

Education Marketing Strategy Based on the 4P Marketing Mix Through the Use of Social Media at MA NU 03 Sunan Katong Kaliwungu

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Abstract: This study aims to analyze the implementation of the 4P (product, price, place, promotion) marketing mix strategy through the use of social media in MA NU 03 Sunan Katong Kaliwungu and evaluate its effectiveness in increasing interest and number of registrants in the midst of the transformation of digital-based education promotion in the context of private madrasas. The research uses a qualitative approach with case studies. Data was collected through interviews, observations, and documentation. The research informants consisted of SPMB Coordinators, social media managers, teachers involved in promotion, and students. Data analysis from Miles Huberman's analysis is data reduction, data presentation, and conclusion drawn. The results of the study show that the 4P strategy has been implemented in an integrated manner through social media with an emphasis on differentiation of NU-an identity and modern facilities (product), quota-based incentive promotion (price), multiplatform information distribution, especially Instagram and TikTok (place), and eventbased content planning (promotion). This strategy is effective in increasing brand awareness and promotion cost efficiency, but it has not yet become a dominant factor in applicant conversion because decisions are still influenced by the level of digital literacy of students' parents. These findings underscore the importance of an integrated communication strategy that integrates digital promotion and community relations in education marketing, and has implications for the need to optimize interactive content and strengthen social networks. Further research is suggested to test the relationship between digital engagement and increasing the number of registrants quantitatively.

Keywords: 4P marketing mix, educational marketing, social media.

Education as a public service sector has undergone significant transformation in the past year, especially due to the penetration of digital technology and changes in people's behavior in accessing information (Sari, 2024). Socially, parents and prospective students are no longer relying solely on verbal recommendations, but actively browsing school profiles through social media, online reviews, and consistently published visual content. In this context, MA NU 03 Sunan Katong presents an interesting phenomenon because it is able to maintain and even increase the number of students in the midst of fierce competition from private madrasas in Kendal Regency. Its location that is not in the city center is not an obstacle, but rather a *differentiation* based on religious environment and social closeness to the surrounding community. These social facts show that education marketing strategies no longer depend solely on physical locations, but on the ability of institutions to communicate value, quality, and excellence effectively through digital channels (Abidin, 2025). This change in information consumption patterns requires educational

institutions to design marketing approaches that are adaptive, integrated, and based on market needs. Thus, an analysis of the implementation of the 4P marketing mix through social media becomes relevant to understand how madrassas build an image, attract interest, and sustainably maintain public trust in a competitive and digitized educational landscape.

Conceptually, according to Philip Kotler (1972), marketing is the process of meeting consumer needs in a mutually beneficial manner through the exchange of values, which in the context of education is reflected in the provision of quality services such as superior school accreditation, professional human resources, adequate facilities, and the reputation of trusted institutions so as to provide real benefits to the community. Social marketing emphasizes the interaction of individuals and groups to obtain what is needed by creating and offering valuable products or services. In the context of educational services, this concept is important because educational services do not have to be like a brochure but can be intangible like *in Youtube, Instagram, TikTok*, varied, as stated (Lovelock, 2011). Therefore, the marketing strategy of educational services is not enough to just promote facilities, but must build experience and perception of quality. The 4P (*product, price, place, promotion*) *marketing mix* is an operational framework that can be controlled by institutions to influence market response. Products in education include curriculum, superior programs, reputation, and support services, prices related to affordability and scholarship schemes, places related to accessibility and learning environment, while promotion includes strategic communication through conventional and digital media (Hubeis, 2025). The integration of Kotler's theory with the dynamics of digital marketing provides a solid theoretical foundation for this study to analyze the fit between the concept and practice of social media-based educational marketing.

Literature review shows that social media has a significant influence on the formation of institutional image and consumer decisions in choosing educational services. Dwi (2025) emphasized that digital integration and social media marketing increase *customer engagement* and *brand awareness*. Sonata (2023) found that content interactivity and source credibility affect the intention to choose a service. Maisarah (2025) shows that *Instagram* and *TikTok* are effective in building positive perceptions of educational institutions based on *visual storytelling*. Nevertheless, the majority of research focuses on colleges or schools in urban areas with large resources. Research that specifically examines private madrassas based on religious values in semirural areas is still relatively limited. In addition, studies that integrate the 4P marketing mix with the simultaneous use of social media in one empirical analysis framework have not been widely conducted. This fact of literature shows the need for more contextual, comprehensive, and local reality-based research.

Based on this study, there is a research gap in the aspect of strategic integration between *the 4P marketing mix* and social media marketing in the context of private madrassas based on Nahdlatul Ulama in the regions. Previous research has tended to separate marketing mix analysis from the evaluation of *digital marketing effectiveness*, so it has not provided a complete picture of how product variables, prices, places, and promotions interact with each other in the digital ecosystem. In addition, indicators of effectiveness are often only measured through *online engagement*, not real conversions in the form of an

increase in the number of registrants. *The novelty* of this research lies in a holistic approach that examines the implementation of 4Ps in an integrated manner through social media and evaluates its effectiveness based on stakeholder perceptions and student data. Thus, this study not only enriches the educational marketing literature, but also offers a conceptual model that is relevant to other madrasahs with similar characteristics.

The researcher's argument asserts that the success of educational marketing lies in the alignment between product value and digital communication. Social media is not just a promotional tool, but a space for social interaction that shapes public perception and trust. Therefore, the implementation of the 4P strategy must be based on community needs and communicated consistently and transparently. Superior products need to be visualized through educational content, prices should be perceived as fair and inclusive, location and *religious environment* should be displayed as differentiating advantages, and promotions should be interactive and responsive to the audience. The effectiveness of a strategy is not only measured by the number of followers or impressions, but by the increase in interest, enrollment, and loyalty of parents and students. By referring to Kotler's theory of profitably fulfilling needs, this study places educational marketing as a social process oriented towards the value, usefulness, and sustainability of the institution. The integration of classical theory and contemporary digital practices is a conceptual as well as practical contribution in the development of social media-based educational service marketing management.

METHOD

This study uses a qualitative method with a case study approach because it aims to understand phenomena in depth and contextual, rather than measuring them through statistical figures. Referring to the view of Creswell (2009), qualitative research is used when researchers want to explore and understand the meaning that comes from an individual or group to a problem. This approach allows researchers to explore how the 4P marketing mix strategy is implemented through social media in the specific context of educational institutions, including the dynamics of planning, implementation, and audience response. Through case studies, it can be analyzed holistically so as to produce a deep, contextual understanding of the educational marketing practices researched in the school. Thus, the selection of this method is based on the suitability between the characteristics of the phenomenon, the purpose of the research, and the need for in-depth analysis of digital-based education marketing practices.

The research was carried out at MA NU 03 Sunan Katong which is located on Jl. Sawahjati, South Kaliwungu District, Kendal Regency, Central Java. The research period lasted from October 6 to October 30, 2025. The research subject was determined to be directly involved in the marketing process and management of students. The main informants include the Deputy Head of Student Affairs as the SPMB Coordinator, madrasah social media managers, teachers involved in promotion, and students as representatives of service recipients and indirect promotion agents. The informant's description includes job title, experience, and involvement in digital promotion strategies to ensure transparency of the research procedure. With clear location and time constraints, this study allows for limited replication in the context

of other madrassas that have similar characteristics, especially in the implementation of social media-based marketing strategies. Data collection techniques are carried out through interviews, observations, and documentation. The interviews were used to explore informants' perceptions regarding the planning, implementation, and evaluation of the 4P marketing mix strategy. Observations were made on promotional activities, management of social media accounts, and digital interaction with prospective students. Documentation includes social media content archives, brochures, registrant statistical data, accreditation certificates and SPMB activity reports. The triangulation method was applied to increase validity by comparing data from interviews, observations, and documents. In addition, source triangulation is carried out by comparing perspectives between informants, while time triangulation is carried out through data collection at different periods during the research span to see the consistency of information.

Data analysis uses the Miles and Huberman analysis model which includes data reduction, data presentation, and conclusion drawn. In the reduction stage, the researcher coded the data based on the 4P category and the digital marketing effectiveness indicator. The presentation stage is carried out through thematic matrix and analytical narrative to map according to categories. Furthermore, conclusions are drawn in a continuous verification manner through re-checking field data. This model was chosen because it allows simultaneous analysis during the data collection process so that interpretation is more reflective and in-depth. Miles and Huberman's approach is widely used in educational management research because it provides a systematic yet flexible structure (Miles & Huberman, 1984). By following this procedure consistently, the research produced credible and contextual findings regarding the effectiveness of the 4P marketing mix strategy through social media in increasing student interest. A transparent and documented analysis process allows research to be replicated in a limited way to other educational institutions with commensurate designs and characteristics.

RESULTS AND DISCUSSION

RESULTS

Implementation of the 4P Marketing Mix Strategy Through Social Media

Product

The results of the interviews show that the product strategy in the 4P marketing mix at MA NU 03 Sunan Katong emphasizes differentiation based on NU-an identity combined with modern physical facilities as the main selling point. The social media manager stated, "content that highlights NU-an activities such as recordings of tahlil activities every Friday and the commemoration of Isro' Mi'roj, as well as facilities such as air conditioning, Smart TV, wifi, computer labs, culinary labs, and science labs." This strategy shows that educational products are positioned not just as a formal curriculum, but as a religious learning experience supported by modern means. The Deputy Head of Student Affairs as the Coordinator of SPMB added, "We want the community to see that this madrasah remains strong in the value of NU-an, but also not left behind in terms of facilities." These findings indicate a positioning effort that balances tradition and modernity. Theoretically, Tanjung (2025) emphasizes that authentic and value-relevant content

is able to increase engagement and strengthen brand identity in the context of digital marketing. According to the researchers, the integration of religious identity and modern facilities forms a unique value proposition, so that madrasahs not only compete on academic aspects, but also on ideological and emotional differentiation that strengthens the loyalty of prospective students and parents.

From the perspective of content packaging, the social media manager explained, "The trick is to design a content concept that is simple, engaging, not boring, and informative for teenagers." Teachers involved in promotions also said, "We usually help provide ideas for activities that can be visualized so that children feel proud and want to reshare the content." This shows internal collaboration in building the image of digital education products. One student also expressed, "I was interested because I saw on Instagram that the activities were exciting but still Islamic." The statement shows that the visualization of religious values that are creatively packaged is able to reach generation Z. Eriani's research (2025) emphasizes that strategic content planning that involves storytelling and internal community participation can strengthen brand engagement. Thus, the results of this study confirm that the success of product strategies does not only depend on the substance of the program, but also on the way it is presented on social media. According to the researcher, a participatory approach that involves teachers and students in content production strengthens the authenticity of messages and increases the credibility of madrasahs in the digital space.

Price

The results of the interview show that the price strategy at MA NU 03 Sunan Katong is packaged through a persuasive incentive promotion approach but still considers the socio-economic conditions of the surrounding community. The Deputy Head of Student Affairs as the Coordinator of SPMB stated, "When listing the price in the pamphlet, we provide information on the promo quota for the fastest registrants, for example the first 25 registrants for free study tours to Bali and free tuition fees for the next few months." This information is not only included in printed brochures, but also republished through Instagram and WhatsApp Groups to reach prospective students more widely. Teachers involved in promotions add, "Promo strategies usually attract parents' attention, as they feel there are additional benefits in addition to affordable costs." From the student side, one of the informants revealed, "I know there is a study tour promo and free tuition from an Instagram post, I think the promo is quite lightening so I immediately registered." These findings suggest that incentives serve as an initial attraction that triggers a quick response. The strategy reflects the implementation of scarcity appeal and psychological pricing designed to drive accelerated enrollment decisions.

The madrasah social media manager emphasized that the delivery of cost information must be packaged communicatively so that financing looks affordable and relatively light. He stated, "We not only display the cost figures, but also explain the facilities and programs that are available, so that parents feel that the cost is worth it." (Salsabilla, 2025) This strategy shows the importance of value framing in price communication. It proves that incentive-based promotions and persuasive digital communication have a significant effect on the intention to choose services. In addition, (Khairunnisha, 2025) emphasized that information transparency in digital marketing increases audience trust and engagement. In the context of

religious-based madrasas, cost transparency and clarity of benefits are crucial factors because parents' decisions are not only rational, but also emotional and value-based. Thus, the pricing strategy does not stand alone, but is integrated with the narrative of product quality and institutional reputation.

Although the incentive promotion strategy is considered effective in attracting attention, the SPMB Coordinator admits that the final decision of parents is still influenced by the affordability of the cost. He said, "The most important thing is still the cost that is in accordance with the facilities and services." This statement is reinforced by the promotion teacher who mentioned that most parents consider quality, service and payment flexibility. From a student's perspective, the price aspect is seen as a family consideration, not an individual. (Verrelie, 2024) shows that the perception of fairness pricing has an effect on long-term loyalty and satisfaction. According to the researcher, the effectiveness of the price strategy in madrasas lies in the combination of promotional incentives, transparent communication, and conformity with the purchasing power of the local community. An empathetic and contextual pricing strategy strengthens the institution's image as an inclusive institution that cares about the socio-economic conditions of students' parents.

Place

The results of the study show that the place dimension in the 4P marketing mix strategy at MA NU 03 Sunan Katong is no longer interpreted solely as a physical location, but also as a digital distribution space for information. The social media manager said, *"Madrasah has several platforms such as websites, Instagram, TikTok, Facebook, and WhatsApp Groups and*

YouTube. There is no significant difference, but on TikTok and Instagram there are more viewers." This statement indicates that the selection of the platform is based on the potential reach of the audience. The Deputy Head of Student Affairs as the Coordinator of SPMB added, *"We continue to use all platforms so that information can reach various circles, both students and guardians."* Meanwhile, the teacher involved in the promotion stated, *"Usually the initial information is spread on Instagram, then reshared to WhatsApp groups."* From the student side, one of the informants said, *"I often see school info from Instagram and TikTok because it appears faster on the homepage. But most of the information is channeled on WhatsApp"* These findings indicate a natural segmentation based on age and digital literacy.

Promotion

The results of the interview showed that the promotion process at MA NU 03 Sunan Katong was carried out through structured planning based on the madrasah activity calendar. The social media manager emphasized, *"Starting from the planning associated with the upcoming event, in the form of concepts, content content, and outputs."* He explained that every momentum such as the commemoration of Islamic holidays, SPMB activities, or student competitions has been scheduled in advance so that content production is not spontaneous. The teacher involved in the promotion added, *"Usually we have a small meeting first to determine the angle of the content, so that the message conveyed is clear and not just a documentation upload."* Meanwhile, the Deputy Head of Student Affairs as the SPMB Coordinator said, *"This planning is important so that promotions do not overlap and remain in accordance with the*

registration target." One of the students stated, *"If there is a big event, there is usually a teaser on Instagram first, so we also wait and reshare."* This shows that there is an anticipatory engagement effect that strengthens internal participation. The social media manager added, *"We look at the number of viewers and comments for the next content evaluation."* This simple metric-based evaluation indicates a reflective process even though it has not yet fully used professional analytics.

Response and Conversion

The results of the interviews show that social media at MA NU 03 Sunan Katong has contributed to promotion, but the conversion rate has not been dominant. The Deputy Head of Student Affairs as the Coordinator of SPMB stated, *"Social media helps, but it has not fully played a role because most of the parents of students are gaptrek and even the community until there are those who do not know MA NU 03 Sunan Katong and in fact there is still a lot of information from word of mouth."* He added, *"Few students know the info through social media, so they can't dominate prospective applicants."* The social media manager also admitted, *"Views on Instagram and TikTok are not bad, but not necessarily those who see it immediately register."* Teachers involved in the promotion said, *"In fact, the recommendations from alumni and partner Islamic boarding schools are still the strongest."* While one student revealed, *"I know this school info from upperclassmen, not from Instagram."* These findings show that word of mouth is still the main channel in building public trust, especially in semi-rural contexts with strong communal social characteristics.

In the context of education, the decision to choose a school is often influenced based on social relations, family recommendations, and pesantren networks. The promotion teacher emphasized, *"Parents usually ask their neighbors or alumni first before applying."* This shows that social legitimacy has a central role. Social media serves as an image booster, but the final decision remains through interpersonal validation. Thus, digital communication strategies need to be positioned as a support, not a replacement, of social networks that have been firmly formed in society. The social media manager expressed his hope, *"In the future we want to increase the content of alumni testimonials to be more convincing to prospective registrants."* The strategy is relevant to the findings (Zahir, 2025) that user-generated content and testimonials increase institutional credibility

Cost Efficiency and Network Expansion

The results of the interviews show that the promotion strategy through social media at MA NU 03 Sunan Katong is considered to have an influence, although it has not been significant to the surge in the number of registrants. The Deputy Head of Student Affairs as the SPMB Coordinator stated firmly, *"It has an influence, yes, but it is not so big of an effect, because some of the prospective applicants come from partner schools, partner Islamic boarding schools, and word-of-mouth information."* This statement is reinforced by teachers involved in promotions who reveal, *"Social media helps branding, but the majority of parents actually believe in direct recommendations."* The social media manager added, *"In terms of reach, our content has a lot of viewers, but not all of it leads to registration."* Meanwhile, one student said, *"I know school info from a friend, then I just looked at her Instagram."* This data shows that social media

plays a role as a reinforcer of information, not the main source of decisions. However, the effectiveness of digital strategies is more visible in the aspect of operational efficiency. MA NU 03 Social Media management teacher Sunan Katong stated, *"The existence of social media helps minimize budgets and expand promotional networks."* This shows that there is a cost efficiency compared to conventional methods such as banners or brochures printed in large quantities. Thus, the effectiveness indicator is not only measured by the drastic increase in the number of registrants, but also by strengthening brand awareness, information reach, and efficiency of promotional costs that support the sustainability of educational institutions.

One teacher expressed hope, *"If the content shows more real experiences of students, maybe parents are more confident."* Thus, effectiveness is not only judged from the registration numbers, but also from the level of trust, the image of the institution, and the sustainability of the promotional network. Digital strategies combined with a community approach are believed to be able to increase the impact gradually but steadily in the long term.

Expectations and Strategic Implications

The results of the interviews show that the aspect of improving facilities is a top priority in the strategy of strengthening marketing in the future at MA NU 03 Sunan Katong. The Deputy Head of Student Affairs as the Coordinator of SPMB said, *"The hope for the next SPMB is to improve facilities to further support the comfort of student learning."* This statement was reinforced by teachers involved in promotion, who stated, *"If the facilities are more complete and modern, we will be more confident when promoting madrassas to the community."* From the perspective of students, one of the informants said, *"I am interested because there is a computer and culinary lab, if you add new facilities, there will be more people registering."* These findings show that the product element in the marketing mix remains the main foundation before it is communicated through social media.

In addition to facilities, increasing the existence of school media is a strategic focus. SPMB Coordinator, Nur Hidayat stated, *"We want to increase the existence of school media so that it is more widely known and not inferior to other schools. Although MA NU 03 Sunan katong got the best Madrasah Aliyah category in Kendal Regency, but our rival is actually a public school,"* he also added, *"Social media has helped, but it must be more active and consistent so that the impact is felt."* The teacher involved in the promotion also emphasized, *"If the content is routine and creative, usually students re-share, it is very helpful."* These findings are in line with research (Husna, 2024) which states that consistency and innovation of digital content are the key to the success of social media marketing strategies.

Regarding the target number of registrants, the SPMB Coordinator emphasized, *"There is no reduction in the number of registrants, thankfully it can increase the number of registrants."* Students also said, *"Many of my friends know this school from upperclassmen or neighbors, but if the social media is more crowded, there may be more."* This statement shows that digital strategies still need to be combined with a word of mouth approach that has taken root.

The effectiveness of implementing the 4P Mix strategy for Education Marketing Through Social Media

The findings of the study show that the effectiveness of implementing the 4P marketing mix strategy through social media in MA NU 03 Sunan Katong is in the category of quite effective but not yet dominant in influencing the conversion of registrants.

Product

The results of the interviews show that content differentiation is the main strategy in building the image of MA NU 03 Sunan Katong. The social media manager emphasized, *"Content that highlights NU-an activities such as tahlil every Friday and the commemoration of Isra' Mi'raj, as well as facilities such as air conditioning, Smart TV, wifi, and laboratories."* This statement was reinforced by teachers involved in the promotion who said, *"We want the public to know that this madrasah is strong in religious values, but also not left behind in facilities."* Meanwhile, the Deputy Head of Student Affairs as the Coordinator of SPMB stated, *"NU-an's identity is our characteristic, it is what distinguishes it from other schools."* From the student side, one of the informants said, *"I am interested because the religious activities are active and the facilities are also complete."* These findings show that educational products are positioned as a combination of religious values and modernity of facilities.

The social media manager explains, *"We designed a content concept that is simple, not boring, but still informative for teenagers."* The promotion teacher added, *"Usually we adjust to trends, but still maintain the values of the madrasah."*

From the perspective of effectiveness, the SPMB Coordinator admitted that the product aspect is the initial attraction of prospective students. He stated, *"Usually the first thing that is asked is the religious activities and what the facilities are."* The student also said, *"I saw on Instagram that there are tahlil activities and computer labs, so I am more confident to register."* These findings indicate that product content serves as a trigger for awareness as well as rational considerations in decision-making.

Price

The results of the interviews show that the price strategy in the marketing mix at MA NU 03 Sunan Katong not only emphasizes the affordability of the nominal cost, but also the added value that is incentive. The teacher who manages social media said, *"For the first 25 applicants to get a free study tour to Bali and free tuition for several months, we include it in the brochure and promotional content."* This statement affirms the existence of a limited quota approach to encourage a sense of urgency. The teacher involved in the promotion added, *"If there is such a bonus, usually parents are more interested because they feel that they can get more benefits."* Meanwhile, the social media manager stated, *"Limited quota promo content usually sees more people and asks questions via WhatsApp."* From the student side, one of the informants said, *"I was initially interested because I saw that there was a study tour promo, so I felt that the school cared about the students' experience."* These findings show that price strategies are positioned as an instrument for shaping value perception, not just information on administrative costs. The researchers see that this approach is in line with the concept of psychological pricing which builds an impression of

exclusivity and additional benefits without having to lower the standard of the main cost.

Theoretically, limited quota-based incentive strategies are related to scarcity appeal and perceived value in service marketing. Research (Anim, 2020) shows that incentive-based promotional messages are able to increase consumers' initial intention in choosing services. In addition, (Salsabila, 2025) emphasized that the combination of digital promotion and emotional stimulus strengthens engagement and decision intention. However, the results of the interviews also indicate limited reach. The SPMB Coordinator stated, "Social media helps, but many parents are not very active, so information must still be conveyed through other channels." This shows that the effectiveness of price communication is greatly influenced by the demographic characteristics of the audience. In semirural contexts, digital strategies need to be integrated with interpersonal approaches such as word of mouth and partner school networking. According to researchers, the success of the pricing strategy is not only in the design of promotions, but also in the suitability of communication channels with the intended market segmentation. The promotion teacher emphasized, "Usually parents still ask directly about the cost and facilities before deciding." This statement shows that transparency and face-to-face communication are still crucial factors

Square

The results of the interview show that the strategy of place in the digital context at MA NU 03 Sunan Katong is no longer interpreted as limited to geographical location, but as the selection of information distribution channels. The social media manager stated, "There is no significant difference, but on TikTok and Instagram there are more viewers." This statement confirms the preference for audiovisual-based platforms that are in accordance with the characteristics of the younger generation. The Deputy Head of Student Affairs as the Coordinator of SPMB added, "If the dissemination of information is indeed faster through Instagram and TikTok, but we still combine it with WhatsApp Group, Facebook and websites." Meanwhile, a teacher involved in the promotion said, "Visual platforms attract students' attention faster, especially if the content is in the form of activities." From the student side, one of the informants stated, "I often see school activities on TikTok, so I know the atmosphere of the madrasah better." These findings show that the choice of a platform is not just about following trends, but adjusting the media consumption patterns of prospective students. Recent literature emphasizes the importance of adapting digital channels to audience segmentation and content distribution algorithms.

Although Instagram and TikTok have higher viewerships, their effectiveness on signup conversions has not been dominant. The SPMB Coordinator revealed, "There are indeed a lot of viewers, but there are not too many who are really registered through social media." This shows that there is a gap between awareness and conversion. The social media manager also stated, "Sometimes the content is crowded, but those who ask about registration are still more through direct channels or recommendations." This phenomenon is in line with research (Pebrianti, 2020) which explains that social media marketing is stronger in building brand awareness than producing instant purchase decisions. Other research confirms that in semiurban communities, the combination of digital and word of mouth still has a great influence. According to the researcher's analysis, the high number of viewers on TikTok and Instagram plays an early

stage in the customer journey, while the final decision is still influenced by social factors and community trust.

From a strategic perspective, digital-based place optimization needs to be directed at increasing quality engagement, not just the quantity of impressions. Teachers involved in promotions said, "If the content is interactive, usually someone directly DMs or asks questions in the comments." Students also revealed, "I'm more interested if there are videos of activities or testimonials of friends." This shows the importance of participatory content formats to strengthen interaction.

Promotion

The findings of the study show that the creative process of social media content at MA NU 03 Sunan Katong begins with planning based on the agenda of madrasah activities. The teacher involved in the promotion said, "Content ideas are planned from future events, starting from the concept, content, to the expected output." This statement was reinforced by the social media manager who added, "We don't just upload, but look at momentum such as commemoration of Islamic holidays or student activities so that the message is clear."

In terms of message effectiveness, the Deputy Head of Student Affairs as the SPMB Coordinator stated, "Promotion through social media helps to disseminate information faster and cost-effectively, even though the community's response has not been maximized." Meanwhile, a student revealed, "I know madrasah activities from Instagram, so I am more confident because I can see the activities firsthand." This quote shows that although conversion is not yet dominant, social media plays a role in building awareness and positive perception. The study (Nadya, 2025) emphasizes that digital engagement contributes to the formation of attitudes and intentions to choose education services.

Furthermore, strengthening promotions based on narratives and testimonials is considered to have the potential to increase the attractiveness of madrasahs. The promotion teacher stated, "In the future we want to display more testimonials of students and alumni to make it more convincing." This is relevant to findings (Mu'minin, 2025) that state that user experience-based content increases audience trust and engagement. In addition, other research on digital education marketing shows that the combination of informative and emotional content strengthens the brand positioning of institutions (Hubeis, MA, & Suhud, 2025).

Response

The results of the interviews show that the market response to digital promotions at MA NU 03 Sunan Katong is positive but not dominant. The Deputy Head of Student Affairs as the SPMB Coordinator stated, "*Social media has helped, but it has not fully played a role because most parents of students are still lacking technology and information is still a lot from word of mouth.*" This statement emphasizes that the social characteristics of the surrounding community still rely on interpersonal communication as the main source of information. Teachers involved in the promotion also corroborated, "*If the socialization is directly to partner schools or through alumni, it is usually faster to get a response.*" These findings suggest that *word*

of mouth remains an effective channel in local, religious, and semi-rural contexts. Research (Syah Abadi, 2024) proves that the combination of digital marketing and interpersonal communication is more effective than using digital alone. According to the researcher, the hybrid strategy needs to be maintained because it is able to bridge the digital literacy gap of parents while expanding the reach of promotion through social media.

In terms of conversion, the data shows that the level of awareness through social media has not fully transformed into registration actions. The SPMB Coordinator said, "Few students know information from social media, so they can't dominate prospective applicants." One student also revealed, "I know this school from upperclassmen and parents, not from Instagram." This shows that the consideration and conversion stages in the customer journey are still influenced by the interpersonal trust factor. (Mutaufiq, 2025) emphasizes that conversion requires trust, ease of access, and positive experiences across channels. The social media manager added, "We have included registration information, but not many have registered directly online." According to researchers, call to action optimization, simple provision of digital forms, and WhatsApp integration can increase conversions gradually.

In terms of operational effectiveness, social media is considered to have an impact on budget efficiency and network expansion. The SPMB Coordinator stated, "Marketing through social media helps minimize the budget and expand the network, but the community's response is still not effective." The social media manager added, "The cost of promotion via digital can be said to be more efficient than using print media." This finding is in line with research (Christiani, 2025) which states that digital marketing is able to increase cost efficiency and brand visibility. Teachers involved in the promotion also said, "Now information about activities can be quickly spread without having to come in person." According to researchers, indicators of effectiveness are not only seen from the number of registrants, but also from cost efficiency, speed of information distribution, and increased public awareness of madrasas.

DISCUSSION

Products

The discussion on the Implementation of the 4P Marketing Mix Strategy Through Social Media on the Product aspect shows that a product strategy based on religious identity has a strong emotional appeal in the Nahdlatul Ulama-based community. The SPMB Coordinator stated, "Parents feel more confident when they see the routine religious activities that we display on social media." This shows that educational products also function as a symbol of values and moral assurance. Recent research by (Agusnur, 2025) states that the compatibility between institutional values and audience values strengthens the perception of quality and trust in brands. In this context, modern facilities serve as physical evidence that reinforces the image of professionalism. According to the researcher, the combination of religious values and modern facilities results in a competitive positioning in the midst of competition from private educational institutions. This strategy shows that products in the marketing of educational services must be comprehensively understood as a value package that includes academic, spiritual, social, and infrastructure

aspects, so as to be able to build a consistent and sustainable image in the eyes of the community.

The discussion on the Effectiveness of the Implementation of the 4P Mix Strategy of Education Marketing Through Social Media on the Product aspect shows that Theoretically, the strategy used is in line with the concept Value proposition which emphasizes the creation of unique value for consumers (Alcaf, 2025). Research (Utami, 2025) proves that authentic content based on institutional identity is able to increase brand engagement and positive audience perception. According to the researchers, the integration of religious identity and modern physical facilities forms a strong positioning amid competition for schools that tend to be homogeneous in their digital promotion. The product visualization strategy is designed with a simple but communicative approach to reach generation Z. This approach shows an adaptation to the characteristics of digital audiences who like concise, visual, and relevant content. Research (Subki, 2026) emphasizes that message consistency and conformity with the character of digital platforms increase the effectiveness of brand communication. In addition, (Dwina, 2025) explained that the younger generation is more responsive to Visual storytelling Compared to promotions textual conventional. According to the researchers, the success of this strategy lies in the ability of madrassas to translate traditional values into contextual digital content formats without losing substance. This is a form of innovation in marketing educational services based on religious values in the digital era. From the perspective of effectiveness, the SPMB Coordinator admitted that the product aspect is the initial attraction of prospective students. These findings indicate that product content serves as a trigger for awareness as well as rational considerations in decision-making. Recent research shows that the combination of symbolic value and functional benefits increases trust in educational institutions (Mursyidah, 2026). Thus, according to the researcher, the emphasis on religious identity is not just a symbol, but a cultural branding-based differentiation strategy that is relevant to the segmentation of the surrounding community. Educational products that are communicated consistently through social media have the potential to strengthen the image of madrasahs as religious, modern, and adaptive institutions to the times.

Price

Discussion on Implementation of the 4P Marketing Mix Strategy Through Social Media The price aspect shows that the success of the place strategy is not only measured by the number of impressions, but also by the ability of the madrasah to map the characteristics of each platform to produce communication that is segmented, consistent, and integrated with other promotional strategies. Thus, adaptive digital distribution can be a competitive force in attracting the interest of prospective students in the era of technological disruption.

The discussion on the effectiveness of the implementation of the 4P Mix strategy of Education Marketing Through Social Media in the Price aspect explained, Based on the analysis, the effectiveness of the price strategy in this madrasah is complementary, not dominant. The promotion of limited quotas was successful in building awareness and early interest, but conversions were still influenced by other factors such as parental recommendations, institutional reputation, and community proximity. Recent studies on educational marketing emphasize that Trust and relational communication has a strong influence on the

final decision rather than just promotion (Al'Azmi, 2025). Thus, according to researchers, incentive-based pricing strategies need to be complemented by a narrative of long-term usefulness so that it is not only perceived as a promotional gimmick. The integration of economic values, experiential values, and adaptive persuasive communication will strengthen the position of madrasas in the increasingly competitive and digitized educational competition.

Square

The discussion on the Implementation of the 4P Marketing Mix Strategy Through Social Media in the Place aspect (access/place) shows that conceptually, this digital distribution expands the accessibility of information without geographical boundaries, so that the place transforms into a digital touchpoint that brings together institutions and prospective students virtually. These findings are reinforced by research (Irwan, 2025) which states that the selection of social media platforms that match the characteristics of the audience increases the effectiveness of brand and institutional communication. (Achmad, 2025) also emphasized that multi-platform integration is able to expand brand exposure and strengthen interactions with consumers. In the context of madrasas, the dominant use of Instagram and TikTok shows a response to the digital behavior of generation Z who prefer short and interactive visual content. However, based on the existing facts, parents of students are more dominant in connecting on WhatsApp. This shows the importance of a hybrid approach between visual-based platforms and direct communication. According to the researcher, the place strategy implemented has been relevant to market segmentation, but algorithm optimization, upload time, and content format need to be improved to not only increase viewers, but also real registrant conversions. Analytically, the aspect of place in this madrasah reflects a shift in the paradigm of educational service distribution from a geographical approach to a digital-ecological approach. Although technically the content shared is relatively uniform across platforms, its effectiveness differs depending on the character of the audience and the algorithm's mechanisms. Recent literature states that content personalization and the use of algorithmic features play a major role in increasing engagement and intention to choose services. The SPMB Coordinator admitted that the impact of structured promotion has not been fully maximized in increasing the number of registrants, but still makes a significant contribution to the image of the institution. This shows that the promotional function is not only oriented to direct conversions, but also to the formation of long-term public perception. Recent research by (Yunata, 2024) shows that the consistency and credibility of educational institutions' content on social media has an impact on digital trust and reputation. According to the researcher, the integration of school events with digital storytelling creates a sustainable institutional narrative and strengthens the emotional attachment of the audience. Thus, promotion planning based on the activity calendar is not just a technical strategy, but part of an effort to systematically build madrasah positioning in an increasingly digitized educational competitive landscape.

Discussion on the Effectiveness of the Implementation of the 4P Mix Strategy of Education Marketing Through Social Media on the Place (place/access) aspect According to the researcher's analysis, the high number of viewers on TikTok and Instagram plays a role as the initial stage in the customer journey, while the final decision is still influenced by social factors and community trust. From a strategic

perspective, digital-based place optimization needs to be directed at increasing quality engagement, not just the quantity of impressions. The latest literature emphasizes that authentic engagement increases trust and intention to choose educational institutions (Sulaiman, 2025). Thus, according to the researcher, the place strategy in madrassas needs to integrate social media analytics to read audience patterns, utilize live or Q&A features, and connect digital content with a clear call to action. This approach can bridge the gap between exposure and enrollment, so that digital distribution not only builds an existence, but also has an impact on increasing the number of registrants in a sustainable manner.

Promotion

The discussion on the Implementation of the 4P Marketing Mix Strategy Through Social Media in the aspect of Promotion explained that the promotion process at MA NU 03 Sunan Katong is carried out through structured planning based on a calendar of madrasah activities. These findings show that promotion is carried out through the stages of simple ideas, production, publication, and evaluation based on audience responses. This approach is in line with research (Amanda, 2026) which states that *strategic social media marketing* improves the consistency of brand communication and strengthens the institutional identity. According to the researcher, the existence of a promotional calendar shows that there is a managerial awareness that educational marketing requires systematic planning so that the message built is sustainable and directed. From the perspective of message effectiveness, students as an audience as well as a representation of the target market provide a positive response to the planned content. This simple metric-based evaluation indicates a reflective process even though it has not yet fully used professional analytics. Research (Firdaus, 2025) emphasizes that the integration of storytelling-based content with two-way interaction increases audience engagement and loyalty. In addition, (Fauzi, 2025) highlights the importance of narrative consistency in building brand equity on social media. According to the researchers, the practice of teasers, gradual publications, and evaluation of audience responses in madrassas reflects the application of adaptive strategic communication, although it can still be developed through more in-depth insight analysis to increase enrollee conversions.

The discussion on the effectiveness of the implementation of the 4P Mix strategy of Education Marketing Through Social Media in the Promotion aspect shows that the creative process of social media content at MA NU 03 Sunan Katong begins with planning based on the agenda of madrasah activities. This shows that there is an integrated communication pattern that is in line with the principle of *integrated marketing communication (IMC)*, namely the consistency of messages across various channels. Research (Anggreani, 2025) confirms that planned and consistent storytelling is able to increase the credibility and brand trust of institutions. According to the researcher, this event-based strategy forms an authentic narrative that shows the real activities of the madrasah, so that the public not only receives promotional information, but also symbolic experiences that strengthen the institutional image in an ongoing manner. According to researchers, the effectiveness of promotions is not solely measured by the number of direct registrants, but also by increased visibility, transparency of information, and the efficiency of promotional costs. Social media is a strategic instrument in expanding communication networks, especially for the

young generation who are digitally active. According to researchers, upload continuity, visual identity consistency, and optimization of interactive features such as live streaming and reels can magnify the impact of promotions. Thus, social media-based promotion is not only complementary, but an integral part of the 4P marketing mix strategy that is oriented towards the sustainability of reputation and increasing the interest of prospective learners in the long term.

Response and Conversion

Response and conversion in the implementation of marketing strategies using the 4P mix through social media shows that social media at MA NU 03 Sunan Katong has contributed to promotion, but the conversion rate is not yet dominant. These findings show that word of mouth is still the main channel in building public trust, especially in semi-rural contexts with strong communal social characteristics.

The phenomenon of dominance of interpersonal communication is in line with research (Sihaloho, 2025) which emphasizes that the combination of social media and word of mouth is more effective than the use of digital alone in building service decisions. In the context of education, the decision to choose a school is often influenced based on social relations, family recommendations, and pesantren networks. This shows that social legitimacy has a central role. Social media serves as an image booster, but the final decision remains through interpersonal validation. Thus, digital communication strategies need to be positioned as a support, not a replacement, of social networks that have been firmly formed in society.

According to the researchers, these findings confirm the importance of hybrid strategies that integrate digital promotion with strengthening community relationships. Social media can be used to expand awareness and provide initial information, while direct communication through alumni, teachers, and partner Islamic boarding schools becomes a more effective conversion instrument. By increasing testimonials from alumni, the strategy is relevant to the findings (Zahir, 2025) that user-generated content and testimonials increase the credibility of the institution. By reinforcing the real-life experiences narratives of students and alumni, madrasas can bridge the gap between digital exposure and enrollment decisions. Therefore, the effectiveness of educational marketing is measured not only from digital statistics, but from the ability to build collective trust through the continuous integration of online and offline communication.

Response to the effectiveness of implementing marketing strategies using the 4P mix through social media shows that the market response to digital promotion at MA NU 03 Sunan Katong is positive but not yet dominant, while in the conversion aspect, data shows that the level of awareness through social media has not been fully transformed into a registration action. The main challenge lies in the digital literacy of student guardians. The SPMB Coordinator emphasized that most of the students' guardians are still not used to accessing online information. This condition reinforces the findings of the study (Giawa, 2026) that the digital literacy gap affects the effectiveness of social media-based marketing strategies in non-urban areas. According to researchers, increasing digital literacy through brief education during face-to-face socialization can be an integrative solution. This strategy allows digital marketing to continue without ignoring people's traditional communication preferences.

Overall, the 4P marketing mix strategy through social media has a positive but moderate impact on

the number of registrants. Looking ahead, in line with that (Laia, 2025) emphasizes the importance of product differentiation and data analytics in optimizing digital marketing. According to the researcher, the success of this strategy requires strengthening the differentiation of superior programs, optimizing testimonial-based content, and evaluating social media insights based on social media insights so that its influence on the increase in the number of students becomes more significant and sustainable

Cost Efficiency and Network Expansion

Cost efficiency and network expansion with promotional strategies through social media at MA NU 03 Sunan Katong are considered to have an influence, although it is not significant to the surge in the number of registrants. This data shows that social media plays a role as a reinforcer of information, not the main source of decisions. These findings indicate that the quantitative target in the form of increasing registrants is not completely dominated by digital channels, but is influenced by a combination of social relations, partner networks, and interpersonal communication that is still strong in the surrounding community.

Theoretically, these findings are in line with research (Raniya, 2024) which states that the impact of social media marketing on consumer decisions is gradual and depends on integration with other communication strategies. In addition, the study (Bihaqqi, 2025) emphasizes that the effectiveness of social media in the context of institutions is strongly influenced by the demographic characteristics of the audience, especially the level of digital literacy. The condition of students' guardians, some of whom are still unfamiliar with technology, is a limiting factor in direct conversion from social media to registration. However, the effectiveness of digital strategies is more visible in the aspect of operational efficiency.

According to the researcher's analysis, the effectiveness of the 4P strategy through social media in madrasas is more accurately understood in the framework of integrated marketing communication. Social media serves as a channel for strengthening public reputation and legitimacy, while word of mouth remains a major conversion in religious-based communities. The study (Agustina, 2025) emphasizes that the success of social media marketing lies in the consistency of messages and their integration with offline relationships. Therefore, the strategic targets in the future need to be directed at improving the quality of student and parent testimonial content, optimizing two-way interactions, and utilizing insight data for audience segmentation.

Expectations and Strategic Implications

The aspect of improving facilities is a top priority in the strategy to strengthen marketing in the future at MA NU 03 Sunan Katong. Recent research confirms that the quality of services and physical evidence greatly affect the perception of educational institutions' values. According to the researchers, the improvement of facilities not only has an impact on internal satisfaction, but also strengthens digital promotional content as the visualization of modern means becomes the main attraction in online communication. in line with research (Husna, 2024) which states that consistency and innovation of digital content are the key to the success of social media marketing strategies. The study (Alfi, 2025) also emphasizes the importance of strategic planning in institutional social media management. According to

researchers, optimizing website SEO, utilizing live streaming features, and collaborating with alumni and outstanding students can increase engagement as well as subscriber conversions more significantly and measurably. Regarding the target number of registrants, as stated by the chairman of SPMB, it shows that digital strategies still need to be combined with a word of mouth approach that has taken root. Research (Al'Azmi, 2025) shows that the combination of interpersonal communication and social media increases trust and decision to choose services. According to the researcher, the consistent integration of the 4P strategy of quality products, affordable prices, strategic locations, and active digital promotion will strengthen the competitiveness of madrasas in a sustainable manner. This strategy not only aims to maintain the number of registrants, but also builds the image of the institution as a modern madrasah based on religious values that is adaptive to technological developments.

CONCLUSION AND SUGGESTION

CONCLUSION

This study concludes that the implementation of the 4P (product, price, place, promotion) marketing mix strategy through social media at MA NU 03 Sunan Katong Kaliwungu is in the category of quite effective, but has not yet become a dominant factor in encouraging applicant conversion. In the product aspect, differentiation based on NU-an identity combined with modern facilities forms a strong value proposition that is relevant to the characteristics of religious communities. The visualization of religious activities and learning support facilities through digital content has been proven to strengthen the positioning of madrasas as an institution that combines tradition and modernity. In terms of price, incentive-based promotion strategies (limited quotas and certain bonuses) are effective in building awareness and a sense of urgency, although the final decision is still influenced by real affordability and family considerations. In the place aspect, the transformation of the meaning of location from geographic to digital touchpoint shows that Instagram and TikTok play a significant role in expanding the reach of information, although actual conversion is still more influenced by interpersonal communication. In terms of promotion, event-based content planning and institutional storytelling have created structured and consistent communication, but interactivity and call to action optimization still need to be strengthened to increase conversion effectiveness. Theoretically, this study contributes to the enrichment of the educational marketing literature by showing that the integration of 4P marketing mix and social media marketing in the context of semi-rural madrasas produces a pattern of effectiveness that is complementary, not substitute for word of mouth. These findings confirm that in a religious community-based education ecosystem, social media serves as a reinforcement of brand awareness and public legitimacy, while interpersonal trust remains the main determinant of the decision to choose an institution. Thus, this study expands the understanding that the success of digital education marketing is greatly influenced by the social context and the digital literacy level of the audience. Practically, the implications of this study emphasize the importance of an integrated marketing communication strategy that combines digital promotion with strengthening alumni networks, partner schools, and pesantren communities. Optimizing testimonial content, improving the

visual quality of facilities, utilizing interactive features, and using social media insight data are recommended to increase higher quality engagement and have an impact on registrant conversions. In addition, improving facilities as part of strengthening product elements is a strategic foundation that must run in parallel with digital communication. In terms of institutional policies, data-based marketing planning is needed that is integrated with student acceptance targets, including the allocation of resources for professional and sustainable social media management. Increasing the digital literacy of guardians through direct socialization is also an adaptive strategy to bridge the gap between digital exposure and enrollment decisions.

SUGGESTION

Based on the findings of the study, it is recommended that madrasahs develop a more integrated marketing strategy by placing social media such as Instagram and TikTok not only as a means of publication, but as a conversion instrument measured through strengthening calls to action, optimizing testimonial video content, and direct integration with digital registration services. The differentiation of NU's identity needs to be maintained as a core value, but enriched by exposure to academic achievement and improving the quality of facilities so that the value proposition is more rational and competitive. In addition, because word of mouth has proven to be more dominant in influencing the decisions of students' guardians, digital strategies should be directed to strengthen the alumni network and the pesantren community as brand advocates, so as to create synergies between the promotion of courage and interpersonal communication that are able to increase registration conversions on a sustainable basis based on data and periodic evaluation.

For further research, it is recommended to use a quantitative approach or mixed methods to measure the relationship between social media engagement and registrant conversion in a more measurable way. Comparative studies between religious community-based madrasahs in different regions are also important to test the consistency of the 4P integrative model and social media marketing in diverse social contexts. Thus, the development of a digital-based education marketing model can be more comprehensive and applicable in supporting the sustainability of Islamic educational institutions in the era of technological transformation.

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