a crucial factor in the marketing strategy of islamic boarding school education. santri who are satisfied with the facilities tend to be *effective "word-of-mouth marketers"*, recommending islamic boarding school to their surroundings. Conversely, inadequate facilities can damage the reputation of boarding schools and hinder educational marketing efforts.

Likewise, the theory of Alamsyah, et al (2024) states that involving Islamic boarding school students in the construction of Islamic boarding schools allows them to play a role in marketing Islamic boarding schools. Making santri as duta islamic boarding school ambassadors can utilize their networks and strengthen relationships with emotional institutions. By empowering santri, providing incentives, and involving them in the development of islamic boarding school, we can improve reputation, expand networks, and gain new resources. santri who are actively involved will become role models for othersantri and contribute to the continuity and progress of the islamic boarding school.

Irsyadul 'Ibad Islamic boarding school involves the role of santri in marketing management. The involvement of santri in islamic boarding school marketing has proven effective in attracting new santri. Through interesting content, interaction with the community, and active participation of santri in creative programs, islamic boarding school managed to increase new registrations and get positive testimonials. Regular marketing evaluation allows islamic boarding school to adjust strategies to the times, making the involvement of santri as the key to success in the midst of increasingly fierce educational competition. The importance of marketing management is as described by (Hayati, 2015) who said that the way to increase the number and reputation of Islamic boarding schools is to use Islamic boarding school management. Management supervises and gives direction on how to operate a boarding school. Islamic boarding school education, other learning foundations must also use management to continue to grow well. Requires management from education to personel, finance, and marketing.

In the same way as Anisa Vira (2024) said that the level of success in learning outcomes or student achievement in society can be seen from how effective the grouping of students is, this explains that the marketing strategy grouping of students at the Irsyadul 'Ibad Islamic boarding school is considered important in order to achieve marketing achievements. Islamic boarding school in society. This is supported by the opinion of Iwan Sopwandin (2019) that every Islamic

boarding school has a unique marketing approach. In the case of this boarding school, the marketing of educational services can be achieved by optimizing various media sources, including print and electronic media (direct and indirect). In addition, marketing management strategies involving students. This strategy is like a community service program, which in addition to being able to support the marketing of islamic boarding school, is also a symbol of mutualism, which benefits the community and benefits islamic boarding school.

The role of santri in the marketing of education in Islamic boarding school Irsyadul 'Ibad has a significant impact, both positive and negative. On the one hand, the involvement of santri as representatives of islamic boarding school contributes to increasing the number of registrants, expanding network relationships, and improving the image of islamic boarding school in the eyes of the community, as well as encouraging santri to improve their communication and leadership skills. This is in line with the views of the community who appreciate the contribution of santri in social and cultural activities. But on the other hand, there are challenges such as high expectations from the community that can put pressure on santri, as well as the possibility of negative behavior from some santri that can damage the reputation of the islamic boarding school and create negative views in the community. Gaps between expectations and reality, as well as differences in santri academic backgrounds, can also lead to unfavorable generalizations. As a result, it is important in islamic boarding school to manage the role of santri in marketing well, so that positive impacts can be strengthened and negative impacts can be minimized, so that santri can contribute effectively in advancing Islamic education. This is in accordance with the reasons expressed by Yuliasih (2022) that every strategy has results and impacts, for every result there must always be preparation to anticipate all possibilities, so that when the number of students increases, they will certainly experience positive or negative impacts.

In addition, the positive and negative impacts of santri can also be assessed through the use of social media that they do. In the current millennial era, santri certainly take advantage of social media, especially in an effort to market Islamic boarding schools. This is supported by Komariyah (2022). The existence of online information about positive and negative customer reviews and ratings gives customers an understanding of the quality of the product they are looking for based on previous customer experiences with the product. Then the positive and negative impact of santri is also reinforced by the opinion of Zulaikhah (2019), namely the integration of character education into the boarding school curriculum and the implementation of character principles in the planned daily activities of santri can have positive and negative impacts on santri.

Conclusion

Islamic boarding school Irsyadul 'Ibad Jambi has made a marketing strategy that involves santri actively. They play an important role in promoting islamic boarding school through various religious, social, and competition activities. By involving santri, Irsyadul 'Ibad Islamic boarding school hopes to increase the attractiveness and increase the number of santri significantly. At Islamic boarding school Irsyadul 'Ibad in Batanghari Jambi, santri actively participated in educational marketing, which resulted in positive results. This includes an increase in the number of santri, more networking relationships, and a better image of islamic boarding school, as well as an increase in religious values and academic achievement in the community. However, all of that is inseparable from the positive and negative impacts.

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