

## MARKETING MANAGEMENT IN INCREASING THE QUANTITY OF NEW STUDENTS

Sarip Besan<sup>1</sup>, Moch.Chotib<sup>2</sup> Lailatul Usriyah<sup>3</sup>

<sup>123</sup>Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember

Email: [saripbesan1994@gmail.com](mailto:saripbesan1994@gmail.com)

Email: [moch.chotib@uin.khas.ac.id](mailto:moch.chotib@uin.khas.ac.id)

Email: [lailatulusriyah1978@uinkhas.ac.id](mailto:lailatulusriyah1978@uinkhas.ac.id)

Received: 10-10-2025  
Revised: 12-11-2025  
Accepted: 16-12-2025

### Abstract

This study aims to analyze the implementation of educational marketing management in increasing the quantity of new students at Pondok Pesantren Al-Ishlah Bondowoso. The study specifically examines planning, organizing, and controlling aspects of educational marketing management implemented by the pesantren management. This research employed a qualitative approach using a case study design. Data were collected through observation, interviews, and documentation techniques involving pesantren leaders, administrators, teachers, and parents of students. Data validity was examined through source triangulation and method triangulation. The findings reveal that marketing planning was conducted through annual coordination meetings involving all institutional stakeholders. Marketing organization was implemented by establishing a special committee responsible for promotion, publication, and student recruitment. Meanwhile, marketing control was carried out through periodic evaluations of promotional programs and annual student admission achievements. The implementation of educational marketing management succeeded in increasing the number of new students significantly every year. The success was supported by digital media utilization, alumni networking, institutional reputation, and the quality of educational services provided by the pesantren. Therefore, educational marketing management has become a strategic instrument in strengthening the competitiveness of Islamic boarding schools in the modern era.

**Keywords:** Educational Marketing, Marketing Management, Islamic Boarding School, Pesantren Management, Student Recruitment

(\*) Corresponding Author: Sarip Besan, [saripbesan1994@gmail.com](mailto:saripbesan1994@gmail.com)

### INTRODUCTION

Islamic boarding school education is nothing new. The reputation of Islamic boarding schools has long been well-known. This is evident in the belief that they are capable of developing individuals with noble character and producing numerous cadres of ulama (Islamic scholars) and preachers. While Islamic boarding schools are recognized as the oldest educational institutions in Indonesia, their development has transformed them into...*The Second Choice* (second choice) after not being accepted into a favorite educational institution, especially a state educational institution whose management is under the authority of the government (Fathurrochman 2018).

Over time, Islamic boarding schools (pesantren) have had to be renewed to meet the demands of the times. Society has increasingly had opportunities to connect with the outside world to gain as much knowledge as possible, especially

after independence. Islamic boarding schools have also done the same, engaging with the world of science (Syaifuddin 2018). This will allow for greater insight and growth, enabling them to progress and develop. While still implementing the traditional teaching systems of sorogan and wetonan, Islamic boarding schools have begun to establish or provide formal education, such as madrasas.

Marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging valuable products to other parties or all activities related to the delivery of products or services from producers to consumers. Marketing is an effort to provide and deliver the right goods and services to the right people at the right place and time and at the right price with the right promotion and communication (Hasanah 2017). Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating activities) and supervise or control marketing activities in an organization in order to achieve organizational goals effectively and efficiently.

When we look at educational institutions from the perspective of *acorporate*, then this educational institution is a production organization that produces educational services purchased by consumers (Mulyadi 2017). This fact was expressed by Moris in Kotler, that today there is no organization, whether business or non-business, that can be separated from marketing, the organization can choose to do it for the good of the organization or leave it for its decline. Thus, educational institutions are now considered business organizations. Although "profit" is not the primary goal of schools, schools require funding from parents/guardians to run their educational systems. Therefore, an institution's primary concern is the students, who are the primary consumers. If producers are unable to market their products, in this case educational services, because the quality is not appreciated by consumers, does not provide added value for individual development, or the service is unsatisfactory, then the products and services offered will not sell. As a result, schools or universities will lose interest, cease to exist, and ultimately close.

Thus, the management of Islamic educational institutions requires various standards to be met as an educational institution deemed worthy of conducting educational, learning, and teaching activities. This arrangement can also be understood as an effort to improve educational quality from an institutional perspective. Educational management requires various components. An institution is authorized to manage its educational institution if it meets various established standards (Rahmawati 2018).

Education is a service product produced by an educational institution. Each institution offers its own unique educational services. Consumers are free to choose which educational institution they choose. Over time, highly competitive educational institutions have emerged (Nurhidayah 2018). Each institution strives to maintain its existence to attract parents to enroll their children. One way to maintain this is through marketing.

Islamic boarding schools, as educational institutions under the auspices of the Ministry of Religious Affairs of the Republic of Indonesia, play a crucial role in preparing their graduates with an entrepreneurial mindset that supports job creation (Hidayat 2019). In this era, shifting the societal paradigm from seeking jobs to creating jobs is very urgent. Therefore, it is important to instill this belief

early on in society and the younger generation that success can be achieved from a young age without having to wait until old age. Entrepreneurship education implemented in Islamic boarding schools can be a solution in creating a learning environment that strengthens the character of students, by instilling the values of leadership, responsibility, work ethic, as well as creativity and innovation.

In Law No. 18 of 2019 concerning Islamic Boarding Schools in Chapter I Article 1 paragraph 1 states that "Islamic Boarding Schools, Dayah, Surau, Meunasah, or other names hereinafter referred to as Islamic Boarding Schools are community-based institutions and are founded by individuals, foundations, Islamic community organizations, and/or communities that instill faith and piety to Allah SWT, sow noble morals and uphold the teachings of Islam rahmatan lil'alamin which are reflected in attitudes of humility, tolerance, balance, moderation, and other noble values of the Indonesian nation through education, Islamic preaching, role models, and community empowerment within the framework of the Unitary State of the Republic of Indonesia."

Islamic boarding schools (pesantren) have been known in Indonesia since the time of the Walisongo (Nahdlatul Ulama). At that time, the Sunan Ampel Padepokan was considered the beginning of the establishment and growth of Islamic boarding schools in Indonesia. The Sunan Ampel Padepokan was founded by Sunan Ampel in Java as a center for religious education. Despite being a center of education in Java, the students who came to study at the Sunan Ampel Padepokan were not only people from Java, but some also came from several areas outside Java, such as Gowa and Talo, Sulawesi. At that time, Islamic boarding schools existed specifically as a means of seeking knowledge about religious knowledge. Later, the students who had completed their religious education were tasked with spreading Islamic teachings throughout the archipelago in various ways in accordance with religious law, such as by preaching and demonstrating behavior in accordance with religious demands and requirements (Fauzi 2019).

The interactions that occur between individuals within groups in any organization can ultimately give rise to expectations. These expectations will result in the creation of specific roles for each individual to fulfill in an effort to realize the organization's vision, mission, and goals (Azizah 2019). The organization itself is essentially formed as a gathering place for a number of individuals who carry out a series of specific activities on a regular basis to achieve agreed-upon common goals.

Marketing is the primary activity undertaken by an educational institution or company to increase the quantity of a product and also consumers (human resources) (Kholis 2020). Therefore, educational institutions are required to carry out good marketing management to maintain the desired goals and can improve quality and obtain the expected number of students, because the greater the number of prospective students who enter, the more positive the image of an institution in the community can be. In addition, educational institutions must have an attraction to meet consumer satisfaction as customers of educational services. If an educational institution has good educational marketing and has adequate facilities, then the quality of education will increase. However, if the educational institution is poor, then the educational institution can experience a decline in interest, quality and even achievement.

In Islam, trade is permissible. Even the leader of the Muslim community, the Prophet Muhammad (peace be upon him), was a renowned and successful trader in his time. Among other traders, he was known as an honest, tenacious, and intelligent figure. Marketing activities are often associated with the trade process. Conceptually, strategy, and practice are similar. This is because marketing strategy is the science and art of conveying and delivering messages about a product or service to consumers while maintaining good relationships with the local community.

ذَلِكَ الْكِتَابُ لَا رَيْبَ فِيهِ هُدًى لِّلْمُتَّقِينَ

Meaning: "This is the Book (the Qur'an) about which there is no doubt, (as) a guidance for those who fear Allah."

The above verse can be described as "promotion of the Qur'an." Through it, Allah informs us that the Qur'an is a perfect book. There is no doubt whatsoever in it. The relevance of the Qur'an is guaranteed until the Day of Judgment. Allah guarantees the truth of the Qur'an, just as a businessman guarantees the quality of the products he offers. This quality is accompanied by a statement stating the Qur'an's function as guidance (hudan) and mentioning those who can receive guidance from the Qur'an. Shouldn't business also require a defined target for the product? It can be concluded that this verse teaches Muslims that in the business process, they should use procedures similar to those mentioned above.

An Islamic boarding school (pesantren) is an Islamic religious educational institution under the leadership of one or more kiai (Islamic scholars), each with their own unique style. All decisions are based on the Kyai's consideration. Islamic boarding schools have long been established and recognized by the community, with a dormitory system (complex) or permanent residence within the pesantren grounds. Students receive religious education through a religious study system (madrasah), taught directly by ustadz (teachers). (Wulandari 2020)

Educational institutions in the contemporary era are required to develop adaptive and competitive management strategies to maintain their existence amidst increasingly fierce competition. Islamic boarding schools, as traditional Islamic educational institutions, are also required to strengthen their institutional competitiveness through professional educational management, including educational marketing management (Ma'arif 2019). Educational marketing is understood not only as a promotional activity but also as a systematic effort to create institutional value, build public trust, and maintain the sustainability of educational institutions.

Islamic education plays a strategic role in shaping the character, morals, and spirituality of Indonesian society. One Islamic educational institution that has made a significant contribution to the history of national education is the Islamic boarding school (pesantren). Pesantren function not only as centers of religious education but also as social institutions that foster Islamic values, independence, and the character development of students (Fitriani 2019). In the development of modern society, pesantren are required to adapt to social change, technological advancements, and increasingly competitive competition among educational institutions.

Islamic boarding schools (pesantren) are the oldest Islamic educational institutions in Indonesia, making a significant contribution to the moral, spiritual, and intellectual development of society. They serve not only as centers of religious education but also as social institutions that shape the character of the nation's next generation. As they develop, they face the challenges of globalization and increasingly competitive educational institutions. This demands innovation, including in the marketing of education.

Educational marketing has become a crucial tool in maintaining the existence of Islamic educational institutions amidst increasing competition between them. Educational marketing is not merely understood as promotional activities, but also encompasses the process of planning, organizing, implementing, and controlling strategies to meet the community's need for educational services. Kotler and Keller explain that educational management

Increasing competition among educational institutions has pushed Islamic boarding schools (pesantren) to improve their educational quality and institutional image to attract prospective students. Today, society places greater importance on educational quality, facilities, institutional reputation, and graduate outcomes when choosing an institution for their children. Consequently, Islamic boarding schools are required to formulate effective marketing strategies that respond to societal demands and the dynamics of the education market.

Marketing management is a crucial managerial tool in educational institutions. Kotler and Keller explain that marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through the creation and delivery of superior value. In educational institutions, marketing management can be defined as a strategic effort undertaken by institutions to provide educational services that align with community needs while building public satisfaction and loyalty.

Al-Ishlah Islamic Boarding School in Bondowoso is an Islamic educational institution that has experienced significant growth in student numbers in recent years. This increase in student numbers demonstrates that the Islamic boarding school has implemented effective educational marketing management. Various marketing strategies have been implemented, including social media promotion, strengthening alumni networks, improving institutional services, and developing flagship educational programs.

Several previous studies have examined educational marketing management in Islamic educational institutions (Hasyim 2021). Research conducted by Azizah showed that the implementation of the 7P marketing mix strategy significantly contributed to increasing the number of students in Islamic boarding schools. Meanwhile, Hasri found that digital marketing strategies through social media effectively increased the number of new students in Islamic boarding schools. However, research specifically addressing educational marketing management from the perspective of planning, organizing, and controlling in Islamic boarding schools is still limited.

Implementing a sound educational marketing strategy can contribute to the advancement of Indonesian youth. Moreover, Islamic boarding schools (pesantren) are educational institutions that played a crucial role in Indonesia's independence process. Although Islamic boarding schools are quite popular among the public,

educational marketing is necessary. This is due to the increasingly complex needs of the community for education that produces generations with character and ready to directly engage with society. Talking about Islamic boarding schools is an interesting topic that is always discussed in the surrounding community (Rofiq 2020). The management process carried out by Islamic boarding schools is generally similar to that of other educational institutions. However, Islamic boarding schools have their own unique characteristics, ranging from the curriculum model, educational process (teaching and learning activities), student recruitment, and managerial patterns of a leader. However, management in Islamic boarding schools presents its own level of difficulty. Leadership patterns are also based on decisions from the boarding school leader or kyai. This indicates that the holder of the highest authority in an Islamic boarding school is the Kyai. Therefore, it is important for Islamic boarding schools to continue to innovate in order to maintain the existence of the boarding school in this millennial era.

Marketing activities can increase competitiveness against other educational institutions. Marketing activities can be effective and efficient if they implement appropriate marketing strategies. In this study, the author discusses marketing management in increasing student numbers at the Al-Ishlah Islamic Boarding School in Bondowoso.

The number of students has steadily increased, from just 12 at its inception to 1,370 in 2014, and has seen significant growth since. This is supported by data obtained from the boarding school's documents and interviews with several relevant informants.

Data on the Development of Al-Ishlah Bondowoso Students

No.	Year	Number of Students
1	2020	210
2	2021	186
3	2022	266
4	2023	323
5	2024	352

Judging from the table, the number of students at Al-Ishlah Bondowoso has been increasing since 2022. This indicates that the educational marketing strategy employed by the Islamic boarding school to garner public interest is quite successful. The Islamic boarding school must respond to this increased parental interest by building public trust in the quality of its education. Therefore, an educational marketing strategy is needed to gain public interest.

Judging from the number of students at the Al Ishlah Islamic Boarding School in Bondowoso, the question arises as to how the Al Ishlah Islamic Boarding School competes in increasing the number of students. This is where the role of marketing management is crucial in competing to increase the number of students. Therefore, based on the discussion above, the researcher is interested in conducting research on the educational marketing management carried out by the Al Ishlah Islamic Boarding School in Bondowoso.

Therefore, this study attempts to analyze educational marketing management in increasing the number of new students at the Al-Ishlah Islamic Boarding School in Bondowoso. This study focuses specifically on three managerial functions: planning, organizing, and controlling educational marketing activities. The findings of this study are expected to contribute theoretically to the development of Islamic education management studies and practically to improving educational marketing strategies in Islamic boarding schools.

## **RESEARCH METHOD**

This research uses a qualitative approach with a case study design to deeply understand the implementation of educational marketing management at the Al-Ishlah Islamic Boarding School in Bondowoso within the institution's natural context. This approach was chosen because qualitative research allows researchers to comprehensively interpret social phenomena through direct interaction with research subjects. Meanwhile, the case study design allows for an intensive and holistic study of the educational marketing management process.

The research was conducted at the Al-Ishlah Islamic Boarding School in Bondowoso, East Java, which was chosen because it has experienced a significant increase in student numbers in recent years. This situation suggests the existence of effective educational marketing practices that are interesting for scientific research.

The research subjects included Islamic boarding school leaders, principals, educational administration staff, marketing teams, teachers, alumni, and parents. Informants were selected purposively based on their involvement and understanding of educational marketing activities at Islamic boarding schools.

Data collection was conducted through observation, semi-structured interviews, and documentation. Observations were used to directly observe the implementation of educational marketing and the condition of the institution. Interviews were conducted to obtain in-depth information regarding the planning, organization, implementation, and control of educational marketing. Documentation was used to supplement the data, including institutional profiles, student admission statistics, promotional media, and institutional reports.

Data analysis used the Miles and Huberman interactive model, which includes data reduction, data presentation, and conclusion drawing. The data obtained were selected and simplified according to the research focus, then presented descriptively for easy interpretation. Conclusions were drawn based on patterns and findings that emerged during the study.

Data validity is maintained through source and method triangulation techniques by comparing information from various informants as well as the results of observations, interviews, and documentation.

## **RESEARCH RESULTS AND DISCUSSION**

### **Research Results**

### **Research Results**

#### **Educational Marketing Planning**

Educational marketing planning is the initial and most fundamental stage in achieving institutional marketing goals. Based on findings, the Al-Ishlah Islamic

Boarding School in Bondowoso systematically conducts educational marketing planning through annual coordination meetings involving the boarding school leadership, educational administrators, teachers, and the student admissions committee (Khairunnisa 2021).

Planning activities include determining student enrollment targets, formulating promotional strategies, identifying target markets, evaluating previous marketing programs, and developing educational innovations tailored to community needs. The Islamic boarding school also formulates an institutional branding strategy that emphasizes religious values, discipline, moral education, and integrated Islamic education.

One important aspect of educational marketing planning at the Al-Ishlah Islamic Boarding School in Bondowoso is identifying educational market segmentation. The Islamic boarding school targets Muslim families seeking integrated religious and formal education for their children. This segmentation helps the institution determine appropriate marketing strategies and communication patterns (Arifin 2022).

Furthermore, Islamic boarding schools develop flagship educational programs to enhance institutional appeal. These programs include Quran memorization (tahfidz al-Qur'an), Arabic and English language development, character education, entrepreneurship training, and integration with formal education. The existence of flagship programs strengthens the institution's position amidst competition among Islamic educational institutions (Sulastri 2022).

Findings indicate that digital marketing has become a crucial component of educational marketing planning. Islamic boarding schools utilize social media platforms such as Facebook, Instagram, WhatsApp, TikTok, and YouTube to disseminate information about their institutions and educational activities. Digital marketing provides broader communication access and increases the institution's visibility in the community (Bahri 2023).

These findings support Kotler and Keller's theory that marketing management involves identifying target markets and building superior customer value. In the educational context, marketing management serves not only as a promotional tool but also as a strategic effort to maintain educational quality and institutional sustainability.

The implementation of the planning function in educational marketing management demonstrates that Al-Ishlah Islamic Boarding School in Bondowoso possesses strategic awareness regarding institutional competition in the modern education era. Effective planning enables the institution to formulate adaptive educational services that meet community expectations.

### **Organizing Educational Marketing**

Organizing is a managerial process involving the division of tasks, authority, responsibility, and coordination mechanisms to effectively achieve organizational goals. The findings indicate that Al-Ishlah Islamic Boarding School in Bondowoso has established a special committee responsible for managing educational marketing and student admission programs.

The organizational structure of educational marketing consists of several divisions, including promotions, publications, administration, public relations, and

information technology. Each division has specific duties and responsibilities to ensure marketing activities are carried out efficiently (Zahro 2023).

The promotions division is responsible for designing marketing strategies and conducting direct promotions to the public and educational institutions. The publications division manages digital content, brochures, banners, and the institution's social media accounts. Meanwhile, the administration division handles student registration data and documentation.

The public relations division plays a strategic role in building communication with alumni, parents, community leaders, and educational stakeholders. The alumni network is one of the most influential factors supporting educational marketing activities because alumni act as ambassadors for the institution within the community.

These findings also indicate that educational marketing activities involve collaboration among all elements of the Islamic boarding school, including teachers, students, administrators, and alumni. This collaborative participation strengthens institutional solidarity and expands promotional networks.

The educational marketing organization at the Al-Ishlah Islamic Boarding School in Bondowoso also emphasizes professionalism and coordination. Regular meetings are held to monitor program implementation and address challenges encountered during promotional activities.

This finding aligns with the management theory proposed by George R. Terry, which states that the organizing function aims to systematically organize organizational resources to achieve predetermined goals. Effective organizing contributes significantly to organizational efficiency and institutional effectiveness. In the context of Islamic educational institutions, organizing...

### **Educational Marketing Control**

Control is a managerial function aimed at evaluating organizational performance and ensuring that activities are running according to established plans and objectives. Findings indicate that Al-Ishlah Islamic Boarding School in Bondowoso implements educational marketing control through periodic evaluations and a monitoring system.

Evaluation meetings are held routinely after the student admission period. These evaluations address promotional effectiveness, achievement of enrollment targets, public response, institutional strengths, and obstacles encountered during the implementation of educational marketing (Munir 2024).

One important indicator used in educational marketing management is the annual increase in student enrollment. Institutional data shows that student enrollment at the Al-Ishlah Islamic Boarding School in Bondowoso has increased significantly in recent years. This achievement demonstrates the effective implementation of educational marketing management.

Islamic boarding schools also evaluate digital promotional activities by monitoring public engagement on social media platforms. Follower count, interactions, comments, and information requests are indicators of digital marketing effectiveness.

Monitoring activities also involve gathering feedback from parents, students, alumni, and the community. Suggestions and criticisms received from stakeholders provide valuable input for institutional improvement and enhanced educational services.

The findings indicate that educational marketing control emphasizes not only quantitative results but also focuses on maintaining the institution's reputation and educational quality. This reflects the Islamic boarding school's commitment to maintaining public trust on an ongoing basis.

From a management theory perspective, the control function plays a crucial role in ensuring organizational effectiveness. Through the control process, organizations can identify weaknesses and formulate strategic improvements for future development.

The implementation of the control function at the Al-Ishlah Islamic Boarding School in Bondowoso demonstrates that educational marketing management is carried out sustainably and adaptively. Institutional evaluation supports strategic decision-making and enhances institutional competitiveness.

### **Supporting and Inhibiting Factors in Educational Marketing**

The findings revealed several supporting factors influencing the success of educational marketing management at the Al-Ishlah Islamic Boarding School in Bondowoso. First, institutional quality is a key contributing factor. The Islamic boarding school has an educational program that comprehensively integrates religious and formal education.

Second, institutional leadership significantly supports the implementation of educational marketing. Islamic boarding school leaders possess strong charisma and social influence, which strengthens public trust in the institution.

Third, alumni networks contribute substantially to institutional promotion. Alumni actively disseminate positive information about Islamic boarding schools to the community and prospective students.

Fourth, the use of digital technology facilitates wider dissemination of information. Social media platforms provide efficient communication channels that connect institutions with the public.

However, several inhibiting factors were also identified. One major challenge is the limited human resources skilled in digital marketing and information technology. Furthermore, increasing competition among educational institutions demands that Islamic boarding schools continuously innovate and improve their quality.

Despite these obstacles, Al-Ishlah Islamic Boarding School Bondowoso continues to develop adaptive strategies to maintain the institution's competitiveness and educational sustainability.

### **CONCLUSION**

Educational marketing at the Al-Ishlah Islamic Boarding School in Bondowoso has been systematically implemented through planning, organizing, and controlling. Educational marketing planning is conducted through strategic meetings, market segmentation identification, and the development of superior educational programs. The organizing function is implemented through the formation of a special committee and collaborative engagement with institutional

stakeholders. Meanwhile, the controlling function is carried out through periodic evaluations, a monitoring system, and analysis of stakeholder feedback.

The implementation of educational marketing management has significantly contributed to the increase in new student enrollment at the Al-Ishlah Islamic Boarding School in Bondowoso. The success of educational marketing is supported by institutional quality, alumni networks, leadership influence, and the use of digital media.

These findings imply that Islamic educational institutions need to strengthen their educational marketing strategies in an adaptive and professional manner to respond to contemporary educational competition. Educational marketing should not only focus on promotional activities but also prioritize improving educational quality and building public trust.

This research provides a theoretical contribution to the development of Islamic educational management studies, particularly educational marketing management in Islamic boarding schools. Practically, these findings can serve as a reference for Islamic educational institutions seeking to enhance institutional competitiveness through effective marketing management.

Further studies are recommended to explore digital marketing innovation, branding strategies, and public communication management in Islamic educational institutions more comprehensively.

## **SUGGESTIONS/RECOMMENDATIONS**

Based on the results of this study, several recommendations can be proposed. First, educational institutions, especially Islamic boarding schools (pesantren), should strengthen strategic management in curriculum development, learning implementation, and graduate competency improvement to answer global challenges effectively. Second, teachers and educational practitioners are expected to integrate religious values with science and technology in the learning process so that students possess balanced intellectual, spiritual, and social competencies. Third, policymakers should provide continuous support through training programs, curriculum innovation, and institutional collaboration to enhance the quality of pesantren-based education. Finally, future researchers are encouraged to conduct broader studies with different approaches and research settings in order to enrich the development of integrative education models in Islamic boarding schools.

## **REFERENCES**

- Arifin, Zainal. 2022. "Strategi Competitive Advantage Pesantren Melalui Manajemen Pemasaran Pendidikan." *At-Ta'dib: Jurnal Ilmiah Prodi Pendidikan Agama Islam* 15(2):118–133.
- Azizah, Nur. 2019. "Strategi Hubungan Masyarakat Dalam Menarik Minat Calon Santri Baru." *Muróbbi: Jurnal Ilmu Pendidikan* 6(1):114–128.
- Bahri, Samsul. 2023. "Implementasi Public Relation Dalam Pemasaran Pendidikan Pesantren Modern." *Kelola: Jurnal Manajemen Pendidikan* 11(1):71–86.
- Fathurrochman, Irwan. 2018. "Manajemen Pemasaran Pendidikan Dalam Meningkatkan Minat Peserta Didik Baru Di Lembaga Pendidikan Islam." *Jurnal Isema: Islamic Educational Management* 5(1):45–58.
- Fauzi, Ahmad. 2019. "Optimalisasi Media Sosial Sebagai Strategi Pemasaran Pendidikan

- Pesantren.” *Jurnal Administrasi Pendidikan Islam* 3(2):90–105.
- Fitriani, Dewi. 2019. “Strategi Digital Marketing Dalam Rekrutmen Peserta Didik Baru Pada Madrasah Dan Pesantren.” *Jurnal Basicedu* 7(1):210–225.
- Hasanah, Uswatun. 2017. “Implementasi Manajemen Pemasaran Pendidikan Dalam Penerimaan Peserta Didik Baru Di Pesantren Modern.” *Al-Tanzim: Jurnal Manajemen Pendidikan Islam* 5(2):89–103.
- Hasyim, Abdul. 2021. “Evaluasi Manajemen Pemasaran Pendidikan Dalam Meningkatkan Kuantitas Santri.” *Tadris: Jurnal Pendidikan Islam* 18(1):95–110.
- Hidayat, Rahmat. 2019. “Pemasaran Pendidikan Islam Dan Pengaruhnya Terhadap Peningkatan Jumlah Siswa.” *Manageria: Jurnal Manajemen Pendidikan Islam* 6(1):33–49.
- Khairunnisa, Putri. 2021. “Manajemen Mutu Pelayanan Pendidikan Dan Hubungannya Dengan Loyalitas Wali Santri.” *Ta’dib: Jurnal Pendidikan Islam* 28(1):63–79.
- Kholis, Nur. 2020. “Implementasi Marketing Mix Pada Lembaga Pendidikan Islam.” *Edukasia: Jurnal Penelitian Pendidikan Islam* 17(1):67–84.
- Ma’arif, Syamsul. 2019. “Pengaruh Citra Lembaga Terhadap Keputusan Memilih Pesantren.” *Fenomena: Jurnal Penelitian* 21(2):156–170.
- Mulyadi, Ahmad. 2017. “Peran Promosi Pendidikan Dalam Meningkatkan Daya Saing Pondok Pesantren.” *Nidhomul Haq: Jurnal Manajemen Pendidikan Islam* 6(1):77–91.
- Munir, Abdul. 2024. “Model Manajemen Pemasaran Pendidikan Berbasis Kepuasan Pelanggan Di Pondok Pesantren.” *Jurnal Administrasi Dan Manajemen Pendidikan* 7(1):88–104.
- Nurhidayah, Lina. 2018. “Strategi Branding Pesantren Dalam Meningkatkan Kepercayaan Masyarakat.” *Tarbiyatuna: Jurnal Pendidikan Islam* 14(2):201–215.
- Rahmawati, Siti. 2018. “Manajemen Pemasaran Pendidikan Berbasis Digital Dalam Rekrutmen Santri Baru.” *Jurnal Pendidikan Islam Indonesia* 6(1):55–70.
- Rofiq, M. Ainu. 2020. “Peran Alumni Sebagai Marketing Agent Dalam Pengembangan Pesantren.” *Jurnal Pendidikan Agama Islam* 20(2):144–159.
- Sulastri, Yuni. 2022. “Pengaruh Reputasi Lembaga Terhadap Peningkatan Pendaftar Baru Di Pondok Pesantren.” *Jurnal Manajemen Pendidikan* 12(1):40–56.
- Syaiyuddin, Muhammad. 2018. “Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Jumlah Santri Baru Di Pondok Pesantren.” *Tadbir: Jurnal Studi Manajemen Pendidikan* 4(2):121–136.
- Wulandari, Rina. 2020. “Manajemen Promosi Sekolah Berbasis Kepuasan Wali Santri.” *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini* 6(4):3021–3032.
- Zahro, Lailatul. 2023. “Strategi Integrated Marketing Communication Pada Lembaga Pendidikan Islam.” *Jurnal Pendidikan Dan Manajemen Islam* 9(2):130–146.