

Optimization of IMC on Ponpes Mazilah in Pesantren-Based Economic Empowerment with the Utilization of CMS Website

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ABSTRACT

Pondok pesantren have an important role in economic empowerment to create independence for the pesantren itself. The situation of pesantren life in the past is certainly different from today, pesantren need to take modern steps to create their independence. Integrated Marketing Communication (IMC) is a modern marketing communication concept that can support the economic empowerment of pesantren with measurable and comprehensive steps. In the midst of competition to get the attention and positive response of the community, every pesantren needs to optimize IMC by utilizing the Content Management System (CMS) as a medium of information and promotion. Departing from the urgency of optimizing IMC by utilizing the CMS website, the problem actually exists in Pesantren Mazilah Darussalam Deli Serdang as a community service partner. As a pesantren that stands in this modern era, Mazilah Darussalam has not optimized IMC by utilizing the CMS website-based information and promotion media space, even though this is important to do to open wide access to the community. The purpose of this service is to support the pesantren to provide access to information for the public as a basic step of empowerment for pesantren. The method used is by conducting socialization and education related to marketing communication through website management. The result of this service is to provide recommendations for website page forms as a reference for Mazilah Darussalam to utilize CMS.

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1. INTRODUCTION

Pesantren is the oldest form of educational institution in Indonesia that teaches Islamic religious sciences. Until now, the existence of pesantren still exists and continues to develop to harmonize the progress of the times. Even today, there are various modern pesantren that not only teach religious sciences but also educate their students about entrepreneurship, the development of Micro, Small and

Medium Enterprises (MSMEs), agribusiness, digital marketing, tourism development, etc. One example is Pondok Pesantren (Ponpes) Mazilah Darussalam, which implements an educational program with the national curriculum and the curriculum of pesantren-ponpes located in Deli Serdang also provide extracurricular activities such as agriculture, fisheries, animal husbandry, workshop, and Japanese language. This can show that pesantren managers are aware of the times and prepare their students to be dexterous in facing open competition in the era of globalization according to their needs by not forgetting that besides being knowledgeable, humans must also be civilized and pious.

Pesantren that are established and developing today are expected to be able to optimize economic empowerment efforts so that they become independent pesantren that do not only receive income from santri education fees, personal funds of managers, government and company assistance. This is in line with the government's priority program through the Ministry of Religious Affairs (Kemenag) regarding the Pesantren Independence program as stipulated in the Decree of the Minister of Religious Affairs Number 749 of 2021 concerning the Pesantren Independence Program. From the data compiled through the official portal of the Ministry of Religious Affairs' Pesantren Independence Program, a total of 2,074 pesantren have received incubation assistance, 561 products, 242 types of businesses, and 32 business entities - BUMPes. Through this program, the Ministry of Religious Affairs provides assistance, incubation, business training, financial management and marketing training, human resource training, and others so that pesantren can establish business units which are expected to become an economic base for the benefit of the pesantren itself and even for the community in general.

In addition, pesantren are also indirectly required to show the background or profile of the institution starting from history, vision and mission, development goals, curriculum, leadership profiles, learning activities and others that are packaged in one information media such as websites so that they can be accessed by the public. In strengthening its institution to get more positive responses from the community, pesantren can integrate its profile as a comprehensive Integrated Marketing Communication (IMC) planning effort packaged in the Content Management System (CMS) of a website or network as a medium of information and promotion so that the public can see the brand image of the pesantren.

Integrated Marketing Communication (IMC) or integrated marketing communication is an effort to increase interaction (between sellers and buyers) to the decision to choose and maintain the use of products / services so as to maximize sales and loyalty of buyers / service users. According to (Duncan, 2005 in Safitri, et al, 2022) the term IMC is intended as a systematic analysis process to make estimates of how the increasingly diverse public wants and uses various media channels, so that by optimizing marketing communications can realize a strong impact. In relation to this, in essence, pesantren as Islamic educational institutions regardless of whether the tuition fees are free or paid certainly require the concept of IMC as an effort to attract more prospective students and increase from one period to the next. CMS can certainly be the right space to implement the IMC concept in increasing public interaction with the pesantren management.

CMS according to (Barnes, 2001) is one of the fields of information technology in computer networks which is a set of techniques and tools to handle data utilization and management techniques. By utilizing the CMS website, boarding schools can create a variety of information and promotional materials to increase public interaction with the products offered including the admission of new students. The utilization of CMS for a boarding school website can be operated by an admin who has basic computer and network skills - that is, there is no need for a programmer or IT expert, because the tools in the CMS website can be operated easily.

Ponpes Mazilah Darussalam is a new modern ponpes that still does not have integrated information and promotion media on the CMS website. This boarding school has been running since it was officially opened on February 16, 2020. That is, it has been four years running and accepting and educating its students, the boarding school which is located at Jalan Damar Wulan Dusun 24 Sampali Village, Percut Seituan District, Deli Serdang Regency, North Sumatra does not yet have access to information in the form of a website-however, information and promotions that can be accessed by the public are Instagram social media with the account name @pesantrenmazilahdarussalam with 256 followers and 5 contents that are not always updated (the first time the content was updated on September 26, 2020) and Youtube with the name pondok pesantren mazilah darussalam with 23 subscribers and the last update one year ago (seen Saturday, March 29, 2024). In a study (Hadi and Rokhman, 2020) concluded that the use of the website as a promotional and information media at the boarding school can meet the needs of information and easy communication between the general public and the boarding school management. In another study (Haris, 2023) stated that the urgency of digitizing pesantren education in the Era of Society 5.0 is homework and efforts that must be made for all pesantren.

2. LITERATURE REVIEW

a. *Integrated Marketing Communication (IMC)*

The term Integrated Marketing Communication (IMC) is defined as a communication and marketing design process that emphasizes the value of developing a comprehensive strategy by considering the strategic roles of general advertising, direct response, promotion, and public relations and integrating them to provide maximum clarity, consistency, and impact. IMC is a process that has a function in creating and maintaining reciprocal relationships with customers and other stakeholders by strategically controlling and influencing all messages sent and driving dialog with a specific purpose. IMC can also be simply said as “The process of managing customer relationships that drive brand value” (Firmansyah, 2020 in Prastika and Kurniadi, 2023).

In other literature, it is explained that IMC is an extension of the term advertisement (promotion). However, advertising is more directed at one-way information while IMC emphasizes the delivery of information in two directions - so it can be interpreted that advertising is a form of mass communication while IMC is more personal communication (Tjipto, 2008 in Safitri, et al, 2022). IMC is the concept of an organization in combining and aligning communication means to convey messages in a straightforward, coherent manner, and consumers can give their trust to the products / services offered / marketed. The IMC concept, which is closely related to the world of marketing, has four main IMC tools, namely promotion, publicity, personal selling and advertising (Kottler, 1996 in Safitri, et al, 2022).

IMC as a marketing communication concept has an important goal to convey product/service messages to the public in a clear and consistent manner. By applying the IMC concept, a company/institution will have a positive impact on the brand image and brand awareness of a product/service which will then maintain public/consumer trust or loyalty.

The IMC concept is oriented towards optimizing communication and marketing so that many companies or service providers including pesantren institutions are competing to create space for an increase in positive responses from interactions with the public. However, in addition to optimizing IMC, (Engel, 1955 in Safitri, et al, 2022) explains nine things that influence consumers/public to consistently use products/services including (1) location, (2) nature and quality of security, (3) price (4) advertising and promotion, (5) sales personnel, (6) physical attributes of the store, (7) nature of store customers, (8) store atmosphere (9) service and (10) satisfaction after the transaction.

b. Pesantren-Based Economic Empowerment

On July 8, 2021, the Indonesian Minister of Religious Affairs (Menag) Yaquut Cholil Qoumas signed the Decree of the Minister of Religious Affairs Number 749 of 2021 concerning the Pesantren Independence Program. The purpose of the Pesantren Independence Program is to optimize pesantren resources and improve the welfare of pesantren and the community. It can be departed from this that pesantren-based economic empowerment has an urgency for the independence of a pesantren. Thus, the discussion of the concept of empowerment according to (Saputro, 2022) can be examined from the objectives, processes, and ways of empowerment including, 1) empowerment aims to increase the ability of weak parties, 2) empowerment is a process that shows a party will become strong to actively participate in improving the situation, 3) empowerment refers to efforts to reallocate power through changing the economic structure that exists in society, 4) empowerment is a way for people, organizations, and communities to be able to have power over their lives.

According to (Hidayat and Makhrus, 2021) empowerment is giving power to control human activities that will be able to participate in every decision concerning themselves and their groups. Economic empowerment according to (Utama, 2020 in Saputro, 2022) is defined as an effort to provide flexibility to the second party (target of empowerment) so that they have the ability in the economic field.

There are three things that explain the concept of empowerment according to (Sugiyono, 2021 in Saputro et al, 2022) that, first, enabling, namely creating a climate that allows the community to develop its potential. Second, empowering, strengthening the potential that exists in society. To realize this, of course, strengthening efforts are needed regarding the provision of various inputs, open access to various opportunities that will have an impact on society to be more empowered. Third, empowering also means protecting.

The protection economic system in pesantren is one of the major economic bases for the pesantren itself in controlling the circulation of funds so as not to leave the pesantren - that is, students are required to buy only through the pesantren business unit. This protection economic system can also be a role model in maintaining the circulation of funds. It is likened to an autonomous sovereign country that strictly controls the import of goods/services to enter the pesantren and strives to export. So that in addition to being an education for students in controlling goods that are traded in and out of the pesantren, it also increases profitability (Sugiono and Indrarini, 2021).

c. Content Management System (CMS)

Content Management System (CMS) can be a space to optimize the role of Integrated Marketing Communication (IMC) towards increasing the interaction of a company/institution including pesantren with the community in one network. With CMS, marketing communication between the community and the manager can run practically, save time and budget for direct advertising promotions (such as distributing brochures, door to door socialization) and show more professionalism and modernity.

CMS is an application or software (software) used by admins or users to create, release, and edit digital content in the form of image designs, articles, or videos or in other forms that are loaded on a website. Briefly (Su, 2013) explains that CMS is an internet-based application that can be used to organize content on a website. In the CMS, there are features or tools that are useful for facilitating the production and maintenance of content that will be published and accessed by the public.

In addition to the development of network technology and internet infrastructure, CMS is also experiencing rapid development due to the need for public access and business people who want the web to support their business activities in an easy way in terms of digital content management, fast in web development, and cheaper and more efficient in procurement (Noviyanto and Mazari, 2014).

3. METHOD

This community service (Pema) was carried out at Ponpes Mazilah Darussalam which is located in Sampali Percut Seituan Village, Deli Serdang Regency, North Sumatra. This activity was carried out once, namely on September 14, 2023. The participants who participated in this activity were the business managers of Ponpes Mazilah Darussalam consisting of ustadzah and santriwati who were in the pesantren as many as 17 people, FEBI UIN North Sumatra Medan students as many as 2 people and 1 accompanying lecturer.

The form of this activity is socialization and education to the pesantren environment community in the context of economic empowerment through business activities carried out by pesantren managers. The resource person involved was Dr. Nurbaiti, M.Kom. In this socialization and education, Ponpes Mazilah Darussalam wants to improve marketing communication through website management and find out IMC recommendations in an effort to empower pesantren-based economies and further optimize the use of existing promotional media such as Instagram and Youtube.

4. RESULTS AND DISCUSSION

a. Optimizing Integrated Marketing Communication (IMC) in Pesantren-Based Economic Empowerment

The pesantren economy is one of the important foundations for implementing pesantren empowerment. Empowerment is the utilization of resources both the people (human resources/HR) involved in it with its supporting tools so as to produce the expected capabilities, such as economic independence. The economic independence of pesantren certainly departs from an empowerment effort that is well implemented so that it can become a business driver carried out by pesantren. The supporting tools in question include technology and skills to use it. For example, a pesantren in running its business needs a computer and people who are skilled in using it to carry out the product packaging design process-after this product is finished, of course, it must be marketed which then requires supporting tools, such as the internet network for wider marketing by online.

The business built by pesantren in an effort to empower the economy is also not only limited to carrying out production processes such as product design and marketing products, but there are processes that are mutually supportive and sustainable. Technology utilization must also be supported by business and management knowledge. Business and management knowledge according to (Putri, et al, 2021) must also be followed by the breadth of business networks and marketing strategies that are well planned and supported by supporting tools and technical capabilities. This means that business is a complex and continuous process that requires efforts that must be integrated so that the objectives of economic empowerment can be maximally achieved. Therefore, economic empowerment must be carried out with human resources who have been empowered to optimize communication and marketing, because business is not just a matter of how to produce good products.

Optimizing integrated communication and marketing or also called Integrated Marketing Communication (IMC) will be an important business parameter to see how economic empowerment can be realized in pesantren. According to (Shakeel, et al, 2011 in Safitri, 2022) IMC is defined as a concept that can maximize communication as a whole by combining the roles of communication strategies clearly and in harmony.

There are five main characteristics of IMC according to Terence A. Shimp based on (Safitri, 2022), including:

1. Influencing Behavior, well-executed IMC will get a response from consumers after communicating, because the company's main target is to instill good perceptions in the minds of consumers so that they attract attention to buy products.
2. Prospect, prospect is an effort to change from prospective buyers to buyers. This is done after observing around the target market which then the company can determine what kind of communication is possible to prospect.
3. Finding ways to maintain 'contact', companies can utilize the current rapidly growing communication media to the maximum to continue to be able to make contact with the public so that companies can introduce products / services that interest consumers.
4. Creating synergy, to create a strong brand image requires continuous efforts (synergy). Elements in communication such as advertising, sponsorship, personal selling, sales promotion, and so on must support each other's marketing and communication efforts which will make consumers better understand, feel and stick to the products being marketed.
5. Establishing relationships, customer loyalty is one of the business parameters of whether IMC is optimally implemented. Therefore, establishing communication consistently will enable the hope that consumers can stay longer (loyal) enjoy the products offered.

The stages of Integrated Marketing Communication (IMC) extracted from (Kotler, 2000) can be carried out as shown below.



Picture 1. Stages of IMC

The stages of IMC that can be carried out start from the identification process. Identification made to the target market must be done accurately in order to fulfill what is needed by consumers. After that, determine where the direction of communication will go, whether the company wants to know the extent of consumer response or other goals. Next is to determine the content of a clear

message so that consumers understand what is being conveyed. Customizing communication channels is important to adjust the target market. For example, if the target market is older people (aged 50-60 years and above) and are in remote villages, the more suitable communication channel is face-to-face socialization, but if the target market is young people to adults (under 50 years old) in modern times, of course social media access and websites are more appropriate channels. Then determine the budget design for communication according to the market situation and what communication channels to use and determine the promotion mix. These steps must be carried out as an effort to optimize Integrated Marketing Communication.

Then in relation to pesantren-based economic empowerment, Integrated Marketing Communication (IMC) has a strategic role in the hope of pesantren independence. Through the socialization and education activities of pesantren-based economic empowerment in this community service, Mazilah Darussalam Islamic Boarding School is expected to be part of the Pesantren Independence program, not only as a participant or recipient of assistance but also as an example that an independent pesantren will gain more trust from the community so that the impact is not only increasing students who enter and study but more broadly will benefit the community outside the pesantren.

b. Implementation of Integrated Marketing Communication (IMC) with the Utilization of Content Management System (CMS)

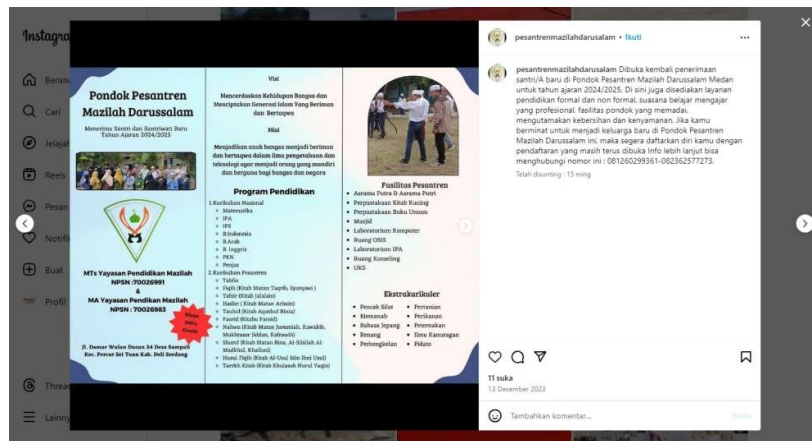
Mazilah Darussalam Islamic Boarding School in Deli Serdang has only been running for about four years. Both physical and non-physical development processes are still ongoing. This pesantren has not fully implemented the concept of Integrated Marketing Communication (IMC), especially by utilizing the website content management system (CMS). As explained, the communication channels that are still applied to socialize with the community are more dominant door to door and utilize social media such as Instagram and Youtube, but not optimal. The appearance of the social media of Ponpes Mazilah Darussalam Deli Serdang can be seen from the following screenshot.



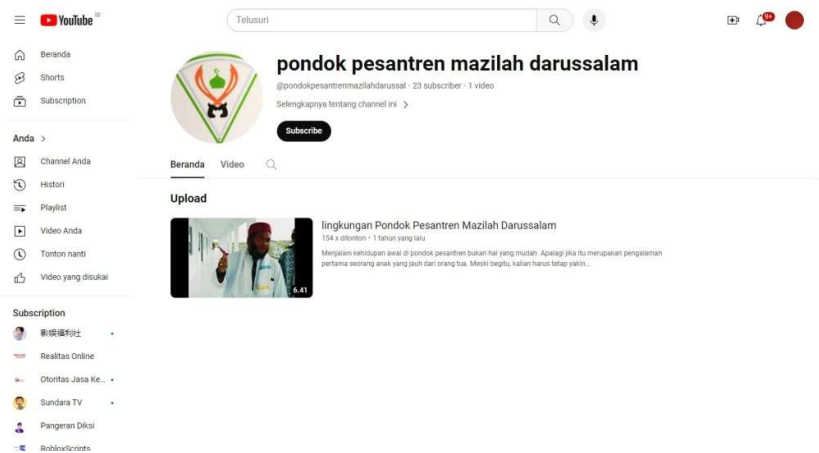
Picture 2. Instagram profile layout



Picture 3. Instagram content upload



Picture 4. New student admission brochure design content 2024/2025 uploaded on Instagram



Picture 5. Youtube views

From the screenshots of social media owned by Ponpes Mazilah Darussalam Deli Serdang, it shows that the application of Integrated Marketing Communication (IMC) from online communication channels has been carried out, it is just not optimal, especially since Ponpes Mazilah Darussalam Deli Serdang has not utilized a website content management system (CMS). In the socialization and education of the utilization of communication and promotion media that has been carried out (can be seen from Figure 6), one of the results is that Mazilah Darussalam Deli Serdang Ponpes requires counseling and recommendations for website CMS as an effort to optimize Integrated Marketing Communication.



Picture 6. Socialization and Education at Mazilah Darussalam Boarding School

The utilization of communication and promotion media with computer network technology and the internet in today's free access situation is very important. The technology must also be used or run by qualified people or personnel. To optimize Integrated Marketing Communication, Ponpes Mazilah Darussalam needs to utilize the Content Management System (CMS) website. CMS is software or application used to fill, edit, and publish articles, images, videos, and other forms of content on a website, so that once published, the public can access the content without being bound by distance and circles. This is an opportunity as well as a challenge for the management of Mazilah Darussalam Islamic Boarding School to provide access to information for the public through the use of CMS websites.

Currently, there are many CMS providers that can be utilized by various institutions or companies to increase sales including leading pesantren in Indonesia such as Gontor (Ponorogo, East Java), Tebuireng (Jombang, East Java), and Ar-Raudlatul Hasanah (Medan, North Sumatra). To run website management including CMS management is now easier, because there are ready-made CMS providers such as Wordpress, users are no longer bothered by having to formulate and create their own systems with hundreds or even thousands of lines of code. The benefits for companies/institutions that use communication and promotion media with websites are as effective and efficient information and communication media to reach a wider market.

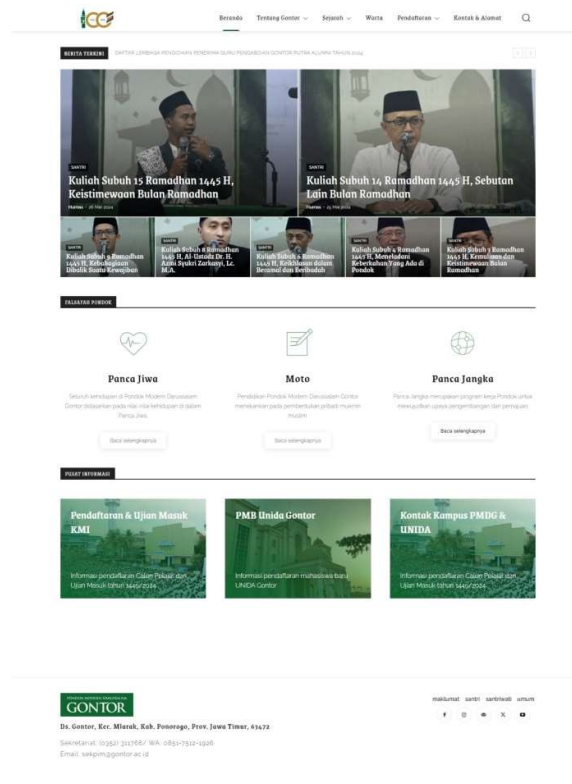
The following are references to pesantren that have used websites as communication and promotion media.

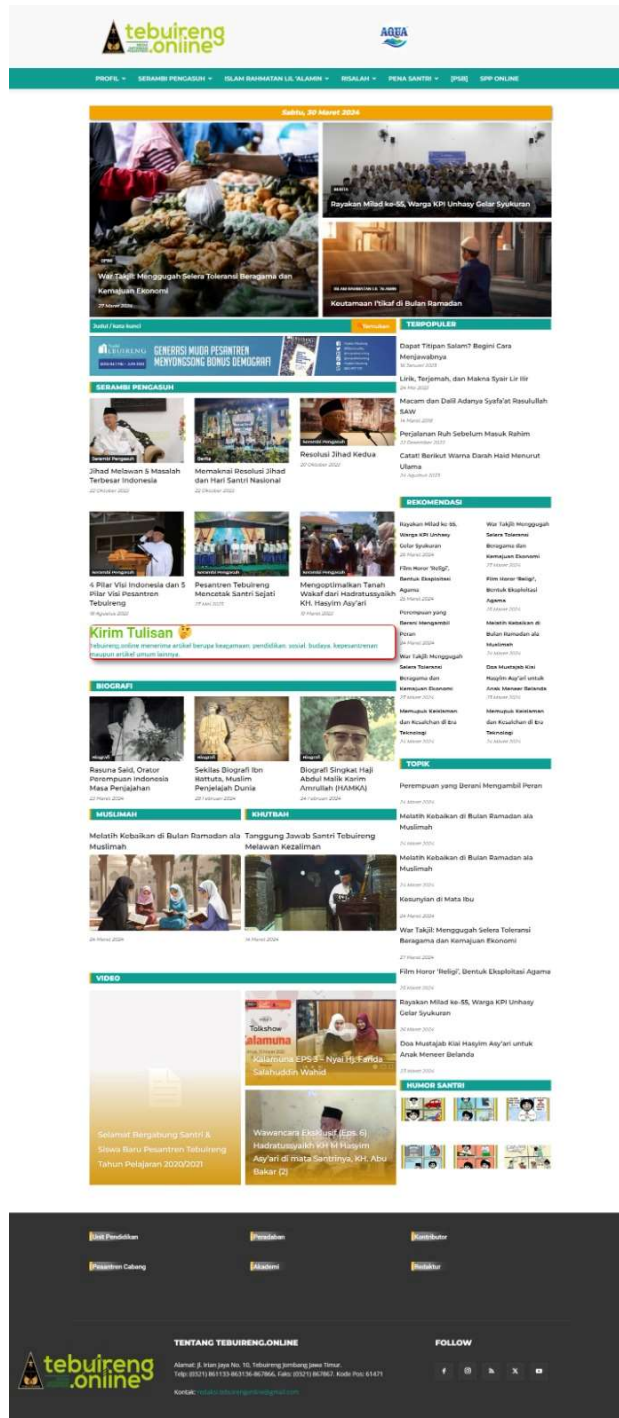
1. Gontor, the welcome page on the Pesantren Gontor website displays the Home menu, About Gontor, History, News, Registration, Contact & Address. The impression of literacy is more dominant in the appearance of the Gontor website because it displays a variety of writings quoted from the lectures of the ustadz. Gontor also displays its institutional identity called

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"Pondok Philosophy" which describes what Panca Jiwa, Moto, and Panca Jangka are. Gontor utilizes the website as a medium of information and promotion by displaying the Information Center menu which consists of KMI Registration & Entrance Examination, PMB Unida Gontor, and PMDG Unida Campus Contact. And on the Gontor website, various official social media such as Facebook, Instagram, Email, X, and Youtube are also embedded as well as complete secretariat address information.

2. Tebuireng, Tebuireng.online website is the parent of the education unit owned by this pesantren. The front page has a menu of Profile, Caregiver's Porch, Islam Rahmatan Lil 'Alamin, Risalah, Pena Santri, [PSB], and Online SPP. The appearance of the Tebuireng website offers a variety of very complex content but the impression as an information media is also quite prominent. Tebuireng which has social media is also embedded on its website page.
3. Ar-Raudlatul Hasanah, one of the leading pesantren in North Sumatra, displays a simple website page with Home, Profile, News, Download, STIT Ar-Raudlatul Hasanah and Registration Information. The editorial impression like information media is highlighted on this website so that activities at the pesantren appear active and updated in the form of the latest news. This website page also emphasizes video content by embedding a YouTube account called Raudhah TV. There is a Google Maps embed that shows the location plan of this pesantren. And uniquely, there is a customer relationship management service in the form of a WhatsApp link that is directly connected to the admin and if clicked and interacted in the chat column, the admin immediately responds (fast response).





Picture 7. Gontor Boarding School web page view
 Picture 8. Screenshot of Tebuireng Pesantren website



Picture 9. Screenshot of Ar-Raudlatul Hasanah Islamic Boarding School Website

5. CONCLUSION

The role of Integrated Marketing Communication (IMC) in pesantren-based economic empowerment efforts needs to be optimized. IMC as a process that functions in creating and maintaining reciprocal relationships with customers and other stakeholders by strategically controlling and influencing all messages sent and driving dialog with a specific purpose has urgency in supporting pesantren independence as a form of pesantren economic empowerment. In modern times, the implemented marketing communication is required to have great access to the public. Therefore, pesantren that are widely recognized by the public are pesantren that have broad access to information. To realize that and as a step to modernize information and promotion media, pesantren need to have a website content management system or Content Management System (CMS) as a step to optimize integrated marketing communication (IMC) media. Ponpes Mazilah Darussalam as a recently established pesantren has opportunities and challenges to optimize Integrated Marketing Communication as a step to support pesantren-based economic empowerment by utilizing modern communication and information media through the Content Management System. The advantage obtained for pesantren that use the Content Management System website is to improve the performance of information and communication media effectively and efficiently to reach a wider community.

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