

Management of social media as a Branding Tool by the Madrasah Aliyah Editorial Team

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ABSTRACT. This research aims to examine social media management as a way of branding at Madrasah Aliyah Negeri (MAN) Batu City by a special team called the Editorial Team, which is made up of public relations professionals. This study took a qualitative approach and conducted case study research. Data was gathered using interviews, observation, documentation techniques, and data analysis techniques applied in three steps: data condensation, data presentation, and conclusion. The data obtained is checked for the validity of the data using the triangulation technique. The findings show that MAN Batu City's branding is professionally carried out by the Editorial Team using social media, with due regard for the selection of publication techniques, targeting, and situation determination, as well as the time of publication during branding implementation. Branding is carried out ideally through the Editorial Team's orderly coordination of information management in partnership with online media to support suitable facilities and operate following their respective tasks.

Keywords: *Branding, Editorial team, Management, Social-media*

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INTRODUCTION

Educational institutions are currently experiencing many phenomena, one of which is the emergence of new schools, especially private schools, which inevitably creates competition between new schools and schools that have been established for a long time, and each school is scrambling to create a positive image in society (Zamroni et al., 2022). Schools can be successful and provide a good image if they have qualified graduates in the world of work (Zavattaro, 2010; Elyus & Soleh, 2021). Even schools must have good quality resources to carry out educational activities to be high-quality (Terri S & Robert L, 2016; Hidayat et al., 2018; Gore & Rickards, 2021).

The family and community environment can also determine the success of education. The Law of the Republic of Indonesia Number 20 of 2003 Article 6 states that "every citizen has responsibility for the continuity of education" (Syarkati & Rifa'i, 2021). Therefore, education is a shared responsibility between schools (government), families, and communities (Wijayanti & Selawati, 2020; Young et al., 2020). This explains that public relations is very important to introduce and promote educational institutions. Schools need to empower community relations management to meet community needs and expectations.

The definition of *public relations management* according to the definition of a dictionary published by the Institute of Public Relations (IPR), namely a leading public relations institution in

the UK and Europe, as quoted by Susanto, is the whole effort that is carried out in a planned and sustainable manner in order to create and maintain goodwill and mutual understanding between an organization and its audience (Susanto et al., 2019). So, public relations is a series of activities organized in such a way as a series of integrated campaigns or programs, and all of this takes place on an ongoing and regular basis (Anshar, 2019; Djan & Adawiyah, 2021). The purpose of public relations itself is to ensure that the good intentions and progress of the organization concerned are always understood by other interested parties (commonly referred to as the entire "audience" or the public) (Zamroni et al., 2022). Apart from growing public trust in schools through instilling public perception (Layton, 2015), they must also have a school identity that distinguishes characteristics from other schools (Robandi et al., 2019) to achieve a good image or brand. It aligns with research conducted by Elyus and Soleh (2021) that the image built by schools can increase public interest and improve the quality of school resources.

Building a brand is not an easy thing to do. Competition between educational institutions continues to be carried out in order to attract consumer interest. One is paying attention to and strengthening the school brand-building network through a digital information system (Handoyo et al., 2020). In this digital era, electronic technology is crucial to achieving school goals (Inayah et al., 2021). Electronic technology does not only function as a means to manage a school's internal and external resources but also as a medium to manage public interests more quickly and broadly (Verawati & Desprayoga, 2019). Public relations management must use digital technology in a planned manner to achieve organizational goals effectively and efficiently. Sholihah explained in his research that public relations management plays an important role in improving school quality through social media (Sholihah, 2018).

The use of social media has also been running for a long time in MAN Batu City. MAN Batu City is one of the formal educational institutions in the Batu City area, which has experienced development from 1978 until now. MAN Batu City has many achievements both in the academic and non-academic fields. The various achievements of MAN Batu City students and teachers have become a venue for improving a good image in society. In building the school's image, MAN Batu City utilizes various information media to publicize its advantages. The information media used by MAN Batu City as a means of branding is classified into two types. First, the public relations sector utilizes print media to publicize school activities and achievements through school magazines or tabloids, banners, achievement books, and photo documentation. Second, the public relations sector utilizes social media as a means of branding, such as Instagram, YouTube, WhatsApp, TikTok, Facebook, Websites, and others.

The use of digital technology as a branding tool for MAN Batu City was succeeded by public relations, which formed the Editorial Team and students' design skills. MAN Batu City is unique in building school branding. The principal empowers all school members to publish every activity on social media. Such as the library, counseling guidance, and intra-school student organizations; each class has its social media that is used for publication. The success of branding at MAN Batu City was also voluntarily supported by teachers and education staff. Teachers or education staff who have work can publish it on social media or news media. It is done to implement literacy among teachers and education staff so that many works on social media can improve school branding.

The media publications used also experience development over time. It is adjusted to the demands of internet user access. MAN branding targets in Batu City range from students, parents, and the community to the government. It was successfully implemented, seeing the interest of many students and parents who wanted to send their children to MAN in Batu City, such as those from Sumatra to Kalimantan. School information is easy to get because it is available on the school's Facebook, Google, Blog, and Instagram (Maisaroh, 2022). A variety of interesting information is uploaded on various MAN Batu City accounts so that it is easily accessible by internet users so that information is also easy to obtain.

MAN Batu City has also provided a studio or publication room equipped with the necessary facilities and infrastructure to improve its school's branding. Representatives of the public relations sector manage this publication room, which can be used by people interested in publications and recording or taking videos of gifted students (Alim, 2022). The existence of provision of this facility has developed the potential of teachers and students of MAN Batu City. Various achievements and information are disseminated through school and personal social media to build better school branding. The number of social media available today has also been utilized as best as possible by the school, namely by collaborating with the mass media. Apart from publications using the school's social media, the public relations party also publishes MAN Batu City activities in various news media so that the reach of information can be spread more widely. MAN Batu City can be recognized because school branding efforts have been carried out extensively, utilizing school residents to disseminate information.

Based on the description above, this research differs from previous research in that branding is done through the dissemination of information by word of mouth, through printed media billboards or brochures, using internet media, which schools generally manage. However, in this study, MAN Batu City specializes in branding management carried out by a team formed under a representative in the field of public relations called the Editorial Team utilizing digital technology. This interesting public relations management has created a good image in the public, so that MAN Batu City is in great demand by the community. With the development of digital technology that facilitates school publications, will MAN Batu City continue to carry out a mixed publication strategy or even transform to using only online publications? Thus, this research aims to determine the role of public relations management in using social media as a means of branding at MAN Batu City, which the Editorial Team specifically carries out.

METHOD

The function of public relations management in using social media as a method of school branding was investigated using a qualitative approach in this study. Researchers must come and find out what the real situation and environment are like in the field by increasing the study focus on the function of the Editorial Team in carrying out school branding initiatives using digital technology. As a result, this study took a qualitative approach. The research method employed is a case study, which was undertaken to investigate the backdrop of school branding and environmental interactions in public relations and the editorial team. The researcher conducted this study by closely observing the social environment at the MAN Batu City, Malang research site. Through direct encounters, the researchers met and talked directly with the individuals they had chosen, including the school principal, the vice principal in charge of public relations, and the editing team coordinator.

The primary data for this study include words and actions, as well as supporting data such as documents and observation activities related to the study's emphasis. The key data sources in this study were: representatives from the public relations industry and editorial team coordinators, supporting data sources, and notably the principal of the MAN Batu City school. To get relevant data in this qualitative study, the researcher employed three data collection techniques: interviews, observation, and documentation concerning school branding, publishing archives, and accomplishment books.

The data analysis technique in this study is the interactive model by Miles and Huberman; in analyzing the data, the researcher arranges the data in a structured way obtained through observations, interviews, field notes, and documentation that the researcher has selected according to the data that the researcher needs so that a conclusion that is easy to understand is produced (Ramadhani et al., 2022). This analysis is based on field notes collected descriptively and reflectively or memos containing information related to implementing branding by the Editorial Team using

digital technology. At the stage of checking the validity of the data, the researcher used a triangulation technique to get the research data correct.

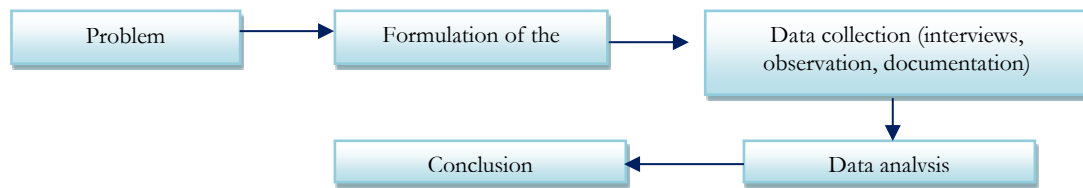


Figure 1. Research flow

RESULT AND DISCUSSION

Result

The outcomes of the field study show that MAN Batu City's preparedness for adopting branding through social media was thorough. Findings from public relations management efforts in improving branding through social media in MAN Batu City, particularly in the deputy public relations field, the editorial team, and the head of the madrasa to understand, study, and prepare strategies for building a good brand through madrasah social media. By focusing on the need component, meaning the teacher's input and ideas, the Editorial Team was formed in partnership with the Madrasah Quality Assurance Team (TPM) to build a team tasked with extensively promoting madrasahs. Prepare the Editorial Team, the social media used for branding, and the website promoting teacher and student writing. Regarding interpretation, the deputy public relations director, the editing team, and the madrasah's head accommodate ambitions, and information realized as a design branding and continue building technology abilities. Branding was maximized thanks to the madrasah's unique efforts in building the Editorial Team. The Editorial Team is crucial in preparing and managing information designs that will be presented to the public. In order for madrasahs to make a favorable impression on the community. Branding is accomplished by working with the instructor and students to offer and spread knowledge. Policymakers' careful planning has made it easier and more convenient for MAN Batu City to establish its brand through social media.

Findings on decision implementation through MAN Batu City social media at the policy implementation stage-branding This was preceded by the division of tasks and the formation of an Editorial Team which has the specific task of disseminating information, activities, achievements, as well as the work of teachers and students to the public through interesting publication techniques. The publications carried out have gone through the filtering of the information brought by the informants so that the messages conveyed to the public can be useful and memorable. Branding that reaches the community has gone through several checks by the vice public relations head and the head of the madrasah. The existence of smooth communication and coordination will make it easier for MAN Batu City to achieve its goals. Communication is established by providing information, input, and even improvements to each other for content design that is designed to be easy for the public to understand.

MAN Batu City under construction branding is influenced by several factors, including bureaucratic factors related to the Editorial Team as policy implementers branding that has been formed according to the existing job description. Communication factors related to providing and disseminating information by teachers and students, discussions between the team and deputy public relations, limited team meetings, and coordination via WhatsApp or in person. Resource factors include the development of social media as the main means of branding, training, and development of the editorial team, teachers, and students and the sources of funds used. Whereas in the disposition factors related to culture to continuously learn, develop skills, and cooperate in implementing these policies.

The management of branding carried out by MAN Batu City utilizes the madrasah's social media accounts and disseminates information through other mass media. Information is disseminated widely by teachers or students, as well as through groups WhatsApp administration. It is intended so that other parties know the advantages of madrasas and build a good impression among education consumers. Posts are managed by considering the time and conditions so that the information distributed is right on target and is still needed by the community. As social media users, the community is the main target of madrasas in building a good one. The work branding carried out by MAN Batu City can be seen in social media users' enthusiasm to follow, view, and spread the information again.

The use of social media by MAN Batu City has become a platform for branding madrasas. Posts on madrasa social media have increased daily, considering the various activities and achievements that madrasas have always achieved. Besides publishing activities and achievements, MAN Batu City also distributes the works of teachers and students to other mass media. Teachers and students take an important role in advancing their madrasa through several writings that the community can consume.

Discussion

Determination of the program is a form of a collection of ideas that already have a goal to achieve. The decision aims to provide convenience and facilitate education implementers to develop innovative education to achieve national education quality (Junaid, 2017). The existence of decisions set by the madrasah authority has provided objectives that direct and provide solutions to growing needs through strategic steps for implementing education (Elwijaya, 2021). Implementing the decisions set is the culmination of the development process. This decision becomes a rule that policy implementers will implement. So that policy implementers are expected to realize the program or rules that have been set. Schendel and Hofer in Sagala explained that implementation can be achieved with administrative tools, which can be grouped into three categories. The first is structure; in this case, who will be responsible for what, just as the principal is responsible for the teacher. The second is how each person in the group carries out the tasks and responsibilities. Furthermore, the third is behavior, which determines motivation, morale, appreciation, discipline, ethics, and other cultures (Sagala, 2013). Therefore, implementing the decisions made is important for the change and development of madrasas, such as the branding decision that the madrasah has set, carried out using social media to disseminate madrasah information.

The implementation of branding decisions through social media at MAN Batu City was preceded by the division of tasks and the formation of an Editorial Team to answer the needs and suggestions of teachers regarding the online publication of school activities. The Editorial Team has a special task in disseminating information, activities, achievements, and the work of teachers and students to the public through interesting publication techniques. The publications carried out have gone through the filtering of the information brought by the informants so that the messages conveyed to the public can be useful and memorable. Branding that reaches the community has gone through several checks by representatives of the public relations sector and school principals. The existence of smooth communication and coordination will make it easier for MAN Batu City to achieve its goals. Communication is established by providing information, input, and even improvements to each other for content design that is designed to be easy for the public to understand. MAN Batu City in building its branding is influenced by several factors, including:

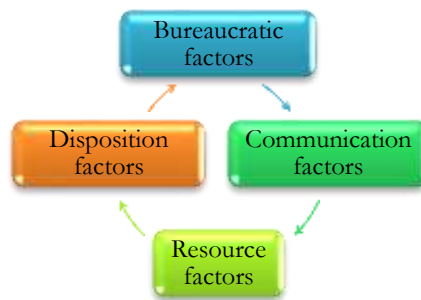


Figure 2. Branding Development Factors

Bureaucratic factors related to the Editorial Team as executors of branding policies formed following existing job descriptions. Communication factors related to providing and disseminating information by teachers and students, discussions between the team and representatives of the public relations sector, limited team meetings, and communication via WhatsApp or in person. Resource factors include the development of social media as the main means of branding, training, and development of the editorial team, teachers, and students and the sources of funds used. Whereas in the disposition factors related to culture to continuously learn, develop skills, and cooperate in implementing these policies.

The branding management carried out by MAN Batu City not only utilizes the madrasah's social media accounts but also disseminates information through other mass media. Information dissemination was carried out widely, either by teachers or students, as well as through the Batu City government's WhatsApp group, for example teachers and vice principals. It is intended so that other parties know the advantages of madrasas and be able to build a good impression among consumers of education. Posts are managed by considering the time and conditions so that the information distributed is right on target and is still needed by the community. As social media users, the community is the main target for madrasas in building good branding. MAN Batu City's successful branding can be seen in social media users' enthusiasm to follow, view, and spread the information again.

Allah subhanahu wa ta'ala explained in the Qur'an Surah At-Taubah verse 105 that implementing a plan must not be carried out haphazardly and haphazardly. Because all activities carried out will be accounted for before Allah SWT later. Humans should do their best because Allah *Allah subhanahu wa ta'ala* will record and account for every good or bad deed. Ultimately, all human actions will be rewarded according to what they have done. Therefore, policy implementers' decisions should be implemented with full responsibility. Information dissemination must also follow reality so that public trust is maintained. MAN Batu City branding implementers must be able to filter information useful for dissemination, even conveying information and writing that can maintain the good name of the madrasa.

Implementation is carried out to realize the policies set to achieve the goal. This policy is implemented by parties authorized to achieve successful madrasah branding (Susilawati & Harun, 2017). Using social media as a means of branding is transforming the education system, which is currently growing. Implementing policies that have been previously designed is certainly not free from obstacles that will affect future goals. Constraints can come from resources and even the process of realizing the policies that have been set. The perception of the community can also affect the implementation of branding. It is following the results of research conducted by Widyaningtyas that problems that cannot be resolved will affect the public perception of educational institutions and can reduce public interest (Widyaningtyas et al., 2021). Therefore, collaboration between internal madrasah parties and external madrasah parties is needed to build good branding by disseminating useful information for education consumers.

The success of implementing this branding can provide a significant transformation or change in the educational environment (Marpaung & Sazali, 2022), like the work order that always has to be updated along with the demands of the times. The use of social media by MAN Batu City has become a branding platform for madrasas. Posts on madrasa social media have increased daily, considering the various activities and achievements that madrasas have always achieved. Besides publishing activities and achievements, MAN Batu City also distributes the works of teachers and students to other mass media. Teachers and students take an important role in advancing their madrasa through several writings that the community can consume. It is the basis that the use of social media for branding can be done anywhere and at any time because the public's need to get information quickly can be obtained from social media. Because during the 5.0 era, digitalization will be used in all fields, especially education. Generations will be more advanced and established in utilizing social media as an alternative. It is in line with the words of Ali bin Abi Talib's friend: *"Educate (prepare) your children for things that are different from your situation (now) because they are creatures who live for an era that is not your era (now)"*.

The phrases above describe technological advancement, and information will continue to expand. Each generation will go through a developmental stage. As a result, long-lasting solutions are required, as demonstrated by MAN Batu City's use of social media to broadcast and retain information that can be accessed at any time. The availability of long-lasting documentation on social media has become a repository for MAN Batu City's accomplishments. As a result, observable advancements and modifications will occur occasionally. Rapid changes can also hasten the attainment of goals, depending on numerous conditions.

According to the idea presented by George C. Edward III in Tahir (2015), implementation should focus on four metrics.

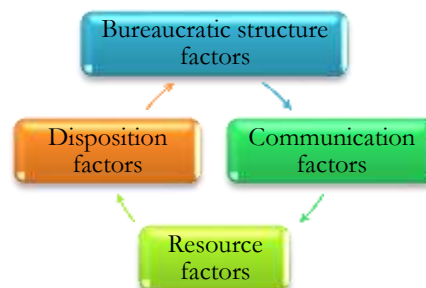


Figure 3. Branding implementation indicators

The first is the bureaucratic structure component, which is connected to the implementation team executing policies issued by the educational unit, expressed in establishing the MAN Editorial Team in Batu City. The Editorial Team was formed in response to the requirements and decisions of the Madrasah Quality Assurance Team, in collaboration with the Madrasah head and members from the public relations sector, in light of the various activities and successes of the Madrasah that must be reported. According to Robbins, the bureaucratic structure dictates how implementers are generally divided and grouped (Zamroni et al., 2022). The fragmentation or assignment of duties from policy implementers has been progressing well, and jobs are distributed evenly. As a result, the whole Editorial Team carries out its obligations in line with the job descriptions specified in the Editorial Team Decree issued by the head of the madrasah.

The second consideration is communication. Communication is a critical aspect, and in this situation, the communication that was conducted went smoothly, allowing for the effective application of branding through social media. Communication and coordination between the editing staff and members from the public relations sector have been effective, as seen by the madrasa's seamless publishing and design. It is also demonstrated by creating communication with internal and external madrasah parties so that information about the Acceptance of New Students

may be extensively spread outside of Java. This branding is accomplished through social media platforms, websites, and attempts to post banners. Even if social media is now an option, it is still necessary to focus on directly creating the impression and trust of the community around the madrasa environment.

In designing content and information designs, the Editorial Team communicates with representatives of the public relations sector or with relevant informants before publication. It is done so that the information reaches the public correctly. Even though communication is carried out on a limited basis via WhatsApp, this has made it easier to check anytime and anywhere to reach the target time. Branding communication carried out by MAN Batu City is carried out through two techniques, namely online via WhatsApp, Instagram, Facebook, Youtube, TikTok, Website, and mass media, and directly using banners that are placed in front of the madrasa building. It is done so that information can be spread evenly, both for the community within the madrasa and for people outside the island of Java.

The three factors are resources related to human resources responsible for implementing policies, facilities, and infrastructure as media supporting the implementation of branding, as well as sources of funds used in implementing branding through social media. As for human resources in implementing branding through social media, this has been carried out with an editorial team ready to be responsive and responsible for carrying out this branding. The internal and external community, in this case, the student guardians and committees, work together to disseminate information to achieve broad branding. Even though there were obstacles, they did not have a heavy impact on the madrasah. This human factor also involves representatives of the public relations sector and the Editorial Team, who implement this branding well through social media.

The facilities and infrastructure factors that become the media for implementing this branding policy are the tools and systems used to support the implementation of branding online, such as the provision of website hosting, computers, laptops, and other equipment, which are the media for carrying out policies. Development is always carried out regarding various versions of social media. MAN Batu City always updates related to the media widely used by the community today in seeking information. Content design editing is also carried out using laptops and cellphones, which are more practical to carry everywhere. The representative for public relations has also provided a publication room for the editorial team to carry out their work. The existence of this room is very useful when members of the Editorial Team coordinate directly. Goals will be easily achieved if carried out together and under the supervision of the Editorial Team coordinator. Therefore, the availability of adequate facilities and infrastructure is one of the supports for the success of established branding.

The fourth component is the implementer's temperament or attitude. Factors relating to the recipient's attitude, responsibility, and desire of implementers to put their policies into action. For example, the Editorial Team's internal and external public attitudes reacting to branding activities carried out via social media today with a responsible attitude in carrying out their tasks following the job description created. Cooperate, learn as social media evolves, and change attitudes to become more competent and responsive to today's expanding digitalization era. Madrasahs' family culture is also crucial in policy execution, particularly when dealing with digitalization advancements that necessitate collaboration.

In their research, Akmalia and Danupranata (2021) indicated that the disposition or attitude of the policy implementer would influence the form of support or hindrance to policy implementation in line with the implementer's competence and attitude. In order to attain the established goals, it is critical to identify and decide individual policy implementers who have high competence and devotion in the endeavor to implement downstream policies. The essential element to accomplishing policy implementation is a responsible attitude, willingness to learn, and

coordination with one another. It is a point of achieving great teamwork through the mindset of good executors.

CONCLUSION

MAN Batu City utilizes technology for branding, managed by a special Editorial Team. The team manages information, facilities, public relations representatives, and social media content. The implementation is successful, focusing on needs and conditions. The Editorial Team coordinates with other media madrasa residents and collaborates with other mass media to effectively communicate and disseminate information. Regular updates on social media posts ensure the success of the branding process.

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