

Implementation of Digital-Based Marketing Strategies to Increase Promotion Effectiveness in Integrated Islamic Elementary Schools

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Abstract:

This research aims to evaluate the implementation of digital-based marketing strategies in enhancing promotional effectiveness at AN-NAHAR Integrated Islamic Elementary School (SDIT) in Pangandaran. The background of this study stems from the need for educational institutions to adapt to developments in communication technology, as well as to improve the positive image of the school in attracting new students. Conventional promotional strategies are considered less relevant in the digital era, thus social media-based approaches and digital platforms become a more effective alternative. The research method used is qualitative with a case study approach. Data collection techniques include observation, in-depth interviews, documentation, and literature study. The subjects of the research consist of the school principal, the social media team, teachers, students, parents, and the surrounding community. Data analysis is conducted through data reduction, data presentation, and drawing conclusions, with validation using source and technique triangulation. The research results indicate that digital marketing strategies through Instagram, TikTok, YouTube, Facebook, and WhatsApp have successfully increased the visibility of the school, built a positive image, and encouraged an increase in the number of students. The main supporting factors include content adaptation to social media trends, active interaction with parents through digital channels, and collaboration with the local community. Meanwhile, the inhibiting factors include the school's website not being optimal, limited human resources, and competition among educational institutions. The conclusion of this study emphasizes that digital marketing is not just a promotional tool, but a communication strategy that builds emotional connections and public trust. SDIT AN-NAHAR Pangandaran has demonstrated that this approach can be effectively applied in the context of integrated Islamic education, while upholding the values of ethics, transparency, and social benefit.

Keywords: *Digital Marketing, School Promotion, Communication Strategy, Islamic Education, SDIT AN-NAHAR.*

Abstrak

Penelitian ini bertujuan untuk mengevaluasi implementasi strategi pemasaran berbasis digital dalam meningkatkan efektivitas promosi di Sekolah Dasar Islam Terpadu (SDIT) AN-NAHAR Pangandaran. Latar belakang studi ini berangkat dari kebutuhan lembaga pendidikan untuk beradaptasi dengan perkembangan teknologi komunikasi, serta meningkatnya citra positif sekolah dalam menarik peserta didik baru. Strategi promosi konvensional dinilai kurang relevan di era digital, sehingga pendekatan berbasis media sosial dan platform digital menjadi alternatif yang lebih efektif. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data meliputi observasi, wawancara mendalam, dokumentasi, dan studi pustaka. Subjek penelitian terdiri dari kepala sekolah, tim media sosial, guru, siswa, orang tua, dan masyarakat sekitar. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, dengan validasi menggunakan triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa strategi pemasaran digital melalui Instagram, TikTok, YouTube, Facebook,

dan WhatsApp telah berhasil meningkatkan visibilitas sekolah, membangun citra positif, dan mendorong peningkatan jumlah peserta didik. Faktor pendukung utama meliputi adaptasi konten terhadap tren media sosial, interaksi aktif dengan orang tua melalui saluran digital, serta kolaborasi dengan komunitas lokal. Sementara itu, faktor penghambat mencakup belum optimalnya website sekolah, keterbatasan sumber daya manusia, dan persaingan antar lembaga pendidikan. Kesimpulan dari penelitian ini menegaskan bahwa pemasaran digital bukan sekadar alat promosi, melainkan strategi komunikasi yang membangun hubungan emosional dan kepercayaan publik. SDIT AN-NAHAR Pangandaran telah menunjukkan bahwa pendekatan ini dapat diterapkan secara efektif dalam konteks pendidikan Islam terpadu, dengan tetap menjunjung nilai-nilai etika, transparansi, dan kebermanfaatan sosial.

Kata Kunci: *Pemasaran Digital, Promosi Sekolah, Strategi Komunikasi, Pendidikan Islam, SDIT AN-NAHAR*

1. INTRODUCTION

In an increasingly integrated digital era with daily life, educational institutions face new challenges in maintaining their existence and attracting students' interest. Marketing strategies that previously relied on conventional methods such as brochures, banners, and word-of-mouth promotion are now beginning to be displaced by more adaptive and interactive digital approaches (Musnaini et al., 2021). This phenomenon not only reflects changes in education consumer behavior but also demands that educational institutions develop communication strategies relevant to technological developments and community preferences (Chaffey, 2025).

Digital-based education service marketing has become an important instrument in building institutional image, increasing visibility, and expanding promotional reach (Armstrong, G., & Kotler, 2025). In the context of Indonesia, the increase in social media usage by the community (Yonatan, 2024) opens up great opportunities for schools to reach prospective students more broadly and efficiently. However, the effectiveness of this strategy remains a subject of debate, especially in the context of private elementary schools that have limited resources and technology access.

Previous research has shown that the utilization of social media can improve branding and interaction between schools and the community (Roemaissha, 2023), (Auladina, 2022). However, there is a divergent hypothesis that digital marketing is not necessarily more effective than conventional promotion, especially in areas with low digital literacy or strong traditional communication preferences (Yunitasari, 2019). Therefore, it is important to examine in depth how digital marketing strategies are implemented and the extent of their effectiveness in improving school promotion.

This research focuses on SDIT AN-NAHAR Pangandaran as a case study, with the main objective of evaluating the implementation of digital-based marketing strategies and their impact on the effectiveness of school promotion. This study is significant because it provides a real picture of educational institution adaptation to digital transformation, as well as offering practical recommendations for other schools that want to optimize their promotion strategies.

The main conclusion of the research shows that digital marketing through social media such as Instagram, TikTok, and WhatsApp has provided a positive contribution to increasing the number of students and institutional image. However, challenges such as the not yet optimal school website and limited human resources remain obstacles that need to be overcome. Thus, digital marketing strategy is not only about technology but also about management, communication, and sustainability of relationships with the community.

2. RESEARCH METHOD

This research uses a qualitative approach with a case study method, which aims to understand in depth the implementation of digital-based marketing strategies at SDIT AN-NAHAR Pangandaran. This approach enables the exploration of phenomena in a natural context with the researcher as the main instrument.

The research location is at SDIT AN-NAHAR Pangandaran, West Java, Indonesia. The research subjects include the school principal, the school social media team, teachers, students, parents, and the surrounding community. The research object is the digital marketing strategy applied by the school to improve promotion effectiveness.

Data were collected through direct observation of the school's digital promotional activities, semi-structured interviews with research subjects, documentation study of the school's digital and print archives, as well as literature study to support the theoretical framework and compare with previous research. Interview instruments were developed based on indicators of digital marketing strategy, promotion effectiveness, and audience engagement.

Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing. Data validity was tested using source, technique, and time triangulation techniques.

All primary data (interview transcripts, visual documentation, and observation results) are available in digital form and can be accessed through the internal repository of SDIT AN-NAHAR Pangandaran. Secondary data comes from publications that have been cited in the reference section. Accession numbers for documentation data will be provided at the review stage. Computer codes and analysis protocols were not used in this research because the approach is qualitative. However, interview guidelines and observation instruments are available for access by reviewers and readers who wish to replicate the study.

3. RESULTS

This research reveals the dynamics of the digital marketing strategy implemented by SDIT AN-NAHAR Pangandaran in an effort to improve the effectiveness of school promotion. As an integrated Islamic educational institution established since 2017, SDIT AN-NAHAR has shown significant developments in the number of students and institutional image. The school's vision, which emphasizes the balance between science, Quranic values, and independence, becomes the main foundation in forming communication strategies relevant to the digital era.

The increase in the number of students from 195 in the 2022/2023 academic year to 238 in the 2024/2025 academic year becomes an initial indicator of the success of the promotion strategy. The shift from conventional methods to a digital marketing approach has proven to have a real impact. Social media has become the main channel in conveying information, building image, and establishing interaction with the community. Instagram and WhatsApp occupy a dominant position as the most effective platforms, while TikTok and YouTube function as complements in expanding audience reach. According to (Kotler, P., Keller, K. L., & Chernev, 2022), marketing is not only about selling but building long-term relationships with consumers through effective communication. SDIT AN-NAHAR applies this principle by building emotional closeness through digital content that touches family and Islamic education values.

A. Supporting Factors

The school social media team actively produces content that follows digital trends. The results of an interview with one of the social media team members, Mrs. Irsya Atsna

Nur Sabila, S.Ag., revealed that there are several things that become key strategies in increasing video content viewers; the following are two keys:

1) Relevant Content

Content that is relevant to digital trends is able to reach prospective students and parents more broadly, even beyond the geographical boundaries of Pangandaran. This strategy is in line with the digital marketing framework from (Chaffey, D., & Ellis-Chadwick, 2023), which emphasizes the importance of utilizing social media and SEO as vital elements in attracting audience attention and increasing conversion. The storytelling approach used reflects the principle of "permission marketing" from Seth Godin (Drucker, 2023), in which effective marketing must build emotional relationships and obtain permission from the audience through valuable and non-intrusive content.

2) Interaction Through WhatsApp

Two-way interaction through WhatsApp becomes a strength in itself in building trust. Parent groups and official school channels are used to convey information, receive input, and answer questions responsively. This supports the concept of "Youtility" from Jay Baer (Digital Marketing According to Experts, 2023), which states that marketing must provide real benefits to the audience, not merely selling products or services. The relationships built through this digital communication create a high sense of involvement, so that parents feel they are part of their children's education process. The effect is that natural promotion through digital word-of-mouth is increasingly strengthened.

3) Collaboration With the Community

Collaboration with the local community becomes an additional strategy that strengthens the school image. Activities such as "Jumat Menanam" (Planting Friday) with the Forestry Service, visits to a soy sauce factory, and ecoprint batik training with local MSMEs show that the school is not only focused on academics but also on community and environmental empowerment. Visual documentation of these activities is uploaded to social media, strengthening the narrative that SDIT AN-NAHAR is an active, caring, and socially value-oriented school. This strategy is in line with the view of (Armstrong, G., & Kotler, 2025) that school branding must reflect the social values and academic excellence possessed.

From the theological side, SDIT AN-NAHAR's marketing strategy also reflects Islamic values such as honesty, benefit, and transparency. In the perspective of muamalah, marketing must be conducted with ethics and social responsibility (Mansur, A. A., Mujahid, A., & Mahfudz, 2025). This is reflected in promotional content that is not manipulative and depicts the real conditions of the school.

Visual documentation becomes a very effective promotional tool. Photos and videos that display the learning atmosphere, student-teacher interaction, and the habituation of Islamic values provide a real picture to prospective students and parents. This visualization replaces the need for direct visits, especially for those who live far away or have time limitations. Consistent and representative content builds the school image as a professional and trustworthy institution.

Registration data shows that the majority of parents know about the school through social media. They admit to being interested because the shared content reflects the real conditions of the school. This shows that the digital marketing strategy not only builds awareness but also directly influences registration decisions. The effectiveness of digital promotion becomes increasingly clear when linked to the increase in the number of students and positive public perception.

The success of this strategy is inseparable from the role of the 5K Marketing Team, which consists of the school principal, social media coordinator, public relations,

documentation, and WhatsApp admin. Each member has specific tasks that complement each other, from content production to information distribution. Good coordination between teams becomes the key to promotion effectiveness. Although this team works independently, the collaborative spirit and commitment to the school vision become the main strength.

B. Inhibiting Factors

1) School Website

The school website that is not yet active becomes an obstacle in the overall digital promotion strategy. The website should be a structured and trusted information center, as well as support SEO strategy so that the school is easily found through search engines. The absence of a website limits information access for prospective students who search for schools online. Website development becomes a priority that needs immediate follow-up. According to (Chaffey, D., & Ellis-Chadwick, 2023), the website is the center of an integrated digital strategy and must be optimized to increase institutional visibility and credibility.

2) HR Limitations

Limited human resources in content production also become a constraint. Quality content production requires energy, time, and technical skills. When team members are incomplete or have other workloads, the documentation and editing process becomes limited. According to (Drucker, 2023), organizations must be able to allocate resources efficiently to achieve strategic marketing objectives. Nevertheless, internal coordination and assistance from other teachers become sufficiently effective temporary solutions.

3) Competition Between Schools

Competition among schools in the Pangandaran area is increasingly tight. Many other schools have begun to implement digital marketing strategies, so SDIT AN-NAHAR must continue to innovate to remain competitive. The main differentiator lies in Islamic values and holistic learning approaches. The promotion strategy must be able to highlight this uniqueness so that it remains relevant and attracts audience attention.

Interviews with the community show that SDIT AN-NAHAR has a positive image as a favorite and Islamic school. Many consider this school as the primary choice for families who want religion-based and character education. This image is strengthened by consistent and representative social media content, as well as warm interaction between the school and the community.

Parents of students play a role as very effective promotional agents. They actively share school content to their surroundings, both through social media and direct communication. Their satisfaction with educational services becomes the main capital in building the school's reputation. The domino effect of this promotion expands the school's reach without additional costs.

Analysis of digital promotion effectiveness shows that social media enables fast, broad, and interactive information dissemination. Interesting and relevant content following digital trends is able to build engagement and significantly increase the number of registrants. This strategy is more flexible and cost-effective compared to conventional methods such as banners or brochures. According to (Saputri, S. A., Kusumaningrum, H., & Munawwaroh, 2023), the main purpose of marketing is to create customers, not merely to increase sales. SDIT AN-NAHAR has succeeded in building a loyal and active digital community.

School promotion not only displays academic aspects but also Islamic values such as *dhuha* prayer habituation, Quran recitation (*tadarus*), and Quran memorization (*hafalan*). This integration becomes the main attraction for parents who want education that balances

the worldly and the hereafter. These values are consistently displayed in social media content, strengthening the school's identity as an integrated Islamic educational institution.

To strengthen the digital marketing strategy, SDIT AN-NAHAR is advised to immediately activate its official website, increase HR capacity in content production, and expand collaboration with the digital community. Periodic evaluation of content effectiveness and interaction also needs to be conducted so that the strategy remains relevant and adaptive to changing trends.

This research provides an academic contribution to the development of digital-based education marketing theory. Practically, the research results can become a reference for other schools in designing effective and sustainable promotion strategies. These findings show that digital marketing is not only about technology but also about communication, management, and values.

With an adaptive, collaborative, and value-based approach, SDIT AN-NAHAR Pangandaran shows that digital marketing can be a means to build a strong and competitive education community. This strategy is worthy of being replicated and further developed by other educational institutions that want to increase the effectiveness of their promotion in the digital era.

4. DISCUSSION

This research shows that the digital marketing strategy implemented by SDIT AN-NAHAR Pangandaran has developed from mere promotional activities into a communication strategy oriented towards building long-term relationships with the community. The success of increasing the number of students from 195 students in the 2022/2023 academic year to 238 students in the 2024/2025 academic year shows that digital marketing not only functions as an information dissemination medium but also as an instrument for building image, trust, and community loyalty towards the educational institution. These findings show that the success of school promotion is not solely determined by the intensity of social media usage but by the school's ability to integrate communication, service, and Islamic education values in every marketing activity.

The modern marketing perspective places relationships with customers as the main objective of the organization. Kotler, Keller, and Chernev (2022) explain that marketing is no longer transaction-oriented but oriented towards building long-term relationships (relationship marketing) through effective and valuable communication. The research results show that SDIT AN-NAHAR implements this concept through the presentation of content that displays students' real activities, worship habituation, teacher-student interaction, and various school activities that portray the institution's identity authentically. This strategy is able to build emotional closeness with prospective parents so that the decision to choose a school is not only based on academic information but also on trust in the school culture displayed through digital media. This finding strengthens the research of Ilmi, Wanayati, Hasanah, and Arifin (2023), which states that digital-based education marketing will be more effective if it is able to build engagement, trust, and emotional relationships through content that reflects the values and identity of the educational institution.

Instagram and WhatsApp become the most effective media in SDIT AN-NAHAR's marketing strategy. The effectiveness of these two platforms shows that the success of digital marketing is influenced by the suitability of the media with the characteristics of the targeted audience. Instagram is utilized as a visual medium to build school appeal and image through photos, videos, reels, and activity documentation, while WhatsApp is used

as an interpersonal communication medium that enables two-way interaction between the school and parents. The integration of these two platforms shows that social media not only functions as a promotional tool but also as a public service medium that strengthens the relationship between the school and the community. This condition is in line with the concept of Integrated Marketing Communication, which emphasizes the importance of integrating various communication channels to create consistent messages and increase marketing effectiveness.

Content quality becomes the main factor that determines the success of the digital marketing strategy at SDIT AN-NAHAR. The research results show that content displaying students' learning experiences, religious activities, character formation, and social activities receives a higher response compared to content that only contains administrative information. These findings show that the community not only needs information about the school but also wants to see the real educational experience. This approach is in line with the Digital Marketing Framework put forward by Chaffey and Ellis-Chadwick (2023), which emphasizes that relevant, authentic, and value-added content has a greater ability to increase engagement and build audience loyalty. The storytelling used by SDIT AN-NAHAR makes social media a space to build positive public perception of the quality of educational services offered.

Communication through WhatsApp also provides a significant contribution to the success of school marketing. The research results show that parent WhatsApp groups, consultation services, and direct communication with the school admin are able to increase community trust because they provide fast, open, and responsive service. WhatsApp not only functions as an information dissemination medium but has developed into a customer relationship management instrument that strengthens the relationship between the school and parents. The intensive communication that takes place produces satisfaction that encourages the emergence of word-of-mouth promotion (electronic word of mouth). This phenomenon is in line with the concept of Youtility put forward by Jay Baer, that effective marketing is marketing that is able to provide real benefits to the audience through communication that helps them obtain solutions, not merely offering products or services.

The research results also show that collaboration with various local communities becomes one of the strategies that strengthens the effectiveness of the school's digital marketing. Activities such as Planting Friday with the Forestry Service, ecoprint batik training, and educational visits to the business world produce more authentic content while expanding the school's promotional network. Documentation of these activities shows that the school has concern for the environment, local culture, and community empowerment. This finding becomes one of the novelties of the research because it shows that the success of education marketing is not only built through the optimization of social media but also through the integration between digital communication and community engagement. This approach expands the concept of education marketing, which has so far focused more on the use of digital technology, into a strategy that combines digital media with real social community involvement.

Islamic values become the main differentiation in SDIT AN-NAHAR's marketing strategy. All promotional activities not only display academic excellence but also show *dhuha* prayer habituation, Quran recitation (*tadarus*), Quran memorization (*tahfiz*), character formation, and a religious school culture. The presentation of this content shows that the school builds brand identity based on Islamic values implemented in daily activities. In the perspective of sharia marketing, marketing communication must be based on the principles of honesty, transparency, and benefit so that it is able to build sustainable public trust. The content conveyed by SDIT AN-NAHAR is not manipulative but displays

the real conditions of the school, thereby increasing the credibility of the institution in the eyes of the community.

The success of the digital marketing strategy is also influenced by the existence of the 5K Marketing Team, which has a clear division of tasks. Coordination between the school principal, public relations, social media team, documentation, and WhatsApp admin shows that school marketing is a managerial process that requires planning, organizing, implementation, and continuous evaluation. This division of roles makes all promotional activities run more systematically and consistently so that the messages conveyed to the community have uniformity. This finding shows that the success of digital marketing is not only determined by content creativity but also by the quality of organizational management that supports the implementation of communication strategies.

Nevertheless, this research also finds several factors that still hinder the optimization of the digital marketing strategy. The not yet active official school website shows that SDIT AN-NAHAR's digital marketing ecosystem is not yet fully integrated. The website has a strategic function as an information center, search engine optimization (SEO) medium, and the integration center for all digital marketing activities. Dependence on social media causes the school to lose opportunities to reach prospective parents who obtain information through internet searches. This condition strengthens the opinion of Chaffey and Ellis-Chadwick (2023), who emphasize that the website is the main foundation in an integrated digital marketing strategy.

Limited human resources in content production also affect the consistency of digital marketing. Quality content production requires photography, videography, graphic design, scriptwriting, and professional social media management capabilities. When the number of personnel is limited, the continuity of publication becomes less optimal. This situation shows that the success of digital marketing is not only determined by the technology used but also by the competence of the human resources managing it. Therefore, increasing the capacity of the marketing team through digital marketing training becomes an important need so that the promotion strategy can develop sustainably.

Competition among schools in Pangandaran Regency also becomes a challenge that SDIT AN-NAHAR must face. Many educational institutions have utilized social media as a promotional means, so that competitive advantage is no longer determined by the existence of social media accounts but by the school's ability to build a different brand identity. SDIT AN-NAHAR has succeeded in maintaining competitiveness through the integration of character education, Quran-based learning, humanistic digital communication, and community involvement in various school programs. This differentiation becomes an important capital in maintaining community trust amidst increasing competition among educational institutions.

This research provides a contribution to the development of education marketing theory by showing that the effectiveness of digital marketing in Islamic educational institutions is built through the integration of four main components: relationship marketing, digital storytelling, community engagement, and communication based on Islamic values. This finding expands the study of education marketing, which has so far emphasized more on the use of digital media as a promotional means. The novelty of the research lies in the Islamic value-based digital educational marketing model, namely a marketing strategy that integrates digital communication, service to parents, community collaboration, and strengthening Islamic identity in one mutually supportive marketing system. This model shows that the success of education marketing is not only determined by the sophistication of technology but by the institution's ability to build trust, social relationships, and values believed by the community.

5. CONCLUSION

This research shows that the implementation of digital-based marketing strategies at SDIT AN-NAHAR Pangandaran has had a significant positive impact on the effectiveness of school promotion. Through the utilization of social media such as Instagram, TikTok, Facebook, YouTube, and WhatsApp channels, the school has succeeded in building an institutional image that is modern, communicative, and has Islamic values. The increase in the number of students over the last three years becomes concrete proof of the success of this strategy.

Adaptive content strategies following digital trends, active interaction with parents through communication groups, and collaboration with local communities become the main strengths in forming public engagement and loyalty. This approach is in line with modern marketing theories such as permission marketing (Godin), digital marketing framework (Chaffey), and the concept of Youtility (Baer), which emphasize the importance of emotional relationships, benefit, and content relevance.

Nevertheless, challenges such as the not yet optimal school website, limited human resources in content production, and competition among educational institutions remain obstacles that need to be overcome. An effective digital marketing strategy does not only depend on technology but also on management, communication ethics, and sustainability of relationships with the community.

Overall, SDIT AN-NAHAR Pangandaran has shown that digital marketing can be a strategic instrument in strengthening the existence of educational institutions. By continuing to innovate, maintaining content quality, and expanding communication channels, the school can maintain a positive image and increase competitiveness in the competitive digital era.

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