

# Strategies for Promoting Education in Student Recruitment in Pesantren

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## Keywords:

Student enrollment,  
Promotion strategy,  
Social media,  
Religious lectures,  
School principal.

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## Abstract

This study was conducted at Pondok Pesantren Darul Mursyidi Sialogo, Angkola Barat District, South Tapanuli Regency, using a qualitative approach. The research aims to obtain descriptive data through observation, interviews, and documentation. Primary data were collected directly from the school principal and teachers, while secondary data came from various written sources. The data analysis was carried out in three stages: data reduction, data presentation, and conclusion drawing. The findings reveal that the pesantren's promotion strategies for recruiting new students include school outreach, the use of brochures and banners, collaboration with community leaders, and the use of social media. Recruitment efforts are also supported by religious lectures and Friday sermons. Furthermore, the roles of teachers, students, and parents are essential in promoting student admissions. The implemented recruitment strategies are divided into three stages: (1) promotion through print and digital media, (2) student selection based on religious aptitude, and (3) socialization to help new students adapt to the pesantren environment. These strategies have proven effective, as evidenced by the increasing number of new students each year. The study concludes that the success of student recruitment at Pondok Pesantren Darul Mursyidi Sialogo is closely linked to the synergy between the pesantren, educators, students, parents, and community leaders. This collaboration contributes to building a positive image of the pesantren as a high-quality Islamic educational institution.

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## Kata kunci:

Penerimaan siswa,  
Strategi promosi,  
Media sosial,  
Ceramah agama,  
Kepala sekolah.

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## Abstrak

Penelitian ini dilakukan di Pondok Pesantren Darul Mursyidi Sialogo, Kecamatan Angkola Barat, Kabupaten Tapanuli Selatan, dengan menggunakan pendekatan kualitatif. Penelitian ini bertujuan untuk memperoleh data deskriptif melalui observasi, wawancara, dan dokumentasi. Data primer dikumpulkan langsung dari kepala sekolah dan guru, sedangkan data sekunder diperoleh dari berbagai sumber tertulis. Analisis data dilakukan dalam tiga tahap: reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi promosi yang dilakukan pesantren dalam merekrut siswa baru meliputi sosialisasi ke sekolah, penggunaan brosur dan spanduk, kerja sama dengan tokoh masyarakat, dan penggunaan media sosial. Upaya perekrutan juga didukung oleh ceramah agama dan khotbah Jumat. Selain itu, peran guru, siswa, dan orang tua sangat penting dalam mempromosikan penerimaan siswa baru. Strategi rekrutmen yang diterapkan dibagi menjadi tiga tahap: (1) promosi melalui media cetak dan digital, (2) seleksi siswa berdasarkan bakat keagamaan, dan (3) sosialisasi untuk membantu siswa baru beradaptasi dengan lingkungan pesantren. Strategi-strategi tersebut terbukti efektif, terbukti dengan meningkatnya jumlah santri baru setiap tahunnya. Penelitian ini menyimpulkan bahwa keberhasilan rekrutmen santri di Pondok Pesantren Darul Mursyidi Sialogo sangat erat kaitannya dengan sinergi antara pesantren, pendidik, santri, orang tua, dan tokoh masyarakat.

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## INTRODUCTION

The presence of pesantren in the midst of the community is not only as an educational institution but also as a socio-religious institution. (A.Rofiq 2005). The history of the establishment of pesantren often begins with a "*value war*" between the pesantren and the surrounding community, which ultimately ends with the pesantren's victory (Abidin 2024; Ansori 2020; S. Arifin et al. 2023; Arif, Aziz, and Abdurakhmonovich 2024). Along with the rapid development of modern education and the need to adapt to the era of globalization, many questions must be addressed by Islamic boarding schools. If, in the 1970s, pesantren were synonymous with technological backwardness, avoidance of sciences imported from the West, traditional attire, rural settings, and lack of independence, then in the second millennium, pesantren are required to produce alumni who are knowledgeable, technologically adept, willing to study Western sciences as academic pursuits, insightful, and independent. (Hidayati 2020). Given the intense competition among educational institutions to attract students, pesantren must make every effort to introduce their educational products to the community, emphasizing quality and competitiveness (Fidayani and Ammar 2023; Hanafi et al. 2021; Lathifah, Humaidi, and Kamaludin 2023). For this reason, educational institutions (pesantren) are compelled to implement promotional strategies to maintain and increase their student body. The purpose of such promotion strategies is to create a positive image of pesantren, embedding trust in the minds of consumers, which ultimately results in an increase in student enrollment. (Ahmad, A. & Sari 2022).

Recruitment is the process of searching for, determining, and attracting applicants who are capable of becoming students in an institution. Student recruitment is a routine activity conducted by an institution to gather, select, and place prospective students who meet specific qualifications (Mohzana et al. 2023; Indayanti, Atqiya, and Badrudin 2022; Gjefsen 2020). New student recruitment activities are Recruitment of new students is typically the first activity conducted in an educational institution. (Sumanto 2013). This activity is carried out through a selection process determined by the educational institution for prospective students. Moreover, new student recruitment must be conducted in an organized and planned manner, following specific requirements, so that the selected students meet the institution's criteria. (Suryani 2021; Hasanah 2020). Although new student recruitment may seem like an annual routine agenda for every educational institution, it must be approached seriously, incorporating various strategies and innovations (Firmandani et al. 2023; Crawford, Arellano Carmona, and Kumar 2024; Kango, Kartiko, and Maarif 2021). This ensures that the quantity and quality of prospective students admitted align with the institution's expectations.

Several studies, such as the one conducted by Manurung (2023), reveal that the steps for recruiting new students through educational promotion involve several key stages. First, an analysis of needs and target markets is conducted, determining the institution's acceptance capacity based on existing facilities and identifying potential prospective students. Next, a promotion strategy is developed through two approaches:

offline promotion, such as distributing brochures, socializing with schools, offering scholarships, and word-of-mouth promotion; and online promotion through official websites and social media. (Manurung 2023). A promotion team is formed to support these activities, comprising a creative team, a field team, and a social media coordinator. (Humaniora 2024). In their research, Bunga et al. also explained that the implementation of the program includes activities such as open houses, educational exhibitions, and social media campaigns. Finally, an evaluation is conducted to assess the effectiveness of the strategies used and make adjustments if necessary. With these steps, the recruitment process for new students can run effectively and efficiently. (Di, B., Bunga, S., Gunungsitoli, M., Lay, S., Purba, S., & Rangkuti 2023). A promotion strategy is a core activity in the marketing system. The promotional strategy referred to here encompasses every step taken by the pesantren to communicate with the community with the aim of achieving the objectives set by the pesantren. (Baru, Smp, and Huda 2024). In this context, promotion highlights the activities of educational institutions to introduce their products through advertising, personal sales, sales promotions, and publications. Promotion must be managed creatively and effectively so that the products being offered are known to and attract consumers. Properly executed promotion fosters consumer interest and serves as a means of communicating institutional information from sellers to buyers or other stakeholders, ultimately influencing public attitudes and behaviors to encourage engagement with the pesantren's offerings (Muhaimin 2009).

With promotion, pesantren can introduce themselves and increase public confidence in the information they offer. Therefore, Islamic boarding schools must strive to produce quality products, as quality products, satisfactory services, and effective promotion will help achieve the desired results. Socialization or promotion of Islamic boarding schools to the public is essential to provide a correct understanding of pesantren. This effort can also enhance their positive image in the minds of the public. (Hurriyati 2008). Santri from Pondok Darul Mursyidi Sialogo Islamic Boarding School, located in West Angkola District, South Tapanuli Regency, come from remote areas and even from outside Java. The fact shows that the socialization efforts of Darul Mursyidi Sialogo Islamic Boarding School have reached remote areas in Padangsidimpuan Regency. This can be identified from the background of the students, many of whom come from underprivileged families, children from broken homes, orphans, children abandoned by divorced parents, and children who have dropped out of school. In addition to this, Darul Mursyidi Sialogo Islamic Boarding School has a mission to assist the government in educating the nation, particularly in the fields of religious and community education, while also guiding students to become independent, skilled, and moral individuals.

This study aims to analyze the promotional strategies used by Pondok Pesantren Darul Mursyidi in recruiting new students. By assessing the effectiveness of various promotional methods, this research is expected to contribute to the development of more optimal promotional strategies for the pesantren. Additionally, this study seeks to bridge the gap in previous research by exploring the challenges and opportunities in

student recruitment at rural-based pesantren. Through this research, it is hoped that an effective promotional strategy model can be identified, tailored to the conditions and needs of Pondok Pesantren Darul Mursyidi. Furthermore, the findings of this study can serve as a reference for other Islamic educational institutions in developing better and more competitive promotional strategies in the modern era.

## RESEARCH METHODS

This research was conducted by the researcher at Pondok Pesantren Darul Mursyidi Sialogo, West Angkola District, South Tapanuli Regency. The type of research used in this study is qualitative research. Qualitative research methods are research procedures that produce descriptive data about people through written or spoken words and observable behavior. (Rijali, 2018). As stated by experts in their books, qualitative research methods are employed to observe and reveal a situation or object in its context, uncovering deep meanings or understanding of an issue at hand, which appears in the form of qualitative data such as images, words, or events. (Yusuf 2016).

The source of the data is the subject from which the data can be obtained. To complete the data for this study, the researcher prepares both primary and secondary data. Primary data is data directly obtained from the initial source at the research location or research object. In this study, the primary data was collected from the Principal and Teachers of the Darul Mursyidi Sialogo Islamic Boarding School. Meanwhile, secondary data was collected by the researcher from various existing sources, including agencies, libraries, and other parties.

The data collection techniques used include observation, interviews, and documentation. The observations conducted by the researcher at the Darul Mursyidi Sialogo Islamic Boarding School involved examining the conditions at the school. This observation aimed to gain an overview of the actual conditions at the school, observe daily activities, assess the available facilities and infrastructure, and understand the teaching and learning processes in the classrooms. The interviews involved asking several questions related to the Promotion Strategy of the Darul Mursyidi Sialogo Islamic Boarding School in recruiting new students. Documentation collected from the school included photos of the school location, data about the school (such as the school profile, organizational structure, vision and mission), teacher data, and student data. The tools used to obtain documentation included cameras and other recording devices.

The data analysis technique consisted of three main stages: data reduction, data presentation, and drawing conclusions. Data reduction involves summarizing, selecting the main points, focusing on important aspects, identifying themes and patterns, and discarding irrelevant information. Data presentation is the process of systematically organizing the information to obtain conclusions as research findings and guide further action. This stage involved compiling a narrative text from the reduced data, making it easier to draw conclusions. Drawing conclusions involves providing explanations or descriptions of previously unclear objects or phenomena. After examination, these

become clearer and can take the form of causal relationships, interactive relationships, hypotheses, or theories. (Ahmad Rijali 2018).

## RESEARCH RESULTS AND DISCUSSION

### Result

Madrasah Aliyah Darul Mursyidi Sialogo Islamic Boarding School, as an institution engaged in education, must establish a direct connection with the wider community. It is essential for Madrasah Aliyah Darul Mursyidi Sialogo Islamic Boarding School to conduct promotional activities and market its Islamic boarding school-based educational services to the public. This ensures that people understand what the institution offers and recognize the benefits of sending their children to Madrasah Aliyah Darul Mursyidi Sialogo Islamic Boarding School.

Effective promotion requires proper management and a well-defined strategy to ensure that all promotional targets and objectives are achieved. Without a strategic approach, promotional efforts may become aimless and fail to make a significant impact on the institution.

The following are the results of interviews, observations, and documentation from research on *Principal Management in Recruiting New Students Through Education Promotion at Darul Mursyidi Sialogo Islamic Boarding School, West Angkola District, South Tapanuli Regency*. A strategy is a plan or method employed by an organization to achieve its goals more effectively and efficiently. To identify the strategy implemented by the head of Madrasah in recruiting new students at Darul Mursyidi Sialogo Islamic Boarding School, the researcher prepared several questions. The first question, according to the research instrument, was posed to the head of the Madrasah: What are the efforts of this Madrasah in competing for the recruitment of new students?

The response from the head of the Madrasah, Mr. Uus Somantri, S.H.I., who serves as the head of Madrasah Aliyah at Darul Mursyidi Sialogo Islamic Boarding School, is as follows:

*"The Darul Mursyidi Sialogo Islamic Boarding School operates two levels of education: Aliyah and Tsanawiyah. The majority of new students in the Aliyah level are alumni of the Tsanawiyah program at the Darul Mursyidi Sialogo Islamic Boarding School. Other efforts to recruit new students include promotional activities such as creating brochures about the school, designing banners, visiting MI (Madrasah Ibtidaiyah), SD (elementary schools), MTs (Madrasah Tsanawiyah), and junior high schools, conducting socialization programs, and collaborating with community leaders to introduce Madrasah Aliyah Pondok Pesantren Darul Mursyidi Sialogo."*

The same question was posed to a teacher at the Darul Mursyidi Sialogo Islamic Boarding School, Mr. Ali Musbar, S.Pd., who responded:

*"Promotion is usually carried out in various ways. One of the steps involves distributing brochures to various educational institutions such as elementary schools, middle schools, MTs, and junior high schools, as well as directly to communities in the target areas. Additionally, the school produces and distributes calendars containing information about the boarding school. Other promotional activities include participating in religious events, where ustaz (Islamic scholars) and pesantren students are speakers, adding value through da'wah while introducing the boarding school to the community. Promotion is*

*also conducted by delivering Friday sermons, with ustaz and pesantren students actively presenting religious lectures. This allows the public to witness firsthand the quality of Islamic education provided by the boarding school. This strategy not only promotes the institution but also fosters a positive image within society".*

Based on the observations conducted by the researcher, the situation at the Darul Mursyidi Sialogo Islamic Boarding School in accepting new students appeared to align with the plans established by the Madrasah. The second research question posed to the Head of the Aliyah Madrasah at the Darul Mursyidi Sialogo Islamic Boarding School was: What is the quantity and quality of the Aliyah Madrasah at the Darul Mursyidi Sialogo Islamic Boarding School? The Head of the Madrasah responded:

*"In terms of quantity, it is stable. In terms of quality, it can be said to be quite good."*

Furthermore, the researcher asked the Head of Madrasah Aliyah Pondok Pesantren Darul Mursyidi Sialogo the following question: Is there any promotion carried out through social media? If so, can you explain the main strategy used to promote the recruitment of new students through social media? The Head of the Madrasah responded:

*"In an effort to promote through social media, the Islamic boarding school utilizes Facebook by uploading various content, such as videos of student activities, digital brochures highlighting flagship programs, competition documentation, and the achievements of outstanding students. Additionally, the Islamic boarding school publishes content about religious activities, such as recitations, lectures, and moments of togetherness among students that reflect Islamic values. This strategy aims to expand reach, increase attractiveness, strengthen a positive image, and showcase the quality of education and the pesantren environment that supports the development of student character".*

The researcher then asked the Head of Madrasah Aliyah Pondok Pesantren Darul Mursyidi Sialogo the following question: How does the madrasah prepare for recruiting new students? The Head of the Madrasah answered: *"In preparation, the madrasah manages the recruitment process by having prospective students fill out forms, complete the necessary requirements, and begin activities at the start of the academic year".*





*Figure 1, 2: Photos of the pesantren's social media account and morning activities at the madrasah.*

Based on the observations obtained by the researcher at the Madrasah of the Darul Mursyidi Sialogo Islamic Boarding School, it was noted that the madrasah has implemented a well-prepared process for recruiting new students. This includes requiring prospective students to fill out registration forms and allowing them to begin activities at the start of the academic year once the registration process is completed.

The strategy employed by the head of the madrasah in recruiting new students involves several approaches. These include visiting other madrasahs and junior high schools, creating brochures and banners about the Darul Mursyidi Sialogo Islamic Boarding School, conducting socialization sessions at schools, printing and distributing calendars, participating in recitation events, delivering Friday sermons, and leveraging social media for promotions.

To effectively implement the recruitment strategy, the madrasah follows key stages, namely planning, organizing, implementing, and evaluating. These stages ensure that the recruitment process is optimized to achieve maximum results in attracting new students.

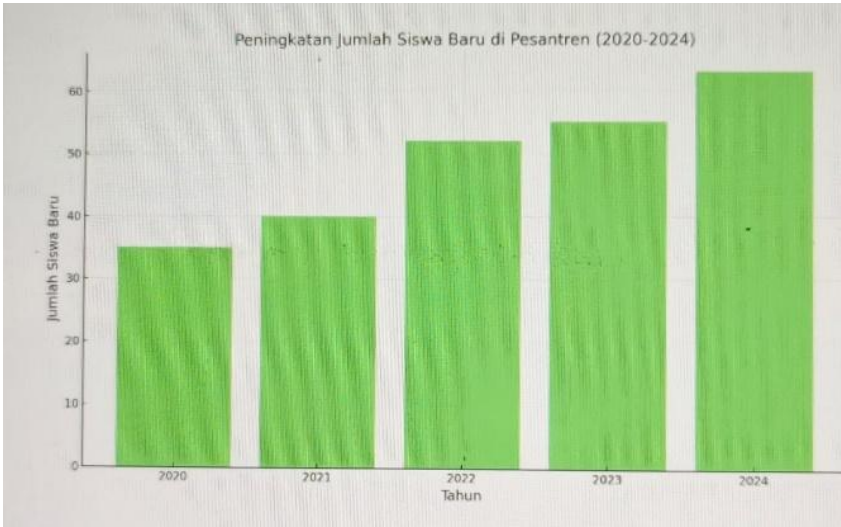
Based on the interviews, the research findings indicate that the promotional strategies implemented by Pondok Pesantren Darul Mursyidi Sialogo have had a positive impact on increasing the number of new students. Various promotional efforts, such as utilizing social media, hosting open house events, conducting school visits, and providing direct information to the community, have proven effective in attracting prospective students and their parents.



Data from this research reveals that the number of new students has increased compared to the past four years. Furthermore, this growth is accompanied by a more diverse quality of prospective students, both in terms of educational backgrounds and learning motivation.

*Table 1: Data on the Number of New Students Over the Last 5 Years*

Year	Number of New Students
2020	35
2021	40
2022	52
2023	55
2024	63



*Chart 1: Graph of the Increase in New Student Enrollment*

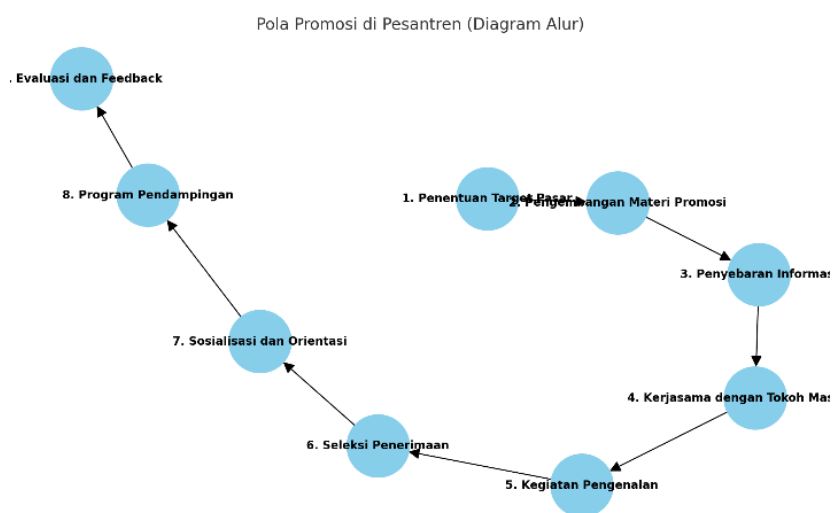
Teachers play a significant role in promoting new student admissions, which can be categorized into several functions. As information disseminators, teachers actively share details about the school’s flagship programs through various communication channels, such as social media, brochures, posters, and educational community networks. They often utilize discussion groups or online forums to reach prospective parents and students. Acting as school ambassadors, teachers create a positive impression on the public by demonstrating professionalism, discipline, and commitment to student development. Their involvement in social activities or specific communities further enhances the school’s reputation. Teachers also serve as facilitators of promotional events, leading activities like open houses, seminars, educational bazaars, and workshops. They organize these events, deliver presentations, and provide consultations to prospective students and parents. Additionally, teachers leverage technology to highlight the school’s strengths through educational videos, virtual tours, and other online content.



Students also play an important role in school promotion. As informal agents, they share enjoyable learning experiences with their friends outside the school, both in direct conversations and on social media, offering authentic testimonials that attract prospective students. Their participation in promotional events, such as showcasing extracurricular activities, demonstrating skills, or guiding school tours, reflects the school's dynamic culture. High-achieving students inspire others by becoming examples of the success of the school's programs, both academically and non-academically. Moreover, in the digital era, students can act as influencers, promoting their school through social media posts, videos, and positive reviews.

In addition to the efforts of teachers and students, parents also hold a significant role as independent marketing agents. Recognizing that parents have extensive social networks, schools encourage them to act as advocates for the school's programs and achievements. Teachers have built strong and comfortable relationships with parents, fostering open communication about students' learning potential, needs, and progress. Satisfied parents often recommend the school to their friends, relatives, and neighbors, creating a trusted and impactful form of promotion. Parents also provide testimonials through social media, school websites, and community forums, sharing positive experiences about their children's development. Using their social connections, parents spread information about new admissions and actively promote the school in various community gatherings, such as religious events or social groups. In some promotional activities, parents are invited to participate as speakers or to accompany students in sharing their learning experiences, further solidifying their role in the school's promotion efforts.

The promotional pattern of Darul Mursyidi Pesantren can be seen in the diagram below:



**Figure 1.** Diagram promotional pattern of Darul Mursyidi Pesantren  
The explanation of the diagram can be found in the table below.

**Tabel 2.** explanation of the diagram 1**DISCUSSION**

<b>Stage</b>	<b>Activity</b>	<b>Description</b>
<b>1. Target Market Identification</b>	Identifying promotion targets (prospective students from Tsanawiyah, junior high schools, etc.)	Determining potential students based on age and educational level.
<b>2. Development of Promotional Materials</b>	Creating promotional materials such as brochures, banners, and social media content	Designing and producing engaging materials that include information about the pesantren, its advantages, and facilities.
<b>3. Information Dissemination</b>	Distributing brochures, installing banners, and promoting through social media	Distribution through schools, public places, and digital platforms (Instagram, Facebook, etc.).
<b>4. Collaboration with Community Leaders</b>	Building relationships with community figures to support promotions	Inviting religious or community leaders to provide testimonials or act as pesantren ambassadors.
<b>5. Introduction Activities</b>	Organizing religious study sessions or Friday sermons to introduce the pesantren	These activities are conducted in schools or public places to introduce the pesantren directly.
<b>6. Admission Selection</b>	Conducting selection tests, including religious knowledge tests and interviews	Assessing prospective students' religious knowledge and readiness to join the pesantren.
<b>7. Socialization and Orientation</b>	Orientation programs for new students, introducing pesantren culture	Initial activities to help new students adapt to the pesantren environment and culture.
<b>8. Mentorship Program</b>	Assigning mentors to new students to make them feel more comfortable and develop better	Assigning senior students or teachers to guide and mentor new students during the transition period.
<b>9. Evaluation and Feedback</b>	Collecting feedback from students and parents regarding the recruitment process	Evaluating to determine if there are aspects of the promotion or process that can be improved for the next recruitment period.

Based on the research conducted at the Madrasah of the Darul Mursyidi Sialogo Islamic Boarding School through interviews, observations, and documentation, the researcher proceeded to analyze the data to describe the findings. This analysis aims to answer the primary research question: What is the strategy of the head of the madrasah in recruiting new students at the Darul Mursyidi Sialogo Islamic Boarding School?

The research at Madrasah Aliyah Pondok Pesantren Darul Mursyidi Sialogo revealed several findings, summarized as follows:

**The Strategy of the Head of the Madrasah in Recruiting New Students at Madrasah Aliyah Pondok Pesantren Darul Mursyidi Sialogo**

The results indicate that the head of the madrasah employs strategic planning with various approaches to recruit new students. The findings show that the strategic activities implemented by the Head of Madrasah Aliyah include the following: a)

Conducting promotions at Tsanawiyah schools and junior high schools, b) Creating brochures, c) Designing banners, d) Collaborating with community leaders, e) Printing and distributing calendars, f) Participating in recitation events, g) Delivering Friday sermons, h) Promoting through social media.

The madrasah head's strategy for recruiting new students is divided into four key components. By employing strategic approaches, it becomes evident that well-planned methods by educational institutions are crucial for ensuring a successful recruitment process. The planning for new student recruitment involves collaboration among several related parties, as executing a recruitment strategy requires a leader with a strong competitive spirit. Organizing the strategic activities for recruiting new students at the Sialogo Islamic Boarding School includes creating a division of tasks and assigning duties and responsibilities to committee members. For example, some committee members may be tasked with visiting schools to conduct socialization efforts.

In the implementation phase of new student recruitment activities, the initial steps involve promotion and socialization, both directly and through print and electronic media. The school promotes itself by visiting institutions such as Madrasah Tsanawiyah and Junior High Schools, presenting visually appealing materials related to the madrasah to attract prospective students to continue their studies at the Madrasah Aliyah. Following the socialization or promotional activities, the committee distributes brochures and forms to prospective students. These forms include registration details and requirements, facilitating the enrollment process for new students.

Teachers, students, and parents play a crucial role in supporting the promotion of new student admissions at schools, each contributing unique and complementary efforts. Teachers serve as information disseminators by actively utilizing various communication channels, such as brochures, social media, and educational community networks, to highlight the school's program advantages. They also act as school ambassadors, creating a positive impression through professionalism, discipline, and dedication to student development. Furthermore, teachers often take on leadership roles in promotional activities such as open houses, seminars, educational fairs, and workshops, where they are responsible for organizing events and providing consultations to prospective students and their parents. Innovation is another key strength of teachers in promotion, as they leverage technology to produce educational content, virtual tours, and instructional videos that can be widely accessed.

On the other hand, students also make significant contributions. As informal agents, they share enjoyable learning experiences through direct interactions and social media, often perceived as authentic testimonials by prospective students. Additionally, student participation in various promotional activities, such as showcasing extracurricular programs, demonstrating skills, or guiding school tours, reflects the school's dynamic and energetic culture. High-achieving students act as

inspirations, attracting potential students by sharing their academic and extracurricular journeys. In the digital age, students also function as influencers, utilizing social media to promote their schools through engaging and creative content.

Equally important, parents are highly influential marketing agents. With their extensive social networks, parents disseminate information about the school's strengths and programs to friends, relatives, and community groups. Satisfied parents often provide positive testimonials via social media, school websites, or community forums, offering reliable information for prospective parents. Furthermore, parental involvement in promotional activities, such as serving as speakers or accompanying students during presentations of their learning experiences, adds an extra layer of trust and authenticity to the school's marketing strategies. The close relationship between teachers and parents, characterized by open communication and active collaboration, further strengthens the success of these promotional efforts.

With the synergy between teachers, students, and parents, school promotion strategies become not only more effective but also capable of creating a positive image that enhances the school's appeal to the wider community. This collective role forms a vital foundation in attracting interest and building trust among prospective students and their families.

### **Results of the Strategy of the Head of Madrasah Aliyah in Recruiting New Students at the Darul Mursyidi Sialogo Islamic Boarding School**

Based on the implementation observed by the researcher, the admission process for new students at Madrasah Aliyah Pondok Pesantren Darul Mursyidi Sialogo proceeded smoothly and was aligned with the plans established during prior committee meetings. Each committee member, assigned specific responsibilities by the madrasah, successfully carried out their tasks, including conducting socialization activities at Madrasah Tsanawiyah and Junior High Schools. Moreover, the head of the madrasah and teachers actively participated in these socialization efforts, demonstrating strong collaboration and commitment to the recruitment process.

Therefore, the results of the strategy implemented by the head of Madrasah Aliyah in recruiting new students at the Darul Mursyidi Sialogo Islamic Boarding School highlight the need for a comprehensive approach encompassing a promotion strategy, a selection strategy, and a social strategy, which will be elaborated on as follows: a) Promotion Strategy; The promotion strategy is used to attract prospective new students to enroll in the institution. Typically, this strategy is implemented through print and electronic media (Crawford, Arellano Carmona, and Kumar 2024). At Madrasah Aliyah Darul Mursyidi Sialogo Islamic Boarding School, promotional efforts include placing banners along the roadside to capture the attention of passersby. This approach aims to inform the community about new student admissions, particularly for families with children graduating from Madrasah or

Junior High School who are seeking to continue to the next level of education. Additionally, the madrasah utilizes social media platforms, such as Facebook and other networks, to enhance outreach. Teachers also contribute by promoting the institution on their personal social media accounts, further broadening the reach to attract prospective students.

b) Selection Strategy ; Selection strategy refers to a series of methods and procedures designed to evaluate and choose individuals who best meet the needs and criteria of an organization or institution. In the context of education, selection strategies are used to identify prospective students who meet the academic standards and specific qualifications set by schools or educational institutions (Mappaenre et al. 2022; Nadif, Nusucha, and Rofiq 2023). This process includes various stages, such as information gathering, interviews, aptitude tests, and other evaluations, with the goal of ensuring that the selected individuals have the potential to contribute positively to the learning environment (Ramadhany 2021). The selection strategy is divided into three components: evaluating national final exam scores, assessing interests and talents, and conducting entrance tests. However, at Madrasah Aliyah Darul Mursyidi Sialogo Islamic Boarding School, the selection process primarily focuses on testing students' knowledge of religious studies to gauge their understanding. This test is not used as a determinant of acceptance but rather as an assessment of the students' current level of knowledge.

c) Socialization Strategy; Socialization strategy is a systematic effort undertaken by organizations or institutions to introduce and integrate new individuals into the prevailing culture, values, and norms. In the field of education, socialization strategies aim to help new students adjust to the school environment, understand rules and expectations, and build healthy relationships with fellow students and teaching staff (I. Arifin et al. 2018; Hariri, Monypenny, and Prideaux 2016; Amirudin et al. 2024). Socialization methods can include orientation, mentoring programs, extracurricular activities, and various other activities designed to facilitate adaptation and active involvement of individuals in the school community. The socialization strategy is employed to spark interest among potential students. At Madrasah Aliyah Darul Mursyidi Sialogo, this involves conducting outreach programs at schools and visiting homes to engage directly with prospective students and their families. This personal approach helps build relationships and encourages interest in joining the madrasah.

## CONCLUSION

The research findings indicate that the promotion strategy implemented by the pesantren to recruit new students consists of several approaches, including promotion to Tsanawiyah or junior high schools, the creation of brochures and banners, collaboration with community leaders, and utilizing social media to attract the attention of potential students. Additionally, the recruitment process also involves activities such as filling in events for religious study and Friday sermons.

Based on previous research, the researcher also found additional promotion methods that are effective in attracting new students, which are deemed very suitable for the

situation and conditions of the pesantren. In practice, the roles of teachers, students, and parents are crucial in supporting the promotion of new student enrollment. Teachers actively use various media to spread information, students share experiences through direct interactions and social media, while parents disseminate information about the school to their social networks.

The strategies used are divided into three main categories: promotion, selection, and socialization strategies. The promotion strategy is carried out through print and electronic media, by placing banners and using social media to attract public interest. The selection strategy focuses more on religious tests to measure the knowledge of potential students, while the socialization strategy aims to help new students adapt to the school environment and understand the prevailing culture and values. This process involves orientation, mentoring programs, and extracurricular activities that support the integration of students into the school community. Overall, the recruitment strategy applied at Pondok Pesantren Darul Mursyidi Sialogo runs smoothly and successfully, involving close cooperation between the head of the madrasa, teachers, students, and parents in creating a positive image and attracting the interest of new potential students.

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