

Branding Strategy for An Nur II Al-Murtadlo as a Tourism Islamic Boarding School through Digital Public Relations

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Abstract

Islamic boarding schools are Islamic educational institutions that apply traditional learning methods such as bandongan and sorogan. The learning implemented by Islamic boarding schools has now evolved following existing developments, a shift from the traditional learning system to learning in the digital era, this has an impact on the branding strategy applied by Islamic boarding schools to the general public. The PESO model analysis at the An Nur 2 Islamic Boarding School is used to look at Islamic boarding school branding through the media, especially owned media. This article discusses the influence of the digitalization of the An Nur 2 Islamic boarding school on the branding strategy and optimization of Islamic boarding school learning in the era of digitalization. This qualitative research uses a descriptive approach, observation and online interviews as supporting data. The results of the research explain that the percentage of digitalization strength in an Islamic boarding school can have a very significant effect on strengthening the Islamic boarding school's credibility as a branding strategy and influence the success of existing learning systems and methods in Islamic boarding schools. Thus, the existence of Islamic boarding schools known as traditional Islamic education institutions can develop. both with digitalization and playing an important role in social control and branding of Islamic boarding school institutions through the media, especially, in the midst of the crisis of decreasing credibility of Islamic boarding schools in front of the general public.

Keywords: Islamic Boarding School, Digitalization, Branding

Introduction

This article will discuss the role of Digital Public Relations carried out by the An Nur 2 Islamic Boarding School in building its image as a tourist Islamic Boarding School. The research method used in this research is to use the online observation method by observing digital PR activities carried out by the An Nur 2 Al Mutadlo Islamic Boarding School, Malang. This Islamic boarding school already has the awareness to build its image, as written on its website that, this Islamic boarding school is a tourist Islamic boarding school. This article will examine the various efforts made by Islamic boarding schools in building their image.

Islamic boarding schools are one of the pillars supporting education in Indonesia. Islamic boarding schools, which are the oldest educational institutions, have made several efforts, one of which is modernization by changing the traditional system to a more modern system. At the beginning of its development, Islamic boarding schools were only places where students lived in the Kyai's environment so that they had intensive learning in the fields of religion, manners and morals.(Indrawan, 2021). The modernization of Islamic boarding schools is carried out by several Islamic boarding schools changing their learning methods, which were initially based on the sorogan model, which evolved following existing developments, the transition from the traditional learning system to learning in the era of digitalization, followed by increasingly structured digitalization of institutional management, this has an impact on the branding strategy implemented. Islamic boarding school to the general public.(Putra, 2019)

It is important to digitize Islamic boarding schools, not only in learning but also in daily activities. Digitalization aims to inform the entire community that education is important and Islamic boarding schools produce superior generations in the fields of religion, independence, manners and social life. The Ministry of Religion's current report shows that there are 26,975 Islamic boarding schools in Indonesia as of January 2022. The most Islamic boarding schools are in West Java province with a total of 8,343 Islamic boarding schools, Banten is in second place with a total of 4,579 Islamic boarding schools. The third rank is occupied by East Java with the number of Islamic boarding schools of 4,452(Annur, 2022).

Islamic boarding schools are closely related to the character of a scholar or the excellence of the education he provides. There are many large Islamic boarding schools that produce students who contribute to society. However, recently Islamic boarding schools are experiencing a crisis due to issues of violence and sexual harassment. One of the cases of violence at the Islamic boarding school was the death of a Gontor student due to alleged violence committed by his seniors. Another case was the beating carried out by 12 students at the Darul Qur'an Lantarburo Islamic Boarding School. Apart from issues of violence, issues related to sexual harassment also occur within the Islamic boarding school environment and are carried out by irresponsible people. There are around 20 female students who have become victims of sexual abuse by the leadership of Islamic boarding schools in Bandung Regency(Mubarokah, 2022). The image of an institution has declined due to the above crises. In fact, ideally Islamic boarding schools educate about akhlakul karimah. The aim of Islamic boarding schools is to provide religious

knowledge and understanding and the second aim is to teach noble morals. So from this incident, the MUI asked parents to be more selective in choosing Islamic boarding schools. Education, which was originally a citizen's right, is now an option for those who have purchasing power (customers). (Mujib, 2020).

The reputation of Islamic boarding schools is built with the role of digitalization through digital public relations. By utilizing digitalization, Islamic boarding schools can preach and convey information through digitalization and media. Media that can be optimized in informing about institutions are internal media and external media or what is more often known as the PESO model. Public relations can establish relationships with internal and external stakeholders through this media so that trust can be formed. Public Relations activities that use online digital media with the aim of managing and improving reputation and forming organizational understanding (Arief, 2019).

An-Nur 2 Al Murtadlo Islamic Boarding School, Malang, is an interesting Islamic boarding school because it has the awareness to shape its image as a tourist Islamic boarding school. Apart from that, this Islamic boarding school builds this image with a digital Islamic boarding school by implementing digital public relations. This Islamic boarding school has a vision to produce a generation of shalihin and shalihay who have spiritual depth and breadth of knowledge. The mission of this Islamic boarding school is to equip its students with in-depth knowledge of Islam. Training students to implement the knowledge they have acquired, equipping students to implement the knowledge they have acquired and equipping students with science and technology as well as accommodating students' interests, talents and creativity.

Previous research on the An Nur 2 Islamic boarding school was carried out by Sangga with the title Strategic management of PR in Islamic educational institutions to build image and increase public interest. The research was carried out using a qualitative approach with case studies and data sources obtained through in-depth interviews, observation and documentation. The results of this research show that the An Nur Islamic boarding school has succeeded in building its image through strategic PR management, namely becoming the Best Islamic Boarding School, increasing student enthusiasm every year and social empowerment programs and improving the community's economy. (Kejora, 2021).

Research related to the An-Nur 2 Al Murtadlo Islamic boarding school was also carried out by Dazata Nublidin who examined the role of Islamic boarding schools in empowering the community's economy. The research method was carried out using a descriptive qualitative approach with case studies. Data collection was carried out using interviews. The results of this research show that the An Nur 2 Al Murtadlo Islamic Boarding School has several business charities including businesses in the form of gas stations, Islamic boarding school children's cooperatives, workshops, Micro Waqf Bank and fish farming. (Putra and Zaki, 2020).

Asset Based Community Development in Tourism Islamic Boarding Schools was the subject of a research study conducted by Abdillah Ubaidi Djawahir. Mapping of Tourism Assets at the Annur 2 AL Murtadlo Malang Islamic Boarding School shows that the Islamic boarding school has good relationships with internal and external parties of the institution. Tourist Asset Mapping is part of the growth

of halal tourism in Indonesia. The results of mapping using the ABCD methodology are the tourist assets of this Islamic boarding school, namely educational programs, museums, selfie spots, rubbish bins and souvenir centers. (Djawahir, 2018).

The concept of a tourist boarding school is not the first time that An Nur Islamic Boarding School has been implemented, previously there was a tourist boarding school carried out by the Biharu Bahri Asali Fadlail Al Rahmah Islamic Boarding School. Because of its unique architecture and is better known as the Tiban mosque. The motivations of visitors vary, some visit because they are curious about the beauty of the building and the queuing activities. There are those who visit to prove the myths that are developing in society. Positive impact in the economic sector and aspects of da'wah. Meanwhile, the negative impact is felt on the social cultural aspects of visitors who are only looking for fun and there is overcrowding due to the large number of visitors (Aisyah, 2020).

The novelty of this research is that there is no research that discusses digital Public Relations strategies at the An-Nur II Al - Murtadlo Islamic Boarding School, especially in terms of its branding strategy to become a tourist Islamic boarding school. Previous research focused more on the role of Islamic boarding schools in developing the economy of their citizens.

Research methodology

This research is descriptive qualitative with the main focus on the branding strategy of Pondok Pesantren An Nur II as a tourist Islamic boarding school through digital public relations. Qualitative research is research whose findings cannot be obtained using statistical procedures or using other methods of measurement, so that it can be used to understand the meaning stored behind an event (Cresswell, 2015). Qualitative methods examine in depth the research subject, descriptive analysis can provide understanding of matters related to the research subject (Hendriyani, 2017). The qualitative descriptive approach is in accordance with the aim of this article, namely to look at the branding strategies used by Islamic boarding schools in building their image as tourist Islamic boarding schools.

Results And Discussion

An Nur II Al Murtadlo Islamic Boarding School Branding Strategy

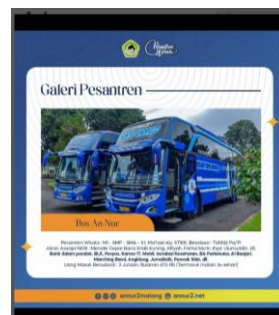
Branding comes from the word brand which means brand. Branding has a function as a differentiator or comparison from other brands. Branding is a communication activity used by companies or institutions to build, enlarge and strengthen. Without being communicated well, branding will not have an impact on potential consumers, this also applies in the tourism context (Masyhari Makhasi and Lupita Sari, 2018). Branding can be a differentiator or identity for a product, including in the tourism context (Chuang, 2015).

The American Marketing Association defines branding as a name, term, sign, symbol, or design, or a combination thereof, that is intended to identify the goods or services of one seller or group of sellers and differentiate them from those

of competitors.(Kotler, Philip; Keller, 2013). Branding is not just a name but includes everything related to invisible things such as trade names, logos, visual characteristics, images of credibility, character, impressions, perceptions and assumptions in the minds of consumers. A brand for a school is an identity to be known and differentiate the quality of its services from other schools. School branding strategies are very important for schools, especially private schools (Wahyudi, 2015). Branding is a statement about who (identity), what does and why a brand is worthy of being chosen (special). Brand is reputation (Neumeier, 2015).

Branding elements include the logo owned, the brand name used, visual appearance, spokesperson in the form of the product, company mascot or company figure, sounds related to the brand and good words such as slogans, taglines and jingles.(Prasetyo, B. D., & Febriani, 2020). Branding strategies are needed by companies or institutions, in this research it is An Nur Islamic Boarding School 2. Branding strategies are needed by Islamic boarding schools so that the brand that appears in society can be formed in the public's perception. Apart from that, so that Islamic boarding schools are different from other Islamic boarding schools, of course they need instrument support. that is in the brand.

An Nur II Islamic Boarding School is aware of the importance of logos in building branding for an institution. The chosen logo brings out the value of the Islamic boarding school as a tourist Islamic boarding school. Apart from that, on every birthday, the Islamic boarding school creates a logo that is tailored to the vision and mission of the institution. In 2022, which is the 43rd anniversary, the theme raised is "Firm dedication, steadfast in making achievements" with the meaning of improving the character of intelligent people in the fields of religion and science.



Gelder said there are three supporting elements in building a brand strategy, namely brand positioning, brand identity and brand personality. Brand positioning means the brand shows its advantages and the differences between the brand and other brands or competitors. This brand identity shows the background, principles, goals and ambitions of the brand. Through brand identity, the differences between brands and others can be seen. Brand personality is built to attract consumer attention and is used to attract consumers and is used to convince consumers that the brand is good (Gelder, 2005).

The branding that An Nur II Islamic Boarding School wants to build is as a tourist Islamic boarding school. This is supported by the potential and geographical location of the Islamic boarding school which is in Malang and is synonymous with tourism. Initially the program was aimed at santri and the community around the boarding school to improve the community's entrepreneurial abilities. Several business fields that will be carried out in the tourism sector include baiturrahul, archery, horse riding, beekeeping, Qurani park, white water rafting, fish therapy, flying fox, hydroelectric power, tree house, luak coffee and mini zoo.

The tourism referred to in this Islamic boarding school is not only tourism in general but is intended as a place for comparative studies because of the good school curriculum and the achievements achieved by the students. Apart from that, another strength or potential of this Islamic boarding school is good Islamic boarding school economic institutions such as the Self-Service Business Unit, Motorcycle Workshop Business Unit, People's Sugarcane Savings and Loans, Ahad Legi recitation market and canteens and gas stations. An Nur Islamic Boarding School's branding is to produce a generation of solih and so seen by providing good quality education, in addition to providing infrastructure with comfortable, safe and enjoyable facilities. The differentiation is to become a tourist Islamic boarding school (Kejora, 2019).

The image of an educational institution such as an Islamic boarding school is formed by several things, namely trust, quality, perception, identity and loyalty. This brand image is the result of the institution's perception of all the attributes inherent in the institution. Image These are formed over a long time and do not form by themselves. Islamic boarding schools must be able to create a positive impression through the achievements and excellence of the institution (Mujib, 2020). The advantage of An Nur Islamic Boarding School is its tourism sector and the curriculum it has. Brand image can be formed by several factors such as the quality offered in the world of education as well as the quality of Islamic boarding schools starting from the curriculum, teaching staff and graduates. The second factor is that it is trustworthy and reliable and has benefits related to product and service function, service, risk, price and image (Schiffman and Kanuk, 2010)

The image of an educational institution can be formed from good relationship management with the public, unique learning, quality of learning, learning satisfaction and achievement seen from academic reputation, institutional networks and a clear curriculum. The final factor is the publication of activities because it is able to build a reputation by publishing activities to build competitiveness and noble morals. Several strategies that can be used to shape the image of the institution are improving the quality of teachers, increasing institutional

participation, building networks with several strategies and excellent service.(Sholihah, 2018). Techniques that can be done are by carrying out several activities such as school exhibitions, publication of positive activities, school meetings with parents and community leaders, press conferences, school journalists, school websites and elite testimonials about the school and the school's involvement in public leadership and social service or activities. others (Gunawan, 2016).

A positive image of an institution can be formed in various ways, namely creating public understanding, creating public confidence, creating public support and creating public corporate or cooperation from the public towards an organization or institution.(Cultip, 2009). The purpose of the image created is to form public opinion of an institution. Managing good relationships with stakeholders is important. The image of an Islamic educational institution will be built from the trust of the audience through reciprocal interaction between the audience and the institution.

An-Nur II Al Murtadlo Islamic Boarding School carries out several public relations strategies to build its image as a "Tourist Islamic Boarding School" as follows:

1. Alumni Association by conducting recitations around the city and preaching.
2. Delivery of programs and messages using targeted information and communication media using print media, online media and social media
3. Social religious approach through Sunday Legi activities, waqiah markets, etc
4. Community socio-economic approach with the Islamic boarding school business unit
5. Branding "Tourism Islamic Boarding School" by becoming a reference for other institutions for comparative studies.(Kejora, 2021).

The positive image that An Nur II Islamic boarding school has built is that it received the best Islamic boarding school award in 2017 as a Tourism Islamic Boarding School and in 2019 it became an Inspirational modern Islamic boarding school, the enthusiasm of registrants has increased and the community empowerment program has received a good response from the community. Social-religious and socio-economic approach activities are carried out to build a positive image. Inviting the community directly to Islamic boarding schools and involving them in committees, forms of participatory and public relations, can deliver several Islamic boarding school programs. Large event activities such as Haul Pondok, Commemoration of Islamic holidays are also used by public relations as content. This is where the role of digital Public Relations plays by optimizing social media that is reached by the wider community(Kejora, 2021).

Digital Public Relations An Nur II Al-Murtadlo Islamic Boarding School

In terms of terminology, the Institute of Public Relations (IPR) defines public relations as an effort carried out comprehensively with careful planning and ongoing in order to maintain goodwill and mutual understanding between a particular

institution and its stakeholders.(Jefkins, 2003). PR also means communication management between an organization and its audience (Waters and Bortree, 2012). Public Relations is the optimization of one of the management functions which focuses on mutual understanding, understanding, acceptance and cooperation between the organization and its public. (Soemirat, Saleh, 2010). The main activity of PR is reciprocal two-way communication between the organization and the audience (Effendy, 1986). PR aims to establish harmonious interactions between internal and external stakeholders consistently with the surrounding community (Lattimore, 2014).

Public Relations has evolved to adapt its practices to meet user needs. In this case, technology has a major influence on how PR operates and interacts in society. Various institutions are turning to digital PR which relies heavily on digital platforms. This forces PR practitioners to master a new set of skills. Public relations has experienced an evolution from the traditional era to the more modern era and the digital era. The evolution that occurred in terms of the role, function and duties of public relations from ER 1.0 to 4.0.

Public Relations 1.0 is an era where traditional PR makes print media the mainstay medium for disseminating information. Public relations in this era monitor print media every day and the communication that occurs is one way, public relations is only a broadcaster. Public Relations 2.0 is the era of the birth of online media, the form of communication is horizontal and public relations plays a role as a relationship. This era is marked by the transition of print media to digital platforms. Public Relations 3.0 is the era in which social media was born and became the most widely used, liked and trusted media by the public. Public relations in this era not only monitors offline and online media but also social media. Public Relations 4.0 is the era of Artificial Intelligence and big data. Public relations in this era is competing with robots that are able to predict strategic steps regarding the phenomena that occur (Arief, 2019).

The strengths of Public Relations in the 4.0 era that cannot be done by robots are intelligence, creativity, social responsibility, wisdom and interpersonal relationships. But public relations are also expected to have several skills in order to compete. Public relations are expected to not only be able to use social media but also understand the impact of digital media on organizations and brand reputation (Laksamana, 2021).

Digital Public Relations is a PR activity that uses online digital to manage and improve an organization's reputation and understanding. Some of the online platforms used are websites, YouTube, social media (Facebook, Twitter, Instagram, TikTok) and podcasts. The advantages of this online platform are that it is more interactive, diverse, and emphasizes audio-visuals(Permatasari *et al.*, 2021).

Digital Public Relations is part of the implementation of public relations activities that utilize developments in communication technology in an organization or company. The presence of the internet today has changed many aspects of human life, including the world of public relations. The internet has changed the way Public Relations practitioners perform so far from what was initially conventional. As for Conventional Digital, Conventional Digital is a

public relations activity that still uses the old method, still using journalists or the media as messengers. The aim is to provide information to the public with the aim of educating and understanding the public regarding the information presented. The strength of digital public relations is two-way communication with interactivity.

Digital public relations has various forms depending on its use. There are at least 5 forms of utilizing digital public relations mentioned by Bob Julius Onggo (in Hidayat, 2014: 98- 106)

1. Email

E-mail is something that cannot be separated from the world of business and lifestyle as well as in daily activities, especially in the context of E-PR. Dane-mail can also be used as an effective means of building and destroying reputation (Onggo, 2004: 11 Companies often use e-mail for various needs, for example to communicate with stakeholders, offer collaboration or products and even contact the media.

2. Electronic Magazine (Ezine or Electronic magazine)

Ezine or Electronic Magazine is another term or name for an online version of a magazine (Onggo, 2004:74). Ezine is an online form of magazine that is full of information and solutions.

3. Blogs

Blogs are a type of content management that makes it easy for anyone to publish short articles called posts. Every company that has a blog must be able to innovate and be creative in creating and determining content so that it can attract the attention of many people. Because blogs themselves are interactive conversations, they are not the right place to distribute company press releases.

4. Wire Service (Website)

Wire service or what is better known as a website is a type of public service that can be accessed by the public anywhere and at any time with the aim of providing various kinds of information about the company. This Wire Service can be a company website or company website. The website contains a lot of information about the company, for example company profiles, product information, services, activities and so on. By creating a wire service it will certainly make the company considered more sophisticated, modern and professional by many people. An assessment like this can be used as a benchmark for the reputation generated by the performance of PR practitioners for the company.

5. Multimedia

Munir (2012:2) explains that multimedia is a combination or mixture of various media in the form of text, images (vector or bitmap), graphics, sound, animation, video, interaction and so on and packaged into different files, namely digital files (computerization).), and is used for the purpose of conveying a message to the public. Meanwhile, according to Dasrun Hidayat (2014: 103-105) explains that real examples of multimedia are social media such as Twitter, Facebook and YouTube. And as time goes by, lots

of new social media are emerging, such as LinkedIn, Line, Path, Whatsapp and what is currently on the rise is Instagram.

Social media is the media currently most widely used by society. Many PR practitioners also use social media to make their work easier in establishing relationships with the public. explains that social media is a platform on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form a special bond in cyberspace. Social media can be seen as an online medium (facilitator) that strengthens relationships between users of this media, as well as a social bond.(Nasrullah, 2020).

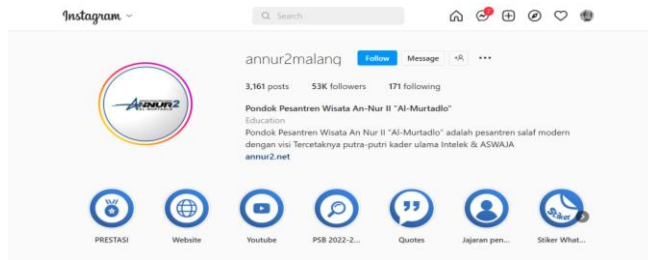
Benefits of implementing Digital Public Relations in the Company

Through the internet, the world of PR has now entered a golden era, because this technology has enabled PR practitioners to reach their target public directly without any obstacles or interference from other parties. For example, media editors and journalists usually censor information messages from PR that they want to convey to the public (Soemirat, Saleh, 2010). Matt Haig explained that the internet has brought various benefits for PR practitioners in carrying out public relations activities, namely as follows:

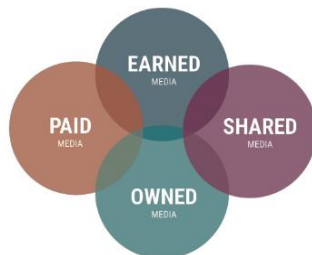
- 1.Constant communication (constant communication) The internet allows PR practitioners to communicate with the public constantly, which means we can communicate at any time, because the internet never sleeps.
- 2.Instant response: PR practitioners can provide instant or quick responses to the public to increase sales or handle an issue that has spread on the internet as clarification from the company.
- 3.Global audience (global audience) Due to the interactivity advantages of the internet, PR practitioners can find out direct responses from the public.
- 4.Two-way communication (two way communication) The convenience of the internet makes it very possible for PR practitioners to carry out two-way communication with the public. Because two-way communication between the company and the public is the main goal of public relations communication.
- 5.Cost effectiveness PR practitioners can save costs by using online media, because they no longer need to think about costs related to publicity like when using conventional methods(Ruslan, 2001).

Application of the SOEP Model in digital Public Relations at An-Nur II Islamic Boarding School

Technological advances provide benefits for PR practitioners, one of which is in the field of publication and media use. Previously, Public Relations in Era 1.0 relied heavily on publications through news in print media, but now the existence of social media provides its own benefits for institutions or companies because they can optimize publications through owned media. Don Bartholomew introduced PESO as a tool to increase media exposure. PESO is paid, earned, shared and owned (Heath, 2013).



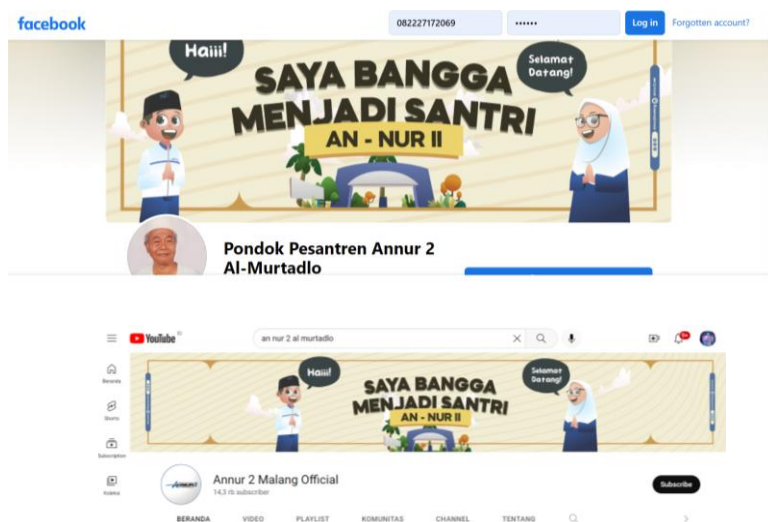
PESO is an effective approach to categorize media content. According to Macnamara Paid media refers to traditional advertising and other forms of content agreed between organizations and mass media. Meanwhile, owned media are media outlets and content controlled by an organization, for example internal magazines, bulletins and websites). Earned media is media that shows editorial publicity generated through media relations activities (can be by sending releases or coverage made by mass media). Shared media is shared media or social media that is open for followers, friends and customers to contribute and comment. (Xie, Neill and Schauster, 2018).



Gambar 2. Diagram PESO Model (Sumber: Thabit 2015)

The application of digital public relations uses all these media to integrate with each other and increase media exposure. Initially the PESO model was used by optimizing Paid media. However, currently social media occupies the most widely used position. Around 56.3% of PR practitioners in APAC are the most used media. The shift is not PESO but becomes SOEP (Shared, Owned, Earned and Paid)(Macnamara *et al.*, 2016).

The SOEP model is also applied in the use of media at the An Nur II Al Murtadlo Islamic Boarding School. Islamic boarding schools already have awareness of the importance of using media to build good relationships with various stakeholders. Shared media or social media used includes Facebook with the account An Nur 2 Al Murtadlo with 5.3 thousand followers. A YouTube account with the name Annur 2 Malang official with 14.3 thousand followers. Member. His Instagram account is @annur2malang with 53 thousand followers. The most followers are from Instagram accounts, apart from that, Instagram also displays several highlights related to achievements and other multichannels such as websites and YouTube.

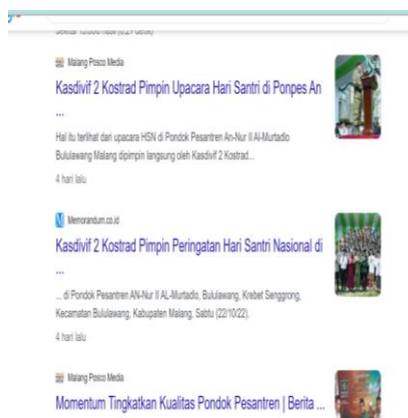
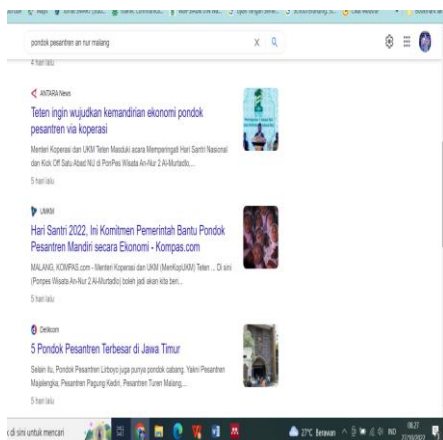


The owned media used by An Nur II Islamic Boarding School is the website. The website has been well managed because it contains various useful information regarding Islamic boarding schools related to Islamic boarding school information for male and female Islamic boarding schools, Islamic boarding school profiles which contain vision and mission, management, education and community activities such as Sunday Legi recitations and Waqiah markets. Caregiver pulpit, Islamic boarding school glimpse containing information on Islamic boarding school activities and Islamic boarding school pen.

Earned media was also carried out by An Nur II Islamic Boarding School

because there was quite a lot of related news about activities. This shows that media relations are carried out well by the Islamic boarding school. Some of the existing news can be from the activity of sending releases or publications obtained by the Islamic Boarding School in each of its activities. The government relations activities carried out by An Nur II Islamic boarding school are good because there are quite a lot of activities involving the government. Meanwhile, Paid media has not been used by Islamic boarding schools.

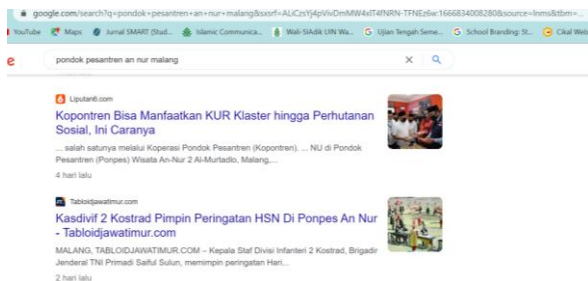
Digital Public



Relations Branding Strategy by Pesantren An Nur 2

The digital public relations practices implemented by the An-Nur 2 Islamic Boarding School have kept up with the times because they have taken advantage of the essential functions offered by digital media. The use of digital media by the An-Nur 2 Islamic Boarding School as a form of digital public relations application has been consistently carried out, as can be seen through the use of social media Instagram which began in September 2015.





Apart from using social media Instagram, the An-Nur 2 Islamic boarding school also actively shares activities (giving information) through a website which can be visited at the website address <https://annur2.net/>. As Bob Julius Onggo wrote in a book entitled *Cyber Public Relations*, that The presence of new media has motivated public relations practitioners to take advantage of the sophistication of social media technology.

An-Nur 2 Islamic Boarding School has taken serious advantage of the presence of new media in shaping their image as an educational institution that is positively recognized and widely known by the public, especially being able to interact with the audience and hope that there will be feedback in the form of attention and interest, thus strengthening consideration for entering into the An-Nur 2 Islamic Boarding School.

The strategy used in utilizing digital public relations is focus on people processes and soft selling.

1. The concept of a focus on people process strategy is a strategy that does not prioritize the goal of gaining interest with the company, but emphasizes the humanist side, does not seem businesslike, formal so that followers of the An-Nur 2 Islamic boarding school feel that following the account is like following their friends' accounts.



In the case study of the two posts above by the @annur2malang account, it can be seen that they can cover a message with a topic that is understood or related to young people but without forgetting the essence of education in the form of an explanation from a religious perspective in looking at this matter. This is something that is rarely touched upon by institutional accounts, especially in the religious education sector. In the post above there is story telling value offered in looking at current topics, so apart from carrying out da'wah through social media, this is a practical step to get closer to followers.

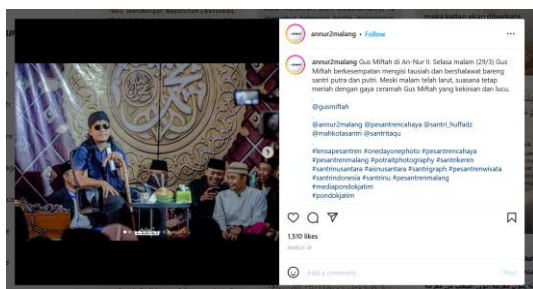
2. The concept of soft selling refers to a company's efforts to introduce products/services in a "subtle", covert way that can be seen in the content presented on their social media. In this case, the An-Nur 2 Islamic Boarding School is trying to attract the interest of its followers, they regularly hold events such as the most recent celebration of National Santri Day 2022. What makes the Annur 2 Islamic Boarding School event different from other Islamic boarding schools is that they don't just hold events in the form of day celebrations. santri in general, however, has its own program called "Sacita".



Sacita or students who love their country is a form of the seriousness of An-Nur 2 Islamic Boarding School in organizing events to commemorate National Santri Day. The thing that differentiates

The digital public relations practice carried out by Ponpes An-Nuir 2 with other Islamic boarding schools is that they package content with "intention" which can be seen from the quality of the photos and neat editing which is wrapped in a program of their own making which is uploaded on Instagram in an interesting way. The content they create

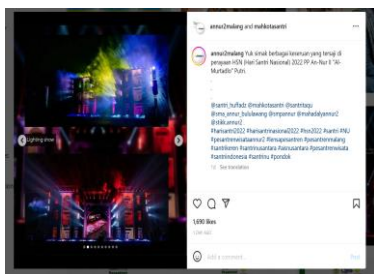
However, packaging it attractively will make the audience interested in seeing the content and becoming more aware of the existence of the AN-Nur 2 Islamic Boarding School with its own values.



In the implementation of digital public relations practices carried out by the Anu-Nur Islamic Boarding School, it can be seen in the post on March 20 2022 that they brought in the well-known preacher, Gus Miftah, to provide tausyah and pray together. This tactic is a significant effort to attract attention from the public because a person's popularity will increasingly attract attention. However, what is of concern is that the use of tactics by bringing in famous people does not always have a positive value, but also has a negative side, namely dependency. As the image of an institution, of course the owner of the An-Nur 2 Islamic Boarding School wants this famous preacher to frequently visit the Islamic boarding school. The good news is that they have realized this shortcoming so they have changed their digital public relations strategy by using organic methods, namely by creating interesting content to reach the audience like the content above.

Instagram was chosen by Pondok Pesantren An-Nur 2 as a powerful medium compared to social media for carrying out digital public relations practices because it is the most familiar social media used to promote a company. goods or services and branding an agency. Apart from that, Instagram too Facilitate relations between An-Nur 2 Islamic Boarding School and the audience, especially prospective students and parents of students, to find out about the latest updates to Islamic boarding schools.

In terms of its function, Instagram is known as social media with the picture sharing category which requires users to upload pictures and videos. In order to get the attention of a large audience, of course the quality of the visualization of the images and videos uploaded must also be attractive. Visualizing content that is interesting, comfortable to look at and eye catching will make the audience feel interested, amazed, entertained or other positive feelings so that they can then be aware of what is being shared.



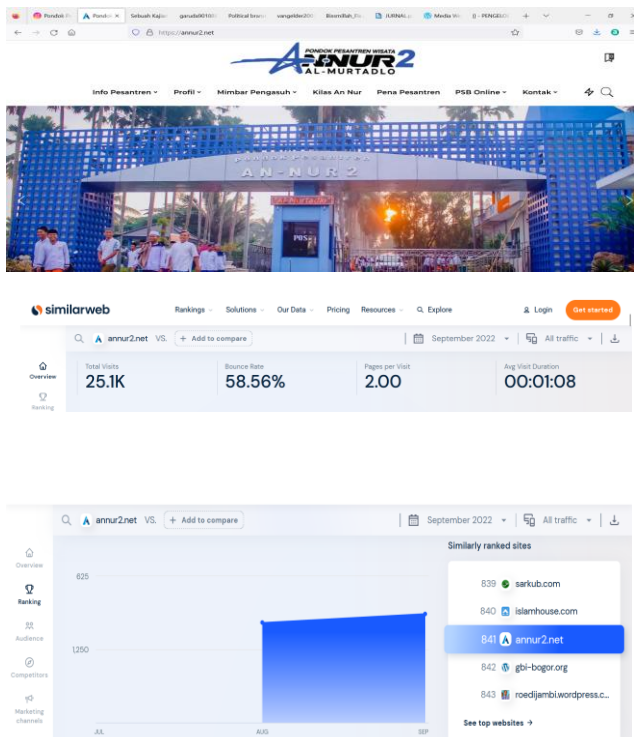
In the post above, it can be seen that Islamic Boarding School An-Nur 2 has created content by presenting visualizations that are attractive and pleasing to the eye. The content is made as interesting as possible so that the audience has an interest in opening their Instagram profile and is then interested in entering the An-Nur 2 Islamic Boarding School as their choice to continue the right level of education for prospective new students. So far, the use of Instagram to carry out digital public relations practices by An-Nur 2 Islamic Boarding School has been quite optimal considering that it is still rare for educational institutions, especially Islamic boarding schools, to be aware of the use of digital public relations.

The implementation of digital public relations is also optimized through the efforts of the An-Nur 2 Islamic Boarding School by utilizing and improvising the website <https://annur2.net/> Websites are used by agencies in the context of digital public relations as a platform for providing information to the public. Information is an important element for everyone to know. In this context, websites can be used as tools or publication media in the form of the latest important information about activities and programs that need to be known by the wider community. In the current era, the existence of a website is urgent and needs to be utilized optimally in order to be able to build the image and reputation of an institution. The optimality of a website can be measured through the richness of information, practical value and ease of access. So efforts to optimize the website will influence decisions and even satisfaction for the public. Website management is certainly something that is important to pay attention to so that as a public relations practitioner we are expected to have the ability to manage messages on the website optimally.

Effectiveness of Using Websites as Information Media for Educational Institutions

In the case study of the website owned by the An-Nur 2 Islamic Boarding School with the address: <https://annur2.net/> there are 3 superior information programs located on the front page which are offered, such as: 1) main news which contains important information related to material that is full of preaching, organizing internal boarding school events, 2) one day one hadith containing information related to persuasive messages to remember phenomena associated with hadith, 3) Islamic boarding school pens containing social messages but wrapped in a religious perspective. Meanwhile, other information offered includes Islamic boarding school information, Islamic boarding school profiles, online student registration and Islamic boarding school contacts who can be contacted.

The various information presented is a form of publication to inform the public. Website management is a form of controlling the positive two-way communication climate, so that public relations guarantees the principle of openness which allows the public to provide feedback.



Website management can be said to be quite good, which can be seen from the aspect of information, visualization displayed, as well as the number of visits to related websites in September 2022, namely: 25,100 thousand and the website ranking is at number 841 in the same website category. Optimal use of websites is proof that digital public relations is a crucial thing to pay attention to in creating a positive image, so that public relations today need to consider the use of digital media.

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