



Islamic Boarding School Marketing Strategy to Increase the Number of New Students at North Darul Rasyid Raman Islamic Boarding School

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ABSTRACT

This study examines the marketing strategy implemented by the North Darul Rasyid Raman Islamic Boarding School in increasing the number of new students. The phenomenon of transforming the educational paradigm from a social aspect to a business orientation encourages pesantren to adopt effective marketing strategies. The purpose of the research is to analyze the marketing strategies implemented and identify the supporting and inhibiting factors of their implementation. Using a descriptive qualitative approach, data was collected through observation, interviews with caregivers, administrators, students, and the community, as well as documentation. The results of the study show that the marketing strategies implemented include alumni service programs, social media optimization, the use of external media, the development of superior programs such as Tahfidz Qur'an and Arabic, and increasing the creativity of students. This strategy has proven effective with an increase in the number of students from 100 in 2020 to 500 in 2024. Supporting factors include the completeness of educational facilities from TKIT to SMAIT, while inhibiting factors include limited human resources in digital media management and education cost issues. Strategy evaluation is carried out through periodic meetings and direct monitoring by the head of the Islamic boarding school. The implementation of strategic management includes planning, organizing, mobilizing, and controlling that contribute to increasing public trust.

Keywords: *Marketing Strategy, Pesantren, New Students, Social Media, Superior Programs*

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INTRODUCTION

Islamic boarding schools, as Islamic educational institutions with strong roots in Indonesia, have contributed significantly to the evolution of the national education system. The presence of Islamic boarding schools does not only reflect Islamic values but also contains elements of local Indonesian wisdom. According to Nurcholis Madjid (1997), institutions similar to Islamic boarding schools actually existed before the entry of Islam into the archipelago, which was then Islamized through the process of acculturation. This phenomenon reflects the harmonious fusion between the Hindu-Buddhist and Islamic traditions that has transformed into a contemporary pesantren system. The existence of Islamic boarding schools receives juridical legitimacy through Law No. 20/2003 concerning the National Education System, especially article 30 paragraph 4 which categorizes Islamic boarding schools as a form of religious education. This regulatory framework is strengthened by Government Regulation No. 55/2007 concerning religious and religious education. Formal recognition of Islamic boarding schools is further emphasized through Law No. 18/2019 concerning Islamic Boarding Schools which identifies three essential functions of Islamic boarding schools: the function of education, da'wah, and community empowerment. This comprehensive regulation affirms the state's appreciation of the contribution of Islamic boarding schools in nation building (Madjid, 1997; Law No. 20/2003; PP No. 55/2007; Law No. 18/2019).

Pesantren is a never-ending source of inspiration for scientists and researchers. As an object of study, pesantren has produced many doctorates from various disciplines, including anthropology, sociology, education, politics, and religion. The contribution of pesantren in building the whole human being is very significant as a comprehensive Islamic education system King of the Rings, Islamic Boarding School Education Management, Yogyakarta: Bildung Pustaka Utama, 2017), 2017, [https://digilib.uinkhas.ac.id/316/1/Manajemen Pondok Education pesantren.pdf](https://digilib.uinkhas.ac.id/316/1/Manajemen%20Pondok%20Education%20pesantren.pdf).

The challenge faced by Islamic boarding schools today is a paradigm shift in looking at educational institutions. If previously education was seen from a social aspect, now people tend to view education as a company. The marketing concept that was initially synonymous with the business world has now entered the realm of education and has become an important factor in improving the quality and quality of education. The stereotypical view of the backwardness of pesantren is slowly being refuted by the presence of modern pesantren that have adopted advanced technology on par with modern public schools. The existence of Islamic boarding schools in the diversity of Indonesian society cannot be ignored, so it is important for Islamic boarding schools to be able to attract the interest of prospective students and foster public interest. To achieve progress, pesantren need a targeted marketing strategy to recruit new prospective students, considering that students are a vital component in the pesantren ecosystem.

In the competitive era, the existence of Islamic boarding schools is highly dependent on the implementation of structured marketing strategy management to increase attractiveness for prospective students. The managers of Islamic educational institutions, especially Islamic boarding school foundations, consistently strive for institutional progress through the diversification of competitive superior programs. The strategic framework is a fundamental element as an operational guideline in achieving organizational goals. (Ritonga, 2020) conceptualized strategy as a collective instrument in directing and limiting the scope of organizational activities longitudinally, accompanied by methodological formulation to realize these objectives. In the perspective of William J. Staton, strategy is interpreted as the construction of an extensive fundamental planning of a series of organizational actions to achieve a certain finality (Ritonga, 2020) . The synthesis of these various conceptualizations leads to the understanding that strategy is the elaboration of comprehensive planning of a series of actions and organizational determination to realize sustainable goals through the institutionalization of various strategic policies by the management (Sudirman, 2023).

The importance of strategic planning also has a theological foundation as stated by Allah SWT in the Qur'an surah Al-Hashr verse 18 which means: "O you who believe, fear Allah and let each one of you pay attention to what he has done for tomorrow (the hereafter); and fear Allah, for Allah is Aware of what you do" (Jumuatul Ali, Al-Qur'an translation of Surah Al-Hasyr:18). This verse hints that any planned action must be accounted for, including in the context of education marketing.

Marketing is an essential component in the formulation of an education marketing strategy which includes a series of systematic steps implemented by learning institutions to reach segments of society with the aim of realizing the objectives that have been set. In the context of promotional activities, Islamic boarding schools can introduce their educational products through various marketing communication instruments such as advertising, personal selling, or information dissemination through digital platforms and social media. However, the more fundamental aspects in the marketing of pesantren education are the construction of positive perceptions and the development of a credible institutional image, the establishment of visionary vision and mission, the development of relationships based on mutual trust, the cultivation of appreciative attitudes, and the maintenance of high tolerance among all stakeholders. The cardinal goal of the education marketing strategy is to effectively communicate to the community about the superior programs of the pesantren which are a factor of competitive differentiation, provide significant added value to the community, and maintain the sustainability of the existence of the pesantren in the educational ecosystem. Ultimately, the marketing of pesantren education services is designed to obtain education

consumers (santri) that are in line with the planned projections, both from the qualitative and quantitative dimensions, so that a balance between institutional capacity and the fulfillment of the community's educational needs is optimally achieved.

The function of education marketing is as a reform step when educational institutions must follow and keep up with the competition in acquiring customers. In other words, education marketing serves as a strategy to position educational institutions in an era of global competition.

The North Darul Rasyid Raman Islamic Boarding School has implemented a fairly effective marketing strategy, as evidenced by the increase in the number of students every year. Based on the results of observations, there was a significant increase in the number of students from 100 students in 2020/2021, increased to 200 students in 2021/2022, and reached 350 students in 2022/2023. In addition, there are 10 best students with different advantages from the alumni of this pesantren (Interview results with Mudir, 2024). This increase in the number of students shows that the pesantren continues to evaluate and improve the marketing strategies implemented. Marketing efforts are carefully prepared to get potential students, so that pesantren graduates (output) can be relied upon. This process also involves the development of patterns of transformation of scientific materials to improve the quality of students' potential (Windi et al., 2023).

The competitive advantage of the North Darul Rasyid Raman Islamic Boarding School is manifested in its ability to form a generation of students who contribute positively to the community, equipped with competency diversification, technical skills, interest exploration, talent development, and internalization of moral values that make them exemplary prototypes for the next generation of relays. This significant achievement is a result of the implementation of a targeted marketing strategy, which has a substantial correlation to the institution's success in realizing its vision and mission. The formulation of the pesantren marketing strategy is conceptualized as a systematic mechanism to cultivate the interest of the Muslim community to invest in the future of their sons and daughters to become students with an orientation to obtain comprehensive and in-depth religious education compared to conventional educational institutions. The strategic approach adopted by the North Darul Rasyid Raman Islamic Boarding School is to position the capabilities of students as an institutional storefront with optimal potential, which is further developed in a sustainable manner to improve the quality of students so that they have competitiveness in the constellation of modern civilization. This marketing methodology succeeded in catalyzing substantive interest from the public because this pesantren presents a unique value proposition that is a distinctive differentiation compared to other public educational institutions.

The student recruitment methodology applied by the North Darul Rasyid Raman Islamic Boarding School presents a significant educational phenomenon to be explored in depth, especially related to the systematic strategy carried out by the management in identifying and recruiting students with optimal potential capacity. This Islamic boarding school institution implements informative dissemination through a measurable and economical marketing mechanism by exposing the capabilities of existing students as a showcase of competence to the community. Wahid (1999) conceptualized pesantren as a *Taffaun fiddin* institution, which is an institution dedicated to the comprehensive study and development of Islamic epistemology (*Al'ulum al-shari'ah*). In this dimension, the North Darul Rasyid Raman Islamic Boarding School, as an Islamic religious learning institution, contributes significantly to the process of collective intelligence of the nation. The public's preference to invest in the future education of their children in Islamic boarding schools is based on the construction of trust built on proven institutional credibility (Huda & Yani, 2015).

Research on pesantren marketing strategies to increase the number of registrations of prospective new students at the North Darul Rasyid Raman Islamic Boarding School has a strong rationale. First, pesantren as traditional Islamic educational institutions must be able to adapt to the demands of the times without losing the essence of Islamic values that are the main foundation. Second, in an era of global competition, pesantren need to develop effective marketing strategies to maintain and increase their existence in society. Third, the success of the

North Darul Rasyid Raman Islamic Boarding School in increasing the number of students from year to year has become a valuable learning model for other Islamic boarding schools that are developing their marketing strategies. According to (Umar, 2001), strategy etymologically comes from the ancient Greeks "stratus" (army) and "again" (lead), which means to lead an army. In the context of Islamic boarding schools, strategies act as a basic scheme to achieve the intended goal, which is to increase the number of registrations of prospective new students while maintaining the quality of education.

Based on the background and rationale that has been presented, this study aims to:

1. Analyze the marketing strategies applied in increasing the number of applicants for new prospective students at the North Darul Rasyid Raman Islamic Boarding School.
2. Identify the factors that are obstacles in the implementation of marketing strategies at the North Darul Rasyid Raman Islamic Boarding School and formulate solutions.

The results of this academic investigation are projected to make a significant conceptual contribution to the development of the scientific corpus of Islamic education management, with special emphasis on the marketing strategy aspect of Islamic boarding school institutions. In the applicative dimension, the elaboration of this research can serve as a reference framework for Islamic boarding institutions in formulating and implementing optimal marketing strategies to increase the quantity of new student admissions. In addition, the findings of this research can be used as a comprehensive evaluation instrument for educators in an effort to increase institutional attractiveness for prospective students. Furthermore, this study is also expected to be a substantial bibliographic foundation for future researchers to conduct further academic exploration in similar fields with more diverse and in-depth perspectives.

METHOD

Types and Approaches to Research

This study uses a qualitative approach with a descriptive type of research. A qualitative approach was chosen to obtain descriptive data in the form of written or spoken words from the research subjects and observable behaviors Lexy J Moleong, *Qualitative Education Research Methodology*, Bandung: PT Remaja Rosdakarya, 2004, https://www.researchgate.net/profile/Eko-Susanto-11/publication/359425234_Metodologi_Penelitian_Kualitatif/links/628e5e198d19206823da57f9/Metodologi-Penelitian-Kualitatif.pdf. Descriptive research was used to describe in depth and focus on increasing the acceptance of new students at the North Darul Rasyid Raman Islamic Boarding School through marketing management strategies. This approach allows researchers to understand the situation and atmosphere in the pesantren environment and analyze the marketing strategies carried out to attract new students (Abdussamad, 2021).

Research Time and Place

The research was carried out at the Darul Rasyid Islamic Boarding School located in Ratna Daya Village, North Raman District, East Lampung Regency. The selection of this location is based on the success of the pesantren in increasing the number of new students every year through an effective marketing strategy. The research time was carried out in May-June 2024.

Research Subject

The determination of the research subject uses the purposive sampling technique, which is sampling data sources with certain considerations Suggestion, *Qualitative Research Methods, and R&D*, Bandung: Alfabeta, 2008, <https://digilib.ub.ac.id/opac/detail-opac?id=59908>. The research subjects were selected based on their capacity and understanding of the data required by the researcher. The selected research subjects are:

Table 1. Research Subject

Yes	Identity	Position
1	Ustadz abu ahmad setiyo dahri, Lc.	Caregiver of Islamic Boarding School
2	Ustadz Amirul Mujahid, S.H	Management

3	Ustadz rahmat kurdiyanto, Lc.	Management
4	Ustadz iltizam S.H.	Management
5	Stuttgart	Public relations
6	elmi	Students
7	daffa	Students
8	Düsseldorf	Alumni
9	Suryono	Community

Data Collection Instruments and Techniques

This study uses three data collection techniques as follows:

1. Observation
Observation was carried out by direct observation of the phenomena that occurred at the research site. The researcher is directly involved in observing the marketing management strategy of the pesantren which includes planning, research, selection, orientation, and evaluation.
2. Interview
The interview used is a semi-structured interview with a flexible in-depth interview category Suggestion, Quantitative, Qualitative, and R&D Research Methods, 2019.. This technique allows communicative interaction with resource persons to obtain in-depth data on pesantren marketing management strategies. Interviews were conducted with pesantren caregivers, administrators, students, and the surrounding community.
3. Documentation
Documentation is used to collect data in the form of supporting documents such as pesantren marketing management data, pesantren profiles, vision-mission, organizational structure, and other related documents Zuchri Abdussamad, Qualitative Research Methods, CV. Syakir Media Press, 2021, <https://books.google.co.id/books?id=JtKREAAAQBAJ&lpg=PP1&hl=id&pg=PP1#v=onepage&q&f=false>.. The documentation also includes photos of research-related activities.

Data Analysis Techniques

This study uses the Miles and Huberman interactive analysis model which consists of four stages as follows:

1. Data Collection
The first stage is carried out through observation, interviews, and documentation activities (Miles et al., 2014). The researcher analyzed the answers of the interviewees during the interview to determine the next direction of data collection.
2. Data Condensation
Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data from field records (Miles et al., 2014). The researcher summarized the data from observations, interviews, and documentation to facilitate the analysis.
3. Data Presentation
The data is presented in the form of a narrative description that describes the phenomenon being studied clearly and systematically Suggestion, Quantitative, Qualitative, and R&D Research Methods.. The presentation of data is carried out to facilitate understanding the pattern of relationships between the categories found.
4. Conclusion Drawn/Verification
The final stage is the drawing of conclusions based on the data that has been analyzed to obtain new findings on the marketing management strategy of the pesantren in increasing the acceptance of new students.

Data Validity

To ensure the validity of the data, this study uses the following triangulation techniques:

1. Triangulation Source

Source triangulation is carried out by checking data from several different sources to test the credibility of the data Anwar Mujahideen, *Qualitative Research Methods in the Field of Education*, Ponorogo: Nata Karya, 2019, https://repository.iainponorogo.ac.id/484/1/METODE_QUALITATIVE_RESEARCH_IN_THE_FIELD_OF_PENDIDIKAN.pdf. The data obtained from the caretakers of the pesantren was verified with data from the management, students, and the community.

2. Triangulation Technique

Triangulation techniques are carried out by checking data to the same source with different techniques ^{Mujahideen}. The data obtained through interviews is re-checked through observation and documentation to ensure the consistency and credibility of the data.

Through this research method approach, it is hoped that a comprehensive overview of the pesantren marketing management strategy can be obtained in increasing the number of new student admissions at the North Darul Rasyid Raman Islamic Boarding School.

RESULTS AND DISCUSSION

Marketing Strategy of North Darul Rasyid Raman Islamic Boarding School

This research reveals the marketing strategy implemented by the North Darul Rasyid Raman Islamic Boarding School in increasing the number of new students. Based on the results of interviews with Islamic boarding school administrators, the first step taken was planning through a collaborative meeting between leaders of educational institutions under the auspices of the Islamic Boarding School Iwan Hermawan, Andewi Suhartini, and Nurwadjah Ahmad, "Modernization of Islamic Boarding School Educational Institutions," *Al-Idarah : Journal of Islamic Education* 10, no. 2 (2020): 241-55, https://www.researchgate.net/publication/349176869_Modernisasi_Lembaga_Pendidikan_Pesantren_Al-Wustho_Al-Idarah..

"Each Islamic boarding school must have its own strategy in promoting its Islamic boarding schools, especially here, which consists of several institutions such as TKIT, SMPIT, SMAIT. So promotion is very important so that the Islamic Boarding School continues to run" (Interview with Ustadz Amirul Mujahid, 2024).

These findings are in line with the opinion By Stephanie Tjiptono, *Marketing Strategy*, Ed III, Yogyakarta: ANDI, 2008, https://www.researchgate.net/publication/316829743_Strategi_Pemasaran. that promotion is a marketing activity that seeks to disseminate information, influence, and remind the target market so that they are willing to accept, buy, and be loyal to the products offered.

Strategic Steps of Islamic Boarding School Marketing

The results of the study show several main strategies implemented by the Darul Rashid Islamic Boarding School, including:

1. Service Program

This program involves alumni students to serve for one year, applying the knowledge that has been gained while at the pesantren. "The service program here is carried out for one year. The goal is to practice the knowledge that has been gained for many years at the Islamic Boarding School" (Interview with Ustadz Amirul Mujahid, 2024).

2. Utilization of Social Media

Pesantren actively uses digital platforms such as Facebook, Instagram, WhatsApp, and YouTube to reach prospective students. One of the students revealed: "The first time I wanted to go to the North Darul Rasyid Raman Islamic Boarding School was that I casually looked at YouTube and came out of the YouTube of the North Darul Rasyid Raman Islamic Boarding School" (Interview with Santri, 2024).

3. Outdoor Media (Outdoor Promotion)

The pesantren uses banners, billboards in strategic places, and calendars that are distributed to guardians of students and alumni.

4. Featured Programs

Development of special programs that are the selling point of Islamic boarding schools. "The North Darul Rasyid Raman Islamic Boarding School has excellent programs, including Tahfizul Qur'an and Arabic Language Headquarters, which we have spent a lot of money to participate in district and city level competitions" (Interview with Ustadz Rahmat, 2024).

The strategy is in line with the concept "Your Excellency, Marketing Management, 6th CET, Yogyakarta: BPFE, 2000, <https://opac.utssurabaya.ac.id/opac/detail-opac?id=524>. that emphasizes the importance of promotional activities to influence consumers to get to know the products offered so that they are interested in choosing them.

The Effectiveness of Marketing Strategies on the Number of Students

The results of the study show a significant increase in the number of students over the past five years, as seen in Table 1.

Table 1. Overall Student Data from All Marhalah in the Last 5 Years

NO	Year	Number of students
1	2020	100
2	2021	200
3	2022	350
4	2023	415
5	2024	500

Source: Observation Data of North Darul Rasyid Raman Islamic Boarding School, 2024

The data in Table 1 shows a consistent and significant increase in the number of students every year. The largest increase occurred in 2022 with the addition of 150 students from the previous year. Overall, in the last five years the number of students has increased by 400%, from 100 students in 2020 to 500 students in 2024.

Factors Supporting and Inhibiting Marketing Strategy

Supporting Factors

Based on the results of the research, the supporting factors for the marketing strategy of the Darul Rasyid Islamic Boarding School include:

1. Completeness of Educational Facilities
"The supporting factor at the North Darul Rasyid Raman Islamic Boarding School is one of the adequate facilities such as schools ranging from TKIT, SDIT, SMPIT, SMAIT" (Interview with Ustadz Rahmat, 2024).
2. Utilization of Social Media
Pesantren has successfully optimized digital platforms to expand the reach of promotions.
3. Quality Flagship Programs
Programs such as Tahfidz Qur'an and Arabic are a special attraction for the community.

Inhibiting Factors

Meanwhile, there are several inhibiting factors that need to be overcome:

1. Digital Constraints
"Inhibiting factors in digital marketing strategies include the lagging parents of prospective registrants in the registration mechanism" (Interview with Ustadz Amir, 2024).
2. Tuition Fees
"The North Darul Rasyid Raman Islamic Boarding School is a very large boarding school and also has complete facilities, the programs are also very complete and of course such an institution the costs incurred are very large" (Interview with Fathih, Alumni, 2024).
3. Regeneration of the Promotion Team
The replacement of students who are proficient in managing promotional media when they graduate or move is a challenge in itself.

Evaluation of Marketing Strategy

The research found that the Darul Rasyid Islamic Boarding School conducts periodic evaluations of the marketing strategies implemented. "The implementation of the strategy is carried out at the beginning of the new school year by forming meetings and carrying out the planned strategies and also for evaluations to be carried out monthly for monthly meetings which are carried out directly by each leader or each institution" (Interview with Ustadz Amir, 2024). The evaluation system is divided into two types: internal evaluation carried out by the head of the pesantren as a supervisor, and external evaluation carried out by caregivers or foundation kiai as monitoring all activities. However, the researcher did not find any records of evaluation results that showed whether the targets had been achieved or not, so it was not possible to know for sure the obstacles faced in the implementation of the program.

This periodic evaluation and monitoring is basically an effort to improve the quality of education at the North Darul Rasyid Raman Islamic Boarding School which includes all activities ranging from planning, implementation, to evaluation.

Marketing Management Strategy for Students at the North Darul Rasyid Raman Islamic Boarding School

Based on the findings of the research through interviews, observations, and documentation at the North Darul Rasyid Raman Islamic Boarding School, data was obtained on the marketing strategies implemented to increase the number of new students. The results of the study show that the pesantren implements a marketing strategy that is in line with George R. Terry's management theory which includes planning, organizing, actuating, and controlling. The implementation of marketing management strategies at the North Darul Rasyid Raman Islamic Boarding School is shown in Table 1 below:

Table 1. Implementation of Marketing Management Strategies Based on George R. Terry's Theory

Yes	George R. Terry's Theory	Islamic boarding school strategy
1.	Planning	Plening or planning carried out by the Islamic boarding school is the first to hold a meeting of all institutions in order to form a plan that will be used for A promotion of Islamic boarding schools
2.	Organizing	The organization carried out by the Islamic boarding school is to determine the people who will be assigned or involved in the promotion of the boarding school Boarding
3.	Move	The movement here carried out by the Islamic boarding school is to send the people who are assigned according to their respective portions.
4.	Control	The control carried out by the Darul Rasyid Islamic Boarding School is the way all institutions meet, whether it is a monthly or three-month meeting very.

Data analysis shows that the North Darul Rasyid Raman Islamic Boarding School implements several main strategies in an effort to increase the number of new students:

Strategy to Improve the Performance of the Head of the Field

The first step taken by the caregiver as the head of the foundation is to improve the performance of the heads of fields, including the principals of SDIT, SMPIT, SMAIT, and the administrators of Islamic boarding schools. This strategy aims to ensure continuous supervision of the implementation of tasks in each unit. As stated Anton Athoilah, Management Basics, Bandung; CV Pustaka Setia, 2010, <https://elibrary.bsi.ac.id/readbook/214382/dasar-dasar-manajemen.>, strict discipline in the organization is the key to the successful implementation of the planned strategy (Hermawan et al., 2020b).

Promotion Strategies Using Social Media

The use of social media is a strategic instrument in pesantren marketing, which includes two main approaches:

1. Outdoor promotion: Promotion uses visual media such as newspapers, banners, billboards, brochures, calendars, and leaflets that are pasted in various strategic places.
2. Advertising: Advertising techniques through social media platforms such as Facebook that are trending among teenagers, making it easier to access information about Islamic boarding schools.

Promotion Strategy Through Service Programs

The service program is an effective means to demonstrate the competence of Islamic boarding school graduates to the community Abdullah Abdullah and Mundirol Lailatul Muawaroh, "Retired Santri Service in Improving the Teaching Ability of Islamic Boarding School Students," *EL-BANAT: Journal of Islamic Thought and Education* 11, no. 1 (2021): 87-108, <https://doi.org/10.54180/elbanat.2021.11.1.87-108>. This strategy aims to increase public trust in the quality of education at the North Darul Rasyid Raman Islamic Boarding School.

Strategies to Improve Creativity and Quality of Students

The development of student creativity is an effective marketing strategy by showing students' ability to process waste into valuable products. This strategy breaks the stereotype that students are only competent in the religious field. In addition, the pesantren also prioritizes superior programs such as Tahfidz and Arabic which have produced quality graduates and achievements at the international level Windi, Ahmad Aguswin, and Akhmad Akromusyuhada, "Santri Awareness in Waste Management with Reuse, Reduce and Recycle Methods," *Journal of Business Economics Informatics* 5 (2023): 860-70, <https://doi.org/10.37034/infec.v5i3.661>.

Supporting and Inhibiting Factors of Pesantren Marketing

Supporting Factors

Data analysis shows that the availability of complete educational facilities from TKIT, SDIT, SMPIT, to SMAIT is the main supporting factor in the marketing of the North Darul Rasyid Raman Islamic Boarding School Ririn Tius and Eka Margareta, "School Marketing Strategies in Increasing Student Interest Based on the Delta Model," 2018, 1-14, <https://doi.org/10.24246/j.jk.2018.v5.i1.p1-14>. This is in line with Dliyauddin's research which states that the independence of foundations and the support of formal schools are key factors in the marketing of pesantren-based educational institutions M Soleh, A Muin, and A Zohriah, "The Dynamics of Marketing Educational Services in Islamic Boarding Schools," *Socius: Journal of Science Research ...* 1, no. December (2023): 473-80, <https://ojs.daarulhuda.or.id/index.php/Socius/article/view/123>.

Inhibiting Factors

The main obstacle in pesantren marketing is the limitation of human resources in social media management, especially when skilled students have to continue their education to a higher level. The problem of education costs is also an obstacle for some people. These findings are consistent with Mundur's research which identified that the absence of a dedicated promotional team and budget constraints are an obstacle to the marketing effectiveness of educational institutions Sutrimo Purnomo, Marketing Mix Berbasis Partisipasi Masyarakat

Dalam Menjaga Keberlangsungan Lembaga Pendidikan Al- Qur “ An Program Doktor Studi Islam, 2025..

Evaluation of Marketing Management Strategy

The evaluation of marketing strategies at the North Darul Rasyid Raman Islamic Boarding School is carried out through a periodic meeting mechanism, both at the work unit level and the combined of all institutions. The evaluation process includes:

1. Monitoring and Evaluation: Carried out by caregivers, administrators, and asatidzah to supervise the implementation of the work program that has been set.
2. Implementation of Strategy Management: Evaluation of activities based on initial planning with direct monitoring from the head of the pesantren and teaching staff.
3. Performance Measurement: Implementation of work standards to measure the success rate of a marketing program.

Nur Kholis, Educational Strategy Management, Surabaya: UIN Sunan Ampel Press, 2014, https://www.researchgate.net/profile/Nur-Kholis-6/publication/323254832_Manajemen_Strategi_Pendidikan_Formulasi_Implementasi_dan_Pengawasan/links/5a9d5d2045851586a2aeca2/Manajemen-Strategi-Pendidikan-Formulasi-Implementasi-dan-Pengawasan.pdf. Emphasizing that strategy evaluation is a crucial final stage in strategic management, where leaders review whether the goals that have been formulated and implemented are achieved or not. Zuriana Ritongga, Strategy Management, Yogyakarta: CV Budi Utama, 2012, <https://books.google.co.id/books?id=ltJZEQAQBAJ&lpq=PP1&ots=MTL5b6wivt&lr&pg=PP1#v=onepage&q&f=false>. added that strategy evaluation is the process of comparing implementation information with previously set standards M Turhan Yani, "Violation of Santri Regulations on the Rules of Conduct of Tarbiyatut Tholabah Kranji Lamongan Islamic Boarding School" 02 (2015): 740-53, <https://core.ac.uk/download/pdf/230709564.pdf>. Overall, the results of the study show that the marketing management strategy of the North Darul Rasyid Raman Islamic Boarding School has been effective, as evidenced by the increase in the number of new students every year and the increase in public trust in this educational institution.

CONCLUSION

The marketing strategy of the North Darul Rasyid Raman Islamic Boarding School has succeeded in significantly increasing the number of new students from 100 students in 2020 to 500 students in 2024. This success is inseparable from the implementation of strategic management that adopts George R. Terry's management concepts including planning, organizing, actuating, and controlling. The marketing strategies implemented by the pesantren include several main approaches, namely alumni service programs, the use of social media, the use of outdoor media, the development of superior programs such as Tahfidz Qur'an and Arabic, and the increase in student creativity. The pesantren also utilizes the completeness of educational facilities from TKIT to SMAIT as a selling point in their marketing.

The factors that support the success of the marketing strategy of the North Darul Rasyid Raman Islamic Boarding School are the availability of complete educational facilities, optimal use of social media, and the quality of superior programs that have resulted in achievements at various levels of competition. Meanwhile, the inhibiting factors include the limitation of human resources in the management of digital media, especially the regeneration of promotional teams when skilled students have to continue their education, as well as the issue of education costs which are obstacles for some people. The evaluation of marketing strategies is carried out through the mechanism of periodic meetings and direct monitoring by the head of the Islamic boarding school, but no documentation of the evaluation results has been found that shows the targets that have been achieved or have not.

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