

Building the *Pesantren* Reputation: Implementation of Inbound Marketing

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Abstract

This study explores Islamic boarding schools' (*pesantren*) inbound marketing reputation-building, which focuses on content that is relevant, interesting and of high value to influence public perception. This study uses a descriptive qualitative approach with data collection techniques through interviews, accurate documentation, and researcher observations at the *Nurul Jadid Islamic Boarding School*. This study reveals four research findings: first *Attract*, second *Convert*, third *Close*, and fourth *Delight* in implementing inbound marketing at the *Nurul Jadid Islamic Boarding School*. From this research, the inbound marketing strategy of *Nurul Jadid* has a positive impact on public perception of it. By providing relevant and high-quality content, Islamic boarding schools can build better community relationships and a strong reputation in the current technological era. They are expected to be able to produce educational content, such as articles and videos, which can influence public perception. Through social media, websites and other digital platforms, Islamic boarding schools can build active and positive online communities. With consistency in conveying Islamic boarding school messages and values, public perception will become better and more inclusive. This research can provide valuable insight for traditional Islamic educational institutions in utilizing modern marketing techniques, such as inbound marketing, to develop the reputation of Islamic boarding schools in the digital era. Apart from that, the results of this research can also contribute to the literature on marketing strategies in the educational context.

Keywords: Inbound Marketing, Islamic Boarding School Reputation, Public Perception.

Abstrak

Penelitian ini bertujuan untuk memahami pembangunan reputasi pesantren melalui *inbound marketing* yang fokus pada konten-konten yang relevan, menarik dan bernilai tinggi untuk mempengaruhi persepsi masyarakat. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, dokumentasi akurat, dan observasi peneliti di Pondok Pesantren Nurul Jadid. Penelitian ini mengungkap empat temuan penelitian yaitu pertama *Attract*, kedua *Convert*, ketiga *Close*, dan keempat *Delight* dalam penerapan *inbound marketing* di Pondok Pesantren Nurul Jadid. Dari penelitian tersebut, strategi *inbound marketing* Nurul Jadid memberikan dampak positif terhadap persepsi masyarakat terhadapnya. Dengan menyajikan konten yang relevan dan berkualitas, pesantren dapat membangun hubungan masyarakat yang lebih baik dan reputasi yang kuat di era teknologi saat ini. Mereka diharapkan mampu menghasilkan konten edukasi, seperti artikel dan video, yang dapat mempengaruhi persepsi masyarakat. Melalui media sosial, website dan

platform digital lainnya, pesantren dapat membangun komunitas *online* yang aktif dan positif. Dengan konsistensi dalam menyampaikan pesan dan nilai pesantren maka persepsi masyarakat akan menjadi lebih baik dan inklusif. Penelitian ini dapat memberikan wawasan berharga bagi lembaga pendidikan Islam tradisional dalam memanfaatkan teknik pemasaran modern, seperti *inbound marketing*, untuk mengembangkan reputasi pesantren di era digital. Selain itu, hasil penelitian ini juga dapat memberikan kontribusi pada literatur mengenai strategi pemasaran dalam konteks pendidikan.

Kata kunci: *Inbound Marketing*, Persepsi Publik, Reputasi Pesantren.

Introduction

In this increasingly growing era of globalization, education is a determining factor in forming a cultured, civilized society with a deep understanding of religion and science.¹ Islamic boarding schools, as one of the traditional educational institutions in Indonesia, have an essential role in educating the younger generation to become individuals with integrity and competence.² In this case, Abdurrahman Wahid describes Islamic boarding schools as a subculture with many unique ways of life, way of life, values, and power hierarchies that are fully embraced.³ It is because of this pattern of life that Islamic boarding schools have been able to survive for centuries.⁴

Nurul Jadid Islamic Boarding School, an Islamic educational institution in Indonesia, has achieved an impressive reputation thanks to its combination of traditional, faith-based education with a modern curriculum that includes arts, science, and technology. *Nurul Jadid* Islamic Boarding School not only focuses on academic education but also teaches its students entrepreneurial skills. They also encourage students to understand Islamic values in depth while developing modern skills needed in a global society. They create programs that help *santri* set up small businesses or social projects, which in turn will improve the local economy and reduce unemployment rates. However, most of this reputation is only among *Nurul Jadid* Islamic boarding schools because the ties between alums and Islamic boarding schools are still very close. Therefore, people who do not have direct knowledge of the *Nurul Jadid* Islamic

¹ Zughrofiyatun Najah and Lisa Mei Lindasari, "Pendidikan Islam : Wajah Baru Menghadapi Tantangan Globalisasi," *Ensiklopedia: Jurnal Pendidikan dan Inovasi Pembelajaran Saburai* 2, no. 01 (2022): 9–18.

² Slamet Sholeh, "Isu-Isu Kontemporer Pembaharuan Pendidikan Islam," *Jurnal Wahana Karya Ilmiah_Pascasarjana (S2) PAI Unsika* 4, no. 2 (2020): 722–736.

³ M Sufyan Riady and Moh. Wardi, "Telaah Pemikiran KH. Abdurrahman Wahid Tentang Pondok Pesantren," *Dirosat : Journal of Islamic Studies* 6, no. 1 (2021): 37.

⁴ Fakhriyah Tri Astuti, Haerini Ayatina, and Muhammad Miqdam Makfi, "Pesantren Dalam Menjaga Keberagaman Masyarakat Indonesia: Penelitian Di Pondok Pesantren Daar El Qolam 3 Tangerang Banten," *At-Thullab : Jurnal Mahasiswa Studi Islam* 2, no. 1 (2020): 325–335.

boarding school assume that the *Nurul Jadid* Islamic boarding school is an Islamic boarding school with expensive education costs and little depth in general knowledge.

In recent years, the *Nurul Jadid* Islamic boarding school has successfully attracted public attention, both domestically and internationally, thanks to their efforts in utilizing modern technology to build and strengthen the reputation of the Islamic boarding school. *Nurul Jadid* Islamic Boarding School has taken wise steps by adopting digital marketing strategies to build its reputation. This phenomenon reflects this institution's deep understanding of the changing dynamics of communication and its influence on public perception. With a quality content approach, continuous interaction, and providing added value for the audience, it provides space for *Nurul Jadid* Islamic Boarding School to not only promote itself but also to share values, knowledge, and understanding of moderate and inclusive Islam.

Based on Pratiwi's⁵ research results, the reputation of Islamic boarding schools is critical in attracting the interest of potential participants and influencing public opinion about Islamic boarding schools. Good public perception will have a good effect. Public perception of the existence of Islamic boarding schools has made them aware of their importance as a place for their children's education.⁶

Oktavianus and Putri,⁷ in their research, argue that a good reputation can provide various benefits, such as reducing company costs, allowing companies to provide premium prices, attracting applicants, investors and customers, and increasing profitability and creating competitive advantages. The higher the reputation level, the better the financial performance results will be and will make stakeholders interested in collaborating with the company.⁸ Organizations with a good reputation can charge premium prices for the products they market.⁹

In an increasingly digitally connected world, marketing is one of the main factors in building a good reputation. Islamic boarding schools need to carry out good

⁵ Dian Pratiwi, "Penerapan Bauran Pemasaran Efektif Dalam Meningkatkan Daya Tarik Lembaga Pendidikan Islam Di Ponorogo" 3, no. 1 (2023): 168–180.

⁶ Ruslan and Maftuhah Imam, "Persepsi Masyarakat Terhadap Eksistensi Pesantren," *Kariman* 10, no. 1 (2022): 137–152.

⁷ Laurentius Christian Oktavianus et al., "Kinerja Keuangan Dan Reputasi Perusahaan: Studi Pada Perusahaan Yang Terdaftar Di Bursa Efek Indonesia," *KRISNA: Kumpulan Riset Akuntansi* 13, no. 2 (2022): 218–227.

⁸ Yuni Adinda Putri, Rifani Akbar Sulbahri, and Gumulya Sonny Marcel Kusuma, "Pengaruh Strategi Green Marketing Terhadap Kinerja Keuangan Dan Non-Keuangan Perusahaan," *Akuntansi dan Manajemen* 18, no. 1 (2023): 33–50.

⁹ Rizal Agung W, Gabriel Yudhistira H, and Rifqi Aziz, "Pertumbuhan Pasar : Pemimpin , Pesaing , Pengikut , Nicher (Suatu Literature Review)," *Jurnal Ilmu Manajemen Terapan Volume 2, Issue 4, Maret 2021* 2, no. 4 (2021): 418–441.

marketing strategies so that Islamic boarding schools can continue to introduce Islamic boarding schools to the community.¹⁰ Marketing has changed radically in recent years. With the rise of digital marketing, search technology, blogging and podcasts, consumer access to information and content has exploded. Digital marketing has a variety of approaches, and one that is growing in popularity is “Inbound Marketing.” With marketing activities such as promotions, consumers can find out and learn more about the educational service products they want. Eva M. Sánchez-Teba's research include measures to restore travelers' confidence which will play an important role in attracting tourists after crisis. An inbound marketing strategy will provide a response as it is based on contact with the future tourist through highly specialized content.¹¹

According to Watajdid's¹² research, inbound marketing involves content creation and sharing. It is a way of marketing centred "on getting discovered by prospects through blogs, podcasts, eBooks, e-Newsletters, website pages, whitepapers, search engine optimisation, social media marketing, and other forms of content marketing." Inbound marketing attracts and retains qualified leads by generating content tailored to their needs. Astria defines inbound marketing as a broad, high-level description of marketing methods that engage prospects, push interruptive messaging, and bring them into the firm.¹³

This inbound marketing method was researched by J. Wichmann, who stated that this methodology provides businesses that use content capabilities to produce relevant and exciting material that is published on brand-owned digital media to promote customers' voluntary commitment to the business¹⁴ and initiate and maintain shared connections closely that can ensure their long-term loyalty.¹⁵

¹⁰ Mentari Erlianto Mahmud, Najmul Hayat, Fransisko Chaniago, “Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Citra Sekolah,” *Pendidikan Agama Islam* 5, no. 1 (2022): 2003–2005.

¹¹ Eva M. Sánchez-Teba, Josefa García-Mestanza, and Mercedes Rodríguez-Fernández, “The Application of the Inbound Marketing Strategy on Costa Del Sol Planning & Tourism Board. Lessons for Post-Covid-19 Revival,” *Sustainability (Switzerland)* 12, no. 23 (2020): 1–15.

¹² Nurul Islah Watajdid, “Systematic Literature Review: Peran Media Sosial Terhadap Perkembangan Digital Marketing,” *Jurnal sains pemasaran indonesia* XX, no. 3 (2021): 241–257.

¹³ Dela Astria and Mei Santi, “Pemanfaatan Aplikasi Whatsapp Bisnis Dalam Strategi Pemasaran Online Untuk Meningkatkan Jumlah Penjualan,” *Jurnal Eksyar (Jurnal Ekonomi Syariah)* 8, no. 2 (2021): 246–270, <http://ejournal.staim-tulungagung.ac.id/index.php/Eksyar>.

¹⁴ Julian R.K. Wichmann, Nico Wiegand, and Werner J. Reinartz, “The Platformization of Brands,” *Journal of Marketing* 86, no. 1 (2022): 109–131.

¹⁵ Hassan Aljohani, “A Review of Research on Inbound Marketing,” *Journal for Research on Business and Social Science* 3, no. 4 (2020): 2209–7880, www.jrbssonline.com.

Yunita¹⁶ believes that inbound Marketing is a strategy that focuses on relevant and valuable content to attract, retain and engage a relevant audience. In contrast to traditional marketing. Ghahremani-Nahr said that inbound marketing differs from traditional marketing by attracting customers to the company rather than reaching them through traditional advertising,¹⁷ so that traditional strategies will become ineffective, the results of Aljohani's analysis argue that Inbound Marketing is slowly replacing traditional marketing strategies.¹⁸

Several of these studies show that inbound marketing in marketing is very well done at this time, and the results of previous research explain that inbound marketing is used in business marketing, which uses content capabilities to produce relevant and exciting material that is published on brand-owned digital media to promote the company's products. This differs from current researchers trying to implement inbound marketing in Islamic boarding schools or institutions.

The novelty of this research is the implementation of inbound marketing in influencing public perceptions about the *Nurul Jadid* Paiton Probolinggo Islamic Boarding School. Therefore, the novelty in this research is the wise decision to use digital marketing strategies to build one's reputation. This can show how institutions understand communication is changing and how that affects public perception. *Nurul Jadid* Islamic Boarding School has the opportunity to promote itself and share moderate and inclusive Islamic values, knowledge and understanding with its audience through an approach of high-quality content, continuous interaction and added value.

Based on this, researchers want to explore how Inbound Marketing affects public impressions of Islamic boarding schools to improve their reputation. Islamic boarding schools' public image can be improved by focusing on marketing and digital media to disseminate positive messages.

Method

Based on the approach, this type of research is descriptive qualitative research with a single case study at the *Nurul Jadid* Islamic Boarding School. Namely, the data

¹⁶ Dessy Yunita et al., "Pembuatan Content Marketing Sebagai Strategi Menumbuhkan Brand Awareness Bagi Pelaku Usaha Di Era Pandemi Covid-19," *Sricommerce: Journal of Sriwijaya Community Services* 2, no. 2 (2021): 89–96.

¹⁷ Javid Ghahremani-Nahr and Hamed Nozari, "A Survey for Investigating Key Performance Indicators in Digital Marketing," *International journal of Innovation in Marketing Elements* 1, no. 1 (2021): 1–6.

¹⁸ Aljohani, "A Review of Research on Inbound Marketing."

collected is in words and images, not numbers.¹⁹ Meanwhile, according to Niuflapu, descriptive research is a form of research aimed at describing or illustrating existing natural and human engineering phenomena.²⁰

Descriptive research aims to describe and analyze the implementation of inbound marketing at the *Nurul Jadid* Islamic Boarding School, focusing on the strategies, tools and results obtained. This research was used to gain an in-depth understanding of the role of inbound marketing in building the reputation of the *Nurul Jadid* Islamic boarding school and how this influences public perception. The population of this research is all staff involved in implementing inbound marketing at the *Nurul Jadid* Islamic Boarding School. The sample will be selected purposively to ensure inclusiveness of various relevant departments.²¹

In terms of collecting this data, the author went directly to the research object to obtain valid data, so the researcher used the following methods: (1) Observation Method: direct observation of digital marketing activities carried out by the *Nurul Jadid* Islamic Boarding School to assess the use of tools and inbound marketing practices. (2) Interview Method: Relevant parties, such as marketing managers, content creators, and SEO analysts, will be interviewed to gain an in-depth understanding of inbound marketing strategy and implementation and (3) Documentation Method: Marketing-related documents, such as marketing plans, campaign performance analysis, and results reports, will be analyzed to gain insight into the effectiveness of the strategy. In this research, interactive model analysis is used as a data analysis technique.

Results and Discussion

Influence public perception

Nurul Jadid Islamic Boarding School tries to face the community's perspective to get a good view of Islamic boarding schools. *Nurul Jadid* Islamic Boarding School continues to improve the community's perspective, opinions and understanding of various relevant issues and topics. In dealing with this issue, Islamic boarding schools must remember that influencing the public's perspective can have a positive or negative impact, depending on the goals, ethics and interests involved. This description currently

¹⁹ Seçil Tumen Akyildiz and Kwestan Hussein Ahmed, "An Overview of Qualitative Research and Focus Group Discussion," *International Journal of Academic Research in Education* 7, no. 1 (2021): 1–15.

²⁰ Randi Nikanor Niuflapu, Samrid Neonufa, and Universitas Nusa Cendana, "Melang Learning House As A Review Of Community Literacy Strengthening In Alor District" 3, no. April (2023).

²¹ Deri Firmansyah and Dede, "Teknik Pengambilan Sampel Umum Dalam Metodologi Penelitian: Literature Review," *Jurnal Ilmiah Pendidikan Holistik (JIPH)* 1, no. 2 (2022): 85–114.

applies to the *Nurul Jadid* Islamic boarding school, a well-known Islamic boarding school in East Javanese society, according to Moh. Syahrullah, the administrator of the *Nurul Jadid* Islamic boarding school, said that the *Nurul Jadid* Islamic boarding school must be able to provide positive values and influence good thinking in the community because, looking at the current condition of Islamic boarding schools, the public does not know much about Islamic boarding school life.

According to Amin, one of the public relations officers for the *Nurul Jadid* Islamic Boarding School, said that the *Nurul Jadid* Islamic Boarding School is also active in social activities and community empowerment. Islamic boarding schools often hold programs aimed at helping the local community, such as infrastructure development, providing social assistance, and training programs to improve community skills. This not only provides tangible benefits to society but also inspires a public perspective on the positive role of Islamic boarding schools in social development. Thus, Islamic boarding schools are also trying to influence the public's view of them positively because the community also plays a role in maintaining the good name of Islamic boarding schools.

Islamic boarding schools need to understand that influencing the public's perspective is a natural part of building the Islamic boarding school's image.²² This allows various parties to convey ideas, arguments and information that can shape public understanding. However, problems arise when these efforts become manipulative, dishonest, or destructive. Ethical considerations are critical in influencing public perspectives. Information conveyed to the public must be accurate and must not be misused. Manipulating information or spreading fake news (hoaxes) is a practice that is detrimental to society, threatens the integrity of democracy, and can trigger social tensions. Therefore, actors who wish to influence public perspectives must be responsible for their messages and strive to present correct information.

Mass media plays a vital role in shaping public perspectives. They have a responsibility to present news objectively and ensure that various points of view are given equal opportunity. When special interests influence mass media or are too concentrated in the hands of a few owners, this can threaten the diversity of public perspectives. *Nurul Jadid* Islamic Boarding School has also utilized technology to spread its positive messages. They are active on social media, spreading ideas that

²² Walter W. Shelley et al., "Race, Bullying, and Public Perceptions of School and University Safety," *Journal of Interpersonal Violence* 36, no. 1–2 (2021): NP824–NP849.

support peace, tolerance and harmony between religious communities. However, of course, like other educational institutions, the *Nurul Jadid* Islamic Boarding School also has challenges and controversies that must be overcome. For example, issues related to wrong religious understanding or extremism must be faced firmly and wisely.

Additionally, the use of technology and social media platforms has changed the way information is disseminated and understood by society. The ability to quickly spread messages via social media can influence the public's perspective in seconds. This gives rise to problems such as filter bubbles, where individuals are only exposed to views that align with their beliefs. Individuals need to be critical and critical in consuming online information.

In conclusion, influencing the public's perspective is complex and essential. It is a tool that can be used to promote a better understanding of important issues, but it can also be misused for detrimental purposes. Therefore, ethics and transparency must be the main guidelines in influencing public perspectives to ensure the public can access accurate and diverse information to form a balanced and rational understanding of the world. So, the Inbound Marketing theory emerged, a marketing methodology that uses content capabilities to produce relevant and exciting material published on digital media. In this theory, there are several steps, including attract, convert, close and delight.

By using the steps above, the *Nurul Jadid* Islamic boarding school can build its reputation as an Islamic boarding school through content that can influence the public's perspective. Overall, the *Nurul Jadid* Islamic Boarding School can be an excellent example of how Islamic boarding schools can act as agents of positive change in society. They not only teach religion but also the values of tolerance, education and community empowerment. In this way, *Pesantren Nurul Jadid* has succeeded in influencing the public's perspective positively and has helped build the reputation of the *pesantren*.

Implementation of Inbound Marketing

HubSpot CEO and co-founder Brian Halligan introduced inbound marketing in 2005. Implementing inbound marketing at the *Nurul Jadid* Islamic Boarding School can be a strategic step to increase visibility, increase community involvement, and support the growth of the Islamic boarding school. Inbound marketing focuses on organically attracting audience attention, providing added value, and building ongoing

relationships. Inbound marketing has four steps to influence public opinion: Attract, Convert, Close, and Delight.

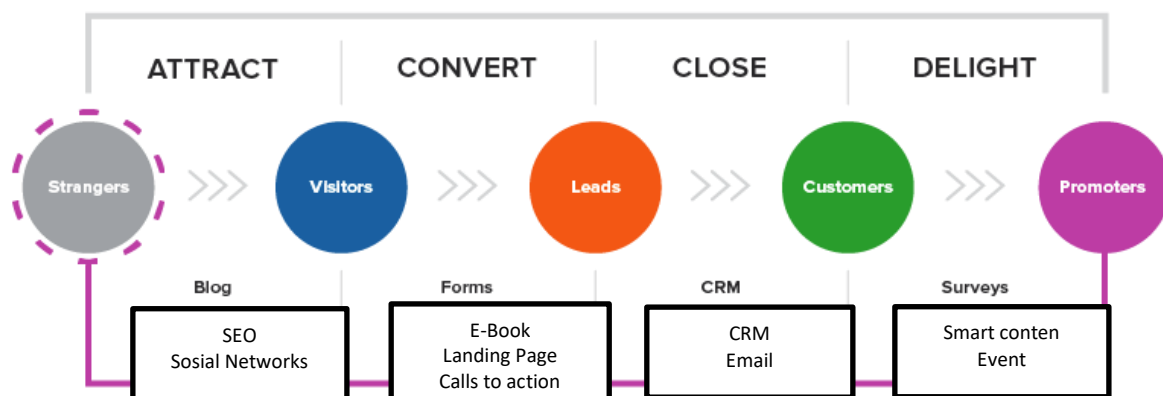


Figure 1. Inbound Marketing Theory

Inbound marketing uses quality content to draw attention to how the *Nurul Jadid* Islamic boarding school has created valuable educational content, such as articles, videos, and websites, that provide insight into Islamic education and reflect its values. *Nurul Jadid* Islamic boarding school prospective students and anyone interested in Islamic education would benefit from this content. Gain public attention and convert them to *pesantren* brand fans. Phone numbers, email addresses, and other contact information must be collected from them to transform them into prospective *pesantren* supporters. This is done by adding a document or landing page to the website.

The head of information public relations for *Nurul Jadid* Islamic Boarding School believes digital media is an efficient tool to introduce the institution. Islamic boarding schools no longer have to announce themselves to society, and better methods exist. Thus, digital media is good if used properly, and press coverage of Islamic boarding schools must be honest and not exaggerated. Islamic boarding schools utilise inbound marketing as follows :

1. Attract

This method makes foreigners aware of and interested in the products being sold.²³ This method is a critical first stage. Business actors must be able to provide valuable and engaging content regarding the products or services they offer. Business people can optimize various digital media such as social media, blogs, websites or search engine optimization. At this stage, business actors can create content that is

²³ Diah Pradiatiningtyas, "Upaya Inbound Marketing Oleh Gembira Loka Zoo Yogyakarta Di Era Pandemi Covid 19," *Jurnal Pariwisata* 9, no. 1 (2022): 45–52.

interesting and liked by potential consumers so that through this content, consumers can be directed to the products and services offered. Business actors can create the right content and use social media, SEO and website visits.

Media use in introducing marketing at the *Nurul Jadid* Islamic Boarding School is a relevant step in facing the current digital era. The media is essential in disseminating information, building an image, and creating social connectivity. The following is a table of several press and content focuses used by the *Nurul Jadid* Islamic boarding school.

Table 1. Online Marketing of *Nurul Jadid* Islamic Boarding School

Media	Goals	Content
Website	1. The latest news information from the <i>Nurul Jadid</i> Islamic Boarding School	Biographies of founders and caregivers Gallery of quotes from founders and caregivers Pen of students and alumni Student activities and achievements
	1. Formal information about Islamic boarding schools and <i>da'wah</i>	Live Caregiver Study Live <i>Ramadan</i> Live birthday of the Prophet Live <i>muharram</i> PHBI Islamic boarding school <i>Ramadan</i> Content Islamic boarding school activities Guide related to Islamic boarding schools Promoter of Islamic boarding school activities and information
Instagram	1. Information about Islamic boarding schools and sayings, documentation and short videos	Greetings for Islamic holidays Greetings for Islamic boarding school activities Short video of Islamic boarding school activities

A. Website

Website media is an excellent way to market products, services, and organisations like *Nurul Jadid* Islamic Boarding School.²⁴ Therefore, online media can significantly impact public impressions of Islamic boarding schools and their operations.

Web media allows the *Nurul Jadid* Islamic Boarding School to directly engage with a broader audience, according to HUMINFO (Information Public Relations) interviews. Islamic boarding schools can share inspiring stories on their

²⁴ Siti Khoziyah and Evawani Elysa Lubis, "Pengaruh Digital Marketing Terhadap Keputusan Pembelian Followers Online Shop Instagram @KPopConnection," *Jurnal Ilmu Komunikasi* 10, no. 1 (2021): 39–50.

websites, such as the founder's struggle to build and develop *Nurul Jadid* Islamic boarding school in Java, achievements, champions directed by students or administrators in both academic and non-academic fields, educational programmes, talk shows, *Bahstul Qutub*, and religious values. This can give the public a more accurate and complete view of Islamic boarding schools and their positive contributions. This information can motivate society and improve its image.

Nurul Jadid Islamic Boarding School tries to avoid information that is sensational or manipulative because this can damage public trust and the image of the Islamic boarding school. Web media must be used as a means of transparency. The public must be able to easily access information about Islamic boarding school activities, programs, funds management and developments. This can build trust and keep uncertainty at bay.

Overall, the use of web media in marketing *Nurul Jadid* Islamic Boarding School has great potential to influence public perception positively. However, a careful approach and sound strategy are needed so that web media can effectively convey the desired messages and help build an accurate and inspiring image of Islamic boarding schools.

B. YouTube

YouTube media has a significant role in marketing the *Nurul Jadid* Islamic boarding school and influencing public perceptions about this educational institution. In this digital era, YouTube has become the leading platform for content, including academic information, entertainment and marketing. Therefore, using YouTube by Islamic boarding schools such as *Nurul Jadid* to promote themselves is a smart move and has great potential to reach a wider audience.

Positively, YouTube lets *Nurul Jadid* Islamic Boarding School visually and interactively express its identity, educational programmes, facilities, and daily life. Videos can show religious, academic, social, and Islamic boarding school successes. This can inform the public about the Islamic boarding school.

The interview found that the *Nurul Jadid* Islamic Boarding School uses YouTube live to commemorate the *Haul* of the Founder and *Harlah*, the birthday of the Prophet SAW, the arrival of Indonesian ministers, and daily recitations by the carers. To enable online participation. Islamic boarding schools can quickly draw attention with their diverse curriculum. Islamic boarding schools always make videos, starting with spiritualist and nationalist movements.

C. Instagram

Instagram media has become a compelling platform for marketing various products, services and even institutions such as Islamic boarding schools.²⁵ In the context of the *Nurul Jadid* Islamic boarding school, the use of Instagram media can have a significant effect in influencing public perceptions of the Islamic boarding school.

Instagram allows the *Nurul Jadid* Islamic boarding school to be known more widely. By sharing photos, videos and everyday stories from Islamic boarding school life, Islamic boarding schools can help prospective students and the general public to understand better the activities and principles adhered to by Islamic boarding schools. Instagram can promote schools through attractive visual content. Thus, Instagram can influence people's perceptions of the *Nurul Jadid* Islamic boarding school through active interaction and engagement with its followers. Quick responses to questions, comments, and user input can show that the Islamic boarding school cares about the opinions and needs of the community. This can instil the idea that Islamic boarding schools are open and inclusive places.

Some of the interview results include the focus of the Islamic boarding school on Instagram social media in the form of words from the founders of the Islamic boarding school, which were recorded by several Islamic boarding school families and senior students, greetings to personnel or agencies in the form of words of congratulations or condolences, and so on. This will significantly influence the community by thinking that Islamic boarding schools care about the surrounding environment, not just focusing on what is inside the Islamic boarding school.

2. Convert

After getting visitors on the web, now is the time to turn web visitors into buyers and even customers by getting their contact information, especially email. Visitors' email addresses are now considered very valuable in the online world. Because sending an email is the first step in building a relationship and increasing trust. Businesses can take advantage of landing pages, calls to action, and opt-in forms.²⁶

²⁵ Sari Anjani and Irwansyah Irwansyah, "Peranan Influencer Dalam Mengkomunikasikan Pesan Di Media Sosial Instagram [the Role of Social Media Influencers in Communicating Messages Using Instagram]," *Polyglot: Jurnal Ilmiah* 16, no. 2 (2020): 203.

²⁶ Ibnu Habib Fainto et al., "Marketing Development Strategy in the Digital Age Strategi Pengembangan Pemasaran Di Era Digital" 4, no. 3 (2023): 817–826.

In converting visitors (the public), *Nurul Jadid* Islamic boarding school uses landing page steps. Landing pages on well-designed websites can be used to collect contact information from interested visitors. *Nurul Jadid* Islamic Boarding School has succeeded in creating a significant impact in influencing public perception through the landing page they display. With a modern design and informative content, this landing page is an essential forum for shaping the public's view of the Islamic boarding school. Based on the interview results, converting via landing pages is the primary goal of the Inbound Marketing strategy. This involves converting those page visitors into potential or actual customers. Because the *Nurul Jadid* Islamic boarding school has not yet developed this conversion through other media, such as Instagram, YouTube.

According to Yusril, the Islamic boarding school's public relations officer, the informative content on the landing page provides a clear picture of all aspects of life at the *Nurul Jadid* Islamic Boarding School. From galleries and quotes from the founder, educational programs, and facilities to religious and social activities, this comprehensive information helps change people's views who may have stereotypes about Islamic boarding schools as places limited to spiritual lessons only. Testimonials from students, alums, or other related parties presented on the landing page provide concrete evidence of the positive benefits obtained from the *Nurul Jadid* Islamic Boarding School. This positive experience offers substantial evidence that this Islamic boarding school is not only a place to study religion but also a place where character and competence develop holistically.

Social media and images of events on the main page give a more personal view of Islamic boarding school life. This calms concerns and portrays the Islamic boarding school as lively and welcoming. Presenting *Nurul Jadid* Islamic Boarding School students' academic and non-academic achievements also dispels the idea that they solely teach religion. This landing page shows that Islamic boarding schools allow for growth in sports, arts, and other areas.

As shown above, *Nurul Jadid* Islamic Boarding School's homepage page is appealing and professional. The *Nurul Jadid* Islamic Boarding School homepage impresses visitors. Bright colours and an organised arrangement create a modern, inviting feel. This gives the impression that this Islamic boarding school is modern and adapts to new technologies and designs. The *Nurul Jadid* Islamic Boarding School landing page has a responsive and user-friendly design with consultations, making it easier to access for diverse groups, including those without a strong technology

background. This shows the Islamic boarding school's willingness to connect with all sectors of society and indirectly promotes its openness and inclusivity. The *Nurul Jadid* Islamic Boarding School homepage page shapes public opinion. By providing accurate, impressive, and diverse information, this Islamic boarding school has changed the stereotype of conventional Islamic boarding schools. It has shown itself as a modern, inclusive, and comprehensive educational institution.

Then, the next conversion step is the Call to Action. According to Mujib, it is essential to provide opportunities for the public to interact with the content and brand of the *Nurul Jadid* Islamic boarding school. In this context, creating an attractive call to action will be very helpful. The Call to Action on the *Nurul Jadid* Islamic boarding school landing page is in the form of a link to download the e-book and fill out the contact form for a free consultation. By providing real value through calls to action, people will feel that they are getting something of value in the exchange of their personal information. In this way, the *Nurul Jadid* Islamic boarding school has utilized the "Call to Action" strategy effectively to change people's perceptions about Islamic boarding schools and Islamic education. With continuous creativity and innovation, this Islamic boarding school has established itself as an agent of positive change and impact on society.

3. Close

After you get in contact with these potential customers, it's time for you to offer your business or product by contacting them. You may also have to follow up several times so that they remember the product or service you offer.²⁷

According to HUMINFO, based on the results of interviews, in this follow-up step, the *Nurul Jadid* Islamic boarding school has demonstrated strong commitment and policies in establishing close relationships with the community through the media. Through this approach, the Islamic boarding school built effective communication bridges with various levels of society. Among the several ways *Nurul Jadid* Islamic Boarding School interacts with the community is by maintaining responsiveness to community feedback through the media. They respond to comments, questions and input from the public quickly and openly. This approach reflects the Islamic boarding

²⁷ Susi Susanti Tindaon, "Implementasi Inbound Marketing Di Era New Normal: Strategi Pemasaran Pada PT. Tama Cokelat Indonesia," *SEIKO: Journal of Management & Business* 5, no. 2 (2022): 104–115.

school's willingness to continue to adapt and improve itself to meet the needs and expectations of society.

Nurul Jadid Islamic Boarding School actively utilizes social media as the primary means of communicating with the community. By having official accounts on platforms such as YouTube, website and Instagram, this Islamic boarding school can provide the latest information about various ongoing activities, events and programs. This allows people to stay connected and get relevant information in real-time.

Developing programs in live broadcasts that provide insight, knowledge and religious views to the public. Through this media, Islamic boarding schools can convey spiritual messages and provide advice in everyday life. This approach helps Islamic boarding schools expand their reach in society and makes them a source of inspiration that can be easily accessed. In its implementation, the *Nurul Jadid* Islamic boarding school has an exceptional team responsible for managing content on various media platforms. In this way, Islamic boarding schools can ensure the quality of information conveyed to the community follows the values and principles it upholds. Quality content is also able to attract public interest in continuing to follow Islamic boarding school developments through the media.

So, in this case, the *Nurul Jadid* Islamic boarding school has succeeded in implementing a solid follow-up strategy through the media. By utilizing various platforms, quality content, and responsive interaction, this Islamic boarding school can strengthen its relationship with society. It is a source of knowledge, inspiration, and guidance in religious and social life.

4. *Delight*

After potential consumers become consumers, business actors at this stage maintain relationships with these consumers. Providing satisfaction to consumers with quality products, promos, discounts, events and so on so that consumers voluntarily promote the products and business services offered.²⁸

One of the speakers said that Islamic boarding schools have taken steps to ensure continued interaction with the community through the media. They not only focus on significant events but also regularly deliver short, informative content, such as wise quotes, advice and short sermons. This helps maintain ongoing community involvement. By presenting activities relevant and exciting to the community, Islamic

²⁸ Cut Devi Maulidasari and Damrus Damrus, "Dampak Pemasaran Online Di Era Covid-19," *Jurnal Bisnis Dan Kajian Strategi Manajemen* 4, no. 2 (2020): 233–245.

boarding schools can keep students interested in joining and studying in the Islamic boarding school environment. In these events, Islamic boarding schools can present an educational experience that is not only based on tradition but is also relevant to current developments.

Apart from that, events at the *Nurul Jadid* Islamic boarding school also have the potential to influence participants positively. Through seminars, discussions and lectures held at events, Islamic boarding schools can convey moderate Islamic values, inter-religious tolerance, and a deep understanding of religious teachings and moral values. This can shape the mindset of event participants and help them become more empathetic, intelligent and qualified individuals.

According to the interviews, *Nurul Jadid* Islamic boarding school emphasises major events, frequently live, to build ties and community attitudes. Islamic boarding school events help maintain and influence *Nurul Jadid*. *Nurul Jadid* Islamic Boarding School plays a vital role in the education and character development of the younger generation, and its events can improve education, strengthen its identity, and positively influence event participants.

Islamic boarding school events that are highly appreciated by the community include *Al-Thuras*: a National Yellow Book and *Bahstul Qutub* reading competition activity, which brings together various kinds of Islamic boarding schools in Indonesia, Seminar: which brings in presenters who are well known to the public, such as *Kiai* and *Nyai* from various Islamic boarding schools, Ministers of the Republic of Indonesia, and so on. These events can function as a forum to strengthen ties between Islamic boarding schools, students, teachers and the surrounding community. Through various events such as seminars, workshops, art festivals and social activities, Islamic boarding schools can invite multiple groups to participate. This allows Islamic boarding schools to interact more intensely with the community, build strong relationships, and gain comprehensive support. However, what was conveyed by the resource person is no less critical. Namely, it is essential to maintain a balance between educational goals and the impact of these events. Islamic boarding schools must stick to their primary mission, namely providing solid religious education and deepening moral values to students. Events must be designed carefully so as not to shift the focus from the primary goal of the Islamic boarding school.

From the explanation, events at the *Nurul Jadid* Islamic boarding school have an essential role in maintaining and influencing the Islamic boarding school. Through these

events, Islamic boarding schools can strengthen relationships with the community, support their appeal to the younger generation, and spread positive Islamic values. By maintaining a balance between traditional and modern aspects, Islamic boarding schools can continue to be educational institutions that have an impact on shaping the character of the younger generation. By implementing an inbound marketing strategy well, *Nurul Jadid's* trend message has an excellent opportunity to turn people into customers through conversion. This approach will not only help increase the number of students but will also build a positive image and public trust in the Islamic boarding school.

Conclusion

Based on the research results, the *Nurul Jadid* Islamic boarding school has made efforts to implement Inbound Marketing well. The implementation carried out is Atrack: making foreigners aware of and interested in the *Nurul Jadid* Islamic Boarding School, Convert: making web visitors become buyers and even customers by getting their contact information, especially email, Close: offering your business or product by contacting them. Them and Delight: Providing satisfaction to consumers with quality products, promos, discounts, events and so on. Using an inbound marketing strategy, *Pesantren Nurul Jadid* positively impacts public perception of it. By providing relevant and high-quality content, Islamic boarding schools can build better community relationships and a strong reputation in the current technological era. This research is limited to implementing inbound marketing at the *Nurul Jadid* Islamic Boarding School and does not cover other aspects of the company's marketing strategy. This study shows that similar educational institutions can use inbound marketing strategies to build reputation and influence public perception.

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