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Operational Elements and Website Promotion Strategy of 10 Best Islamic High Schools in Indonesia: A Descriptive Analysis

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Abstract: *School principals need to be aware of the competitive sector of madrasah marketing management, which includes the usage of websites. Using advertising strategies and operational components on madrasah websites might be an intelligent strategy to get an advantage in the educational field. The MA websites are to be described in this descriptive qualitative study based on their operational elements and promotional strategy. It also seeks to determine whether the features on the school website aligned with its primary objective of promoting marketing and information about the madrasa. Based on the findings, the order of the percentage of the presence of elements on each school website is as follows: elements for operational purposes (100%), elements for promotional purposes (85%), elements for non-operational and promotional purposes (83%), and elements that serve both operational and promotional purposes (78%). It can be concluded that the features on the 10 MAN website align with its main objective of facilitating information and marketing for the madras.*

Keywords: *Education, Operational Elements, Promotional Elements, Website*

Introduction

The use of madrasah websites is one of the marketing management methods for madrasah. Well-managed marketing of education services will help strengthen madrasah competitiveness strengths. Madrasahs will compete competitively in areas such as quality and quantity of students, adequate income, social and cultural respect, and a better image.[1]. Madrasahs that have a good image will more easily attract prospective students and ensure their sustainability and success in the education market. In this case, the function of the madrasah head as a marketing administrator is very important and is a condition for maintaining and improving the image of the

[1] Engkos Achmad Kuncoro, "Leadership Sebagai Primary Forces Dalam Meningkatkan Daya Saing Perguruan Tinggi," *Binus Business Review* 2, No. 1 (2011): 14, https://doi.org/10.21512/bbr.v2i1.1108.

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institution.[2]. Madrasahs provide information to consumers in the market through marketing communications through various media channels.

The information offered in various madrasa marketing materials should convince prospective parents or students to choose the institution. Islamic Education Institutions can provide positive information about madrasahs using websites to inform and remind prospective students and parents, directly or indirectly, about the educational services offered by madrasahs[3]. As a result, the madrasah head must have a deep understanding of the teaching materials available. They must also understand the needs and wants of their customers (parents and prospective students). Equally important is the principal's ability to communicate effectively through various school promotion channels.

The ability to conduct effective and appropriate marketing communications is also important to attract consumers. Effective marketing communications is a technique to respond to competition, attract customers[4] and help parents and prospective students make decisions about enrolling or attending the institution [5]. Parents and prospective students will benefit from clear and honest information when making decisions about which school to attend. The madrasah website can be used for information, promotion, and to highlight the professional progress of the madrasah.

Advances in technology have introduced the use of websites has become one of the main methods of delivering education. A website, is one

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[2] Moh Rois Abin and Agus Eko Sujianto, "Interactive Digital Marketing in Improving Customer Satisfaction in Islamic Education Institutions in MAN 1 Blitar" 01, No. 01 (2012): 1–6.

[3] Melisa Bunga Altamira et al., "The Role of Creative Content in Digital Marketing Strategies in Educational Institution Social Media (Case Study : Instagram of Vocational Education Program, Universitas Indonesia) †," in *The 5th International Conference on Vocational Education Applied Science and Technology 2022, Teluk Betung, Indonesia, 26–28 October 2022*, 2023, 1–12, https://doi.org/https://doi.org/10.3390/proceedings2022083062.

[4] Sailaja Bohara, Ashulekha Gupta, and Diksha Panwar, "Relationship Between Factors of Online Marketing and Student Enrollment Decisions in Higher Education :," *International Journal of Online Marketing* 12, no. 1 (2022): 1–18, https://doi.org/10.4018/IJOM.299395; Jude K Tah and Helen Knutes-Nyqvist, "School Marketing on Their Websites and Students in Need of Special Support: Independent Schools in the Stockholm Local Education Market," *Policy Futures in Education* 20, no. 6 (2022): 681–95, https://doi.org/10.1177/14782103211050474.

[5] Christopher Lubienski, "Marketing Schools Consumer Goods and Competitive Incentives for Consumer Information," *Education and Urban Society - EDUC URBAN SOC* 40 (June 1, 2007): 118–41, https://doi.org/10.1177/0013124507303994.

type of online marketing[6], serves as an operational and promotional platform by providing information about the madrasah, programs, and activities to the general public[7]. Some aspects that influence the use of websites for educational purposes. These aspects are operational, promotional, operational aspects that become one with promotional aspects, as well as those that cannot be classified[8]. The operational and promotional aspects of the madrasah website play an important role in helping to communicate the madrasah brand/image and attract students and parents.

The operational aspects/elements of a madrasa website are as important as the promotional part. The operational aspect/element is the digital space where students can access learning resources and assignments from a variety of specific relevant sites[9]. The operational part of the madrasa website helps in the delivery of important information and updates to students, parents, and teachers. The operational component of the web-based madrasah also helps facilitate online administration and learning. In addition, the promotional section of the Madrasah website contributes to the increased visibility and enrollment of the school. The madrasah website is a virtual showcase for student achievements, extracurricular activities, and upcoming events, attracting prospective students and families to the school [10].

With the Madrasah website, the latest information about school activities can be easily accessed by all relevant parties. This makes it easier for parents to follow their children's progress at school and strengthens the relationship between the school, students, and parents. With good promotion through the website, madrasahs can attract the interest of the community and increase the number of new registrants every year. Thus, the Madrasah

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[6] *Principles of Marketing, Global Edition* (Pearson Higher Education, 2018).

[7] Will Okun, "Why Choose Us?: Creating and Applying A Comprehensive Rubric Of Expected And Recommended Website Elements To Compare And Analyze The Operational And Marketing Resources Offered On Public And Charter School Websites In Central North Carolina" (University of North Carolina at Chapel Hill i, 2019).

[8] Okun.

[9] M Kannan and J Sujatha, "A Study on Preference and Usage of Educational Related Websites by Higher Secondary School Teachers," *International Journal of Electronics Communication and Computer Engineering Volume 3* 3, no. 1 (2013): 30–33, https://ijecce.org/administrator/components/com_jresearch/files/publications/132paNU.pdf.

[10] Baiba Āriņa, Tatjana Koķe, and Nora Jansone-Ratinika, "Representation of the Student-Centred Learning Approach on University Website," 2017, 1316–24, https://doi.org/10.4995/head17.2017.5593.

website not only acts as a medium of information but also as an effective promotional tool to improve the school's reputation.

Unfortunately, discussions on the operational aspects and promotion strategies through madrasah websites are lacking in Indonesia. In fact, the madrasah website as a non-conventional educational marketing medium deserves the attention of school management because of its effectiveness[11] in reaching parents and prospective students. Optimizing the use of school websites as non-conventional media deserves attention from school management because of its effectiveness. Research on digital marketing is usually associated with new student enrollment[12]. Digital marketing research is also associated with educational institutions' understanding of the concept, application, and effectiveness of marketing educational services using digital marketing[13]. There are also scientific articles related to content analysis of visual elements of high school websites[14]. There are also those who link the use of language in website displays to the image of the institution[15]. Website use is also associated with improved parent-teacher relationships[16] and school communication with parents and prospective applicants[17]. These studies have

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[11] Jamaludin, "Manajemen Strategi Pemasaran Pendidikan Di SDIT Alam Nurul Islam Sleman," *AL-FAHIM: Jurnal Manajemen Pendidikan Islam* 2, no. 2 (2020): 1–12, https://doi.org/10.54396/alfahim.v2i2.91.

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[13] Lukmanul Hakim et al., "Digital Marketing Pada Lembaga Pendidikan: Pemahaman, Penerapan Dan Efektifitas," *Prosiding Seminar Nasional Dies Natalis 41 Utp Surakarta* 1, no. 01 (2021): 128–38, https://doi.org/10.36728/semnasutp.v1i01.20.

[14] Jack Macarthur, Mike Eaton, and Karen Mattick, "Every Picture Tells a Story : Content Analysis of Medical School Website and Prospectus Images in the United Kingdom," 2019, 246–52, https://doi.org/10.1007/s40037-019-00528-5.

[15] Subektiningsih and Kartika Sari Yudaninggar, "Pemanfaatan Website Sebagai Media Promosi Untuk Meningkatkan Minat Calon Peserta Didik Pada Sekolah Dasar Negeri Sumberagung Sleman," *Kacanegara Jurnal Pengabdian Pada Masyarakat* 6717 (2022): 135–42, https://doi.org/http://dx.doi.org/10.28989/kacanegara.v5i2.1129.

[16] Zafer Unal, "Involvement : Connecting Family," no. June (2008): 43–50.

[17] Novianni Anggraini, "The Relationship of Information Quality to the Intensity of Website Use According to Madrasah Aliyah Students in Surakarta City," *International Journal of Multicultural and Multireligious Understanding* 11, no. 1 (2024): 417–23, https://doi.org/http://dx.doi.org/10.18415/ijmmu.v11i1.5350.

not provided a description of the operational elements and marketing strategies, as well as the suitability of using these features in school websites for the purpose of facilitating madrasah information and marketing. On that basis, this study aims to describe the 10 best MA websites in Indonesia according to the LTMPT 2022 version based on their operational elements and promotional strategies. The study also aims to find out whether the features on the school websites are in accordance with their main purpose of facilitating information and marketing of madrasahs.

Research Methods

This descriptive research is a documentation study from the website of the 10 best Indonesian MAs according to LTMPT based on UTBK 2022 scores, as in Table 1. The selection of these schools is based on the LTMPT version in 2022 because until 2024, LTMPT has not released any more data for SMA/MA rankings based on UTBK scores.

Table 1. 10 best MAS in Indonesia
According to LTMPT Based on UTBK Score 2022

No.	School Name	Rating
1.	MAN Insan Cendekia Serpong	1
2.	MAN Insan Cendekia Pekalongan	4
3.	MAN 2 Kota Malang	19
4.	MAN Insan Cendekia Kota Batam	20
5.	MAN Insan Cendekia Gorontalo	35
6.	MAN Insan Cendekia Jambi	37
7.	MAN Insan Cendekia Pasuruan	40
8.	MAN Insan Cendekia Padang Pariaman	50
9.	MAN 1 Yogyakarta	57
10.	MAN Insan Cendekia Oki	61

According to Haggarty[18], Content analysis is a research method that systematically analyzes qualitative data to be generalized based on certain categories. The content analysis in this study will identify data related to patterns of elements from the madrasah websites of 10 MAs. The main data of this research is in the form of screenshots from each of the websites of the 10 best MAs according to the LTMPT 2022 version taken in May 2024. The analysis will be conducted using Okun's rubric[19]. The rubric categorizes the

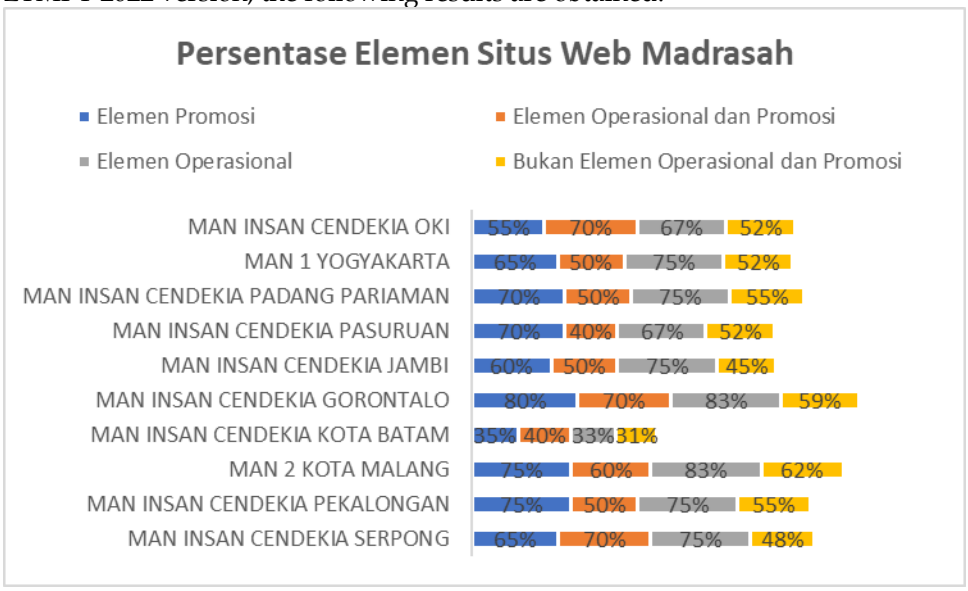
[18] Macarthur, Eaton, and Mattick, "Every Picture Tells a Story : Content Analysis of Medical School Website and Prospectus Images in the United Kingdom."

[19] "Why Choose Us?: Creating And Applying A Comprehensive Rubric of Expected and Recommended Website Elements to Compare and Analyze

elements of the madrasah website based on the purpose of use, namely: 1) Mainly for promotion (P), 2) Mainly operational (O), 3) Operational/promotional (OP), and 4) Cannot be defined as promotional or operational (ND). Within each element there are sub-elements that will be classified into: 1) About Madrasahl, 2) Academic, 3) Enrollment, 4) Graduates, 5) Educators, 6) News and Activities, 6) Parent Student Involvement, and 7) Students. This research follows the four main steps identified by Hartley and Morphew[20] : 1. Selecting the sample; 2. Determining/assembling the categories; 3. Coding the data and verifying the reliability of the results; and 4. Analyzing and interpreting the data/making conclusions. Through the use of this method, the researcher wants to find significant findings to make strong conclusions based on the data analysis that has been done. The data that has been analyzed will be displayed in the form of graphs and tables.

Results and Discussion

Based on the analysis of operational and promotional elements obtained from the website of the 10 best Indonesian MAs according to the LTMPT 2022 version, the following results are obtained:



Graphic 1.
Percentage of Madrassa Site Elements

the Operational and Marketing Resources Offered on Public and Charter School Websites in Central North Carolina."

[20] "What's Being Sold and to What End? A Content Analysis of College Viewbooks," *Journal of Higher Education* 79, no. 6 (2008): 671–91, https://doi.org/10.1353/jhe.0.0025.

Based on Graph 1, it can be seen that the percentage of the four elements is uneven in each school. The school with the highest promotion element is MAN Insan Cendekia Gorontalo (80%). MAN Insan Cendekia Gorontalo is also one of the MANs with the highest operational and promotional elements (70%) along with MAN Insan Cendekia OKI (70%) and MAN Insan Serpong (70%). In the operational element, MAN Insan Cendekia Gorontalo and MAN 2 Malang City received the same high percentage (83%). For elements identified as not operational and promotional elements, MAN 2 Malang City received the highest percentage (62%). However, in general, the operational elements received more proportions than the other three aspects/elements as shown in Table 2.

Table 2.
Proportion of Each Element in a 10-MAN Website

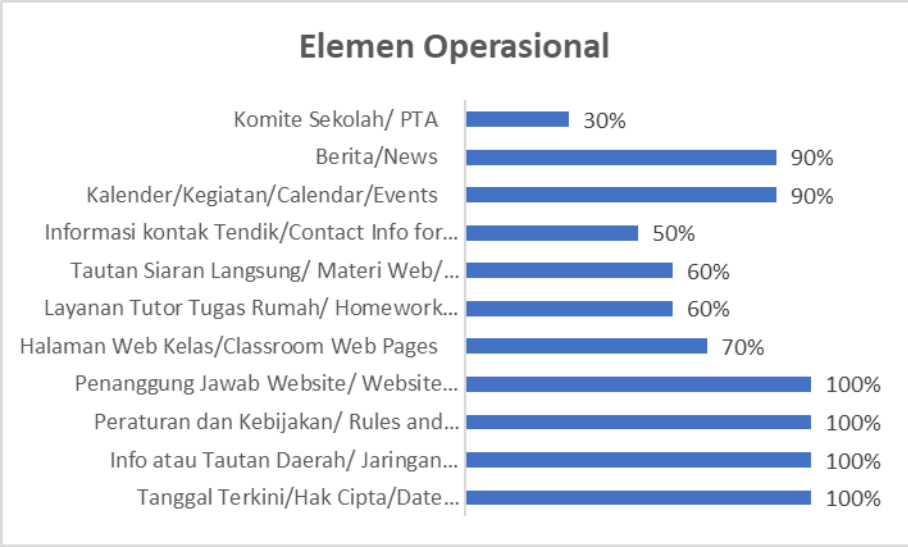
Type of element	**Number of features for each element**	**Percentage of presence of each feature on each element in 10 websites**
Promotional Elements	20	85%
Operational and Promotional Elements	9	78%
Operational Elements	11	100%
Not Operational and Promotional Elements	29	83%

From the results in Table 2, it can be seen that 100% of the features that are part of the operational elements can be found on the websites of the 10 madrasahs. While the features that are part of the promotional elements are only 85%. This result is in contrast to US universities that show a high percentage of promotional elements when compared to other elements on the website[21]. This can be an input for education service managers to add features that can improve certain elements of the Madrasah website. If the madrasah wants to make the website the main marketing tool for education services, then the madrasah head and the public relations team can coordinate to re-plan the content of the school website. Providing information for effective purposes is a key aspect for an education marketing system to function[22].

[21] Okun, "Why Choose Us?: Creating And Applying A Comprehensive Rubric of Expected and Recommended Website Elements to Compare and Analyze the Operational and Marketing Resources Offered on Public and Charter School Websites in Central North Carolina."

[22] Bohara, Gupta, and Panwar, "Relationship Between Factors of Online Marketing and Student Enrollment Decisions in Higher Education :"; Tah and Knutes-Nyqvist, "School Marketing on Their Websites and Students in Need

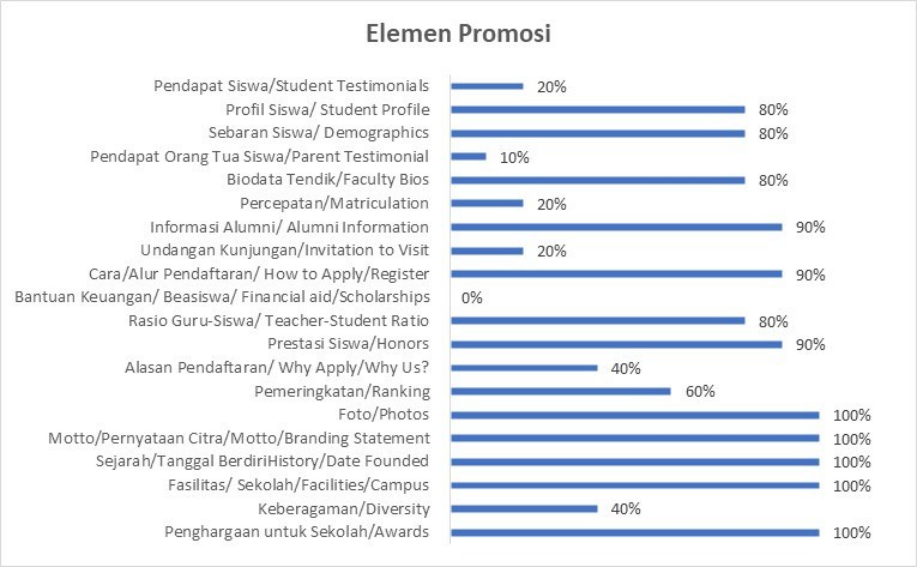
Proper information to consumers can make parents and prospective students think that they have made the right choice of education services.



Graphic 2. Proportion of Features to Operational Elements in 10 MAN Websites

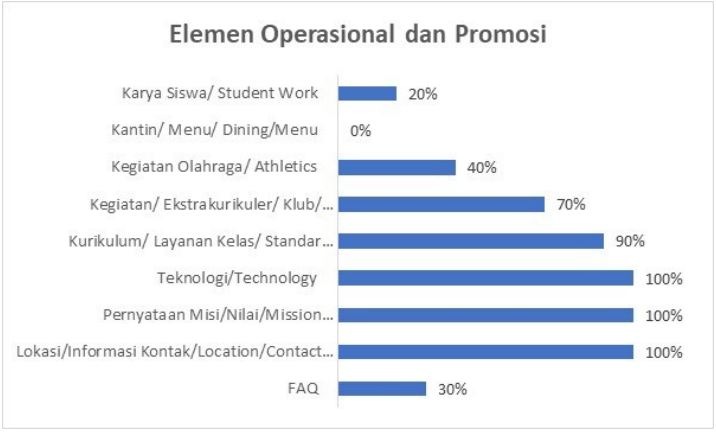
Graphic 2 shows that the current date/copyright, regional/network info or links, rules and policies, and responsible person features were 100% or always present on all MAN websites studied. Meanwhile, the school committee feature received the least proportion (30%) among the features categorized as operational elements.

of Special Support: Independent Schools in the Stockholm Local Education Market."



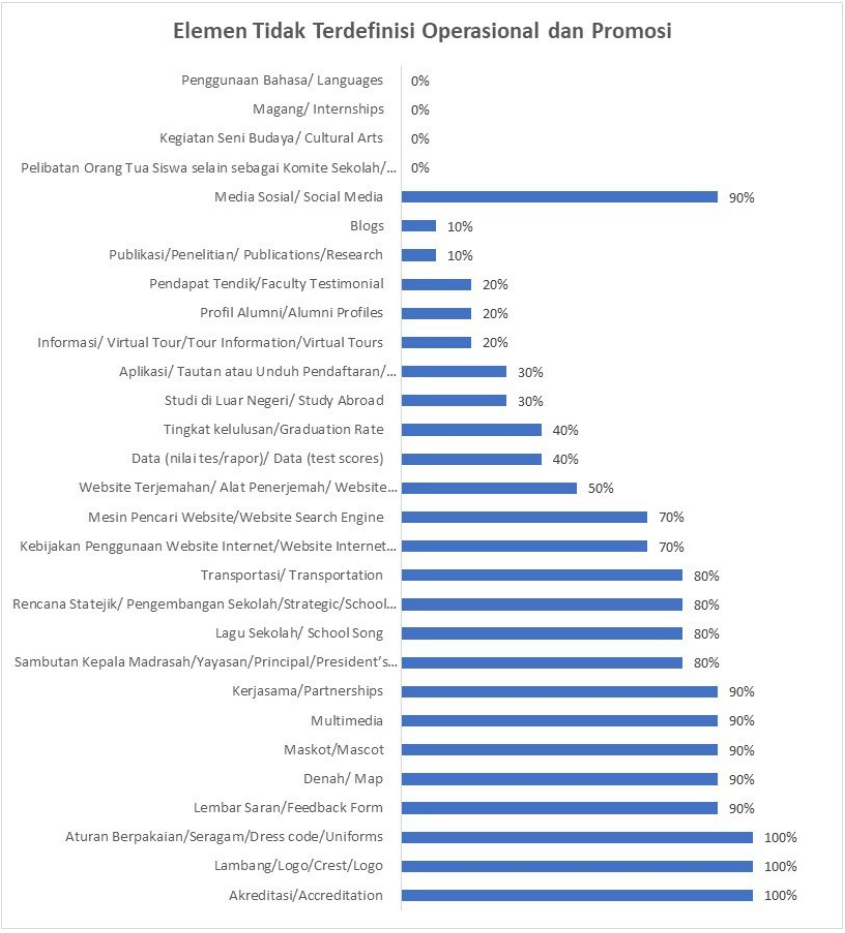
Grafik 3. Proportion of Features on Promotional Elements in 10 MAN Websites

Based on the results of data analysis, the features in the promotional elements that have the highest proportion of presence (100%) are photo features, motto/image statement, history/date of establishment, school facilities, and awards for schools. Meanwhile, the lowest proportion of features not found on the Madrasah website is the financial aid/scholarship feature.



Graphic 4. Proportion of Features on Operational and Promotional Elements in 10 MAN Websites

The number of features in the operational and promotional elements is the least when compared to the number of features in other school website elements. Graph 4 shows that the proportion of features in the operational and promotional elements of the 10 MAN websites that are always present (100%) are curriculum/class services, technology, mission/values statement, and location/contact information. The canteen/menu feature is the feature with the lowest percentage of presence as an operational and promotional element (0%).



Graphic 5.
Proportion of Features that Cannot Be Classified as Operational and Promotional Elements in 10 MAN Websites

Features that cannot be defined as operational and promotional elements of a madrassa website are more numerous than other elemental features. Dress code/uniform, emblem/logo, and accreditation are the

features with 100% presence. While the features of language use, internships, cultural arts activities, and parental involvement are undefinable features as operational and promotional elements with the lowest presentation.

In general, this study found that operational elements have the highest percentage of presence compared to promotional elements. The results of this study support previous research recommendations regarding the use of websites to facilitate school activities and improve parent-teacher relationships[23] [24]. Features on the operational elements of the website can also be a means of strengthening the school's communication with parents and prospective applicants[25] [26]. However, there are some schools that do not display certain operational features on their websites. This finding shows that each school has a different view in deciding what elements they will include to support the operational elements of their school website.

Almost the same findings were also obtained from the results of data analysis related to website features that are elements of promotional strategies. However, there is one feature in the promotional element that is not included by all 10 MANs, namely the financial aid/scholarship feature. dalam situs web sekolah. This feature can actually play an important role such as parent and student testimonials also get a minimal percentage of presence in education services marketing and can help increase the number of new students[27]. Testimonials from parents and students are one way of disseminating facts or supporting evidence of the quality of education services offered by schools. This finding supports the results of studies that

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[23] Limin Gu, "Using School Websites for Home–School Communication and Parental Involvement?," *Nordic Journal of Studies in Educational Policy* 3, no. 2 (2017): 133–43, https://doi.org/10.1080/20020317.2017.1338498.

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[25] Anggraini, "The Relationship of Information Quality to the Intensity of Website Use According to Madrasah Aliyah Students in Surakarta City."

[26] Triana Febri Astuti et al., "Pemanfaatan Website Sekolah Sebagai Sarana Promosi Dan Informasi Humas Di SMK Negeri 1 Wonogiri Pendahuluan," *Jurnal Informasi Dan Komunikasi Administrasi Perkantoran* 8, no. 2 (2024): 187–92, https://doi.org/https://doi.org/10.20961/jikap.v8i2.77776.

[27] Ami Latifah, "Strategi Pemasaran Lembaga Pendidikan Islam," *UNISAN JURNAL: JURNAL MANAJEMEN DAN PENDIDIKAN* 02, no. 01 (2023): 404–11, https://journal.an-nur.ac.id/index.php/unisanjournal/article/view/1170%0A.

link digital marketing with new student admissions[28] [29] and institutional image [30] [31] [32]. Exposure to promotional strategy elements such as photos of school activities and facilities on the school website can make it easier for prospective students and parents to get an idea of the learning experience at the school. Strong and compelling visual impressions in photos of activities and facilities on the school website[33] is one of the strong attractions for prospective students and parents. The impression can also affect the image of the school and can influence the choice of parents and prospective students to choose a particular school.

Features in the operational elements and promotional strategies on the website have the least types (9 features). Similar to the findings related to features used for promotional strategies, there was one feature that was not found on the 10 MAN website. The feature is the canteen/canteen menu. This feature can provide information about the food and beverages provided at the school so that prospective students and parents who are looking for schools can get certainty about meeting their children's nutritional needs at school. The operational and promotional elements of the school website are considered to increase visibility and consumer confidence in the educational services offered[34]. Features such as location and clear information will help users to locate the school easily. Mission and value statement features can help illustrate to users the goals and principles held by a particular school. Technology features are used to keep the website up to date to offer the best

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[28] Z Arifin, D Artanto, and A Rahman, "Digital Marketing: Marketing Strategy for Madrasah Education Services During The Covid-19 Pandemic," *Al-Tanzim: Jurnal Manajemen …* 7, no. 1 (2023): 1–10, https://doi.org/http://doi.org/10.33650/al-tanzim.v7i1.3443.

[29] Zulhilmy, "Strategi Digital Marketing Dalam Menjaring Peserta Didik Baru."

[30] Beni Wijaya et al., *Probing the Indonesian Academic VS Vocational Higher Education Websites: A Critical Discourse Analysis* (Atlantis Press SARL, 2024), https://doi.org/10.2991/978-2-38476-220-0_14.

[31] Nurul Hidayati, "Pemanfaatan Website Sekolah Sebagai Strategi Digital Marketing Di Madrasah Aliyah Unggulan Amanatul Ummah Surabaya," *JURnal Kependidikan IslaM* 11 (2021): 111–33, https://doi.org/0.15642/jkpi.2020.10.2.226-251.

[32] Subektiningsih and Yudaninggar, "Pemanfaatan Website Sebagai Media Promosi Untuk Meningkatkan Minat Calon Peserta Didik Pada Sekolah Dasar Negeri Sumberagung Sleman."

[33] Macarthur, Eaton, and Mattick, "Every Picture Tells a Story : Content Analysis of Medical School Website and Prospectus Images in the United Kingdom."

[34] Osrita Hapsara et al., *Manajemen Pemasaran Jasa : Membangun Loyalitas Pelanggan*, *Eureka Media Aksara*, 2023.

experience for website users. Although the FAQ feature does not have a high percentage in the 10 MAN websites in this study, it can be used to facilitate interaction and decision-making processes by students, prospective students, and parents. Operational and promotional features that are not yet visible on some school websites can be added to support the image of the madrasah. With the addition of these features, users will get a better and more informative experience from the school website.

As the element with the most feature types (29 features), elements that are not defined as operational elements or promotional strategies are mostly displayed in the school website interface. The findings in this study indicate that elements that have no operational or promotional purpose also help website users, prospective applicants, and parents to obtain additional information about schools/madrasas. With these features, the trust of users as well as prospective students and parents towards the school website can be increased. Features such as mascot, school song, educators' opinions, study abroad, and internships that have not yet received exposure on the school website can be added.

Features that have not been included in the school website have the potential to add to the attractiveness and image of the school in the eyes of users and potential users. As users of education services, school committees have a major role in creating a good brand image. The brand image of educational institutions contributes to positive marketing[35] and increased enrollment. School committees or parents' associations can influence the decision of prospective guardians in choosing a school. The presence of school committee or parent association features can be aimed at providing informative and factual descriptions from users who are already aware of the quality of education offered by the school. Elements that are not detected as promotional elements and promotional strategies such as mascots and school songs can also be used to form a sense of community among the academic community and the fighting spirit of students and educators.

Other features in this element such as educators' opinions can help the school to articulate its vision, mission, and values. The addition of features such as study abroad and internships can increase the attractiveness especially for prospective guardians and students to prepare themselves for the next level of education. Such features can add to the development of the school's identity and reputation. These features also show the importance of cooperation between the school, committee, parents, and the community to strengthen the school's image so that the community has more trust in the school.

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[35] Uliyatul Mukaromah and Wirawan Fadly, "Pemasaran Jasa Pendidikan Dalam Meningkatkan Brand Image Di MI Al Kautsar Durisawo Ponorogo," *Excelencia: Journal of Islamic Education & Management* 2, no. 02 (2022): 165–74, https://doi.org/10.21154/excelencia.v2i02.752.

Support from operational elements and/or school promotion strategies can more easily attract prospective students and guardians to enroll in their school. At this point, the involvement of all elements of the school in the digital and conventional marketing process of education services is very important. In the digital marketing process, the formation of a work team is important to realize [36]. The formation of this work team will not be realized without a unified understanding of the educational institution's understanding of the concept, application, and effectiveness of marketing educational services. Understanding and agreement in the use of digital marketing[37] will determine the proportion of operational elements and promotional strategies that will be applied to each school's website. Optimizing the presence of elements on the school website that offer cheaper and more far-reaching marketing costs will help the school attract market share without the constraints of time and space.

The results of this study have several limitations that need further research. The first limitation is that this research uses this analysis method. Research on the same theme using other research methods will produce different results. The next limitation is the limited object of research. Broader research with a larger population is recommended in the future. It is also hoped that this study will serve as a foundation for other researchers who want to study in depth about school website management.

Conclusion

Based on the findings, the presence of recommended features in elements with operational purposes has the highest percentage (100%), then elements with promotional purposes (85%), after that elements without promotional purposes (83%), and elements with operational and promotional purposes have the lowest percentage (78%). This shows that the top priority of the 10 MANs is to ensure their operational sustainability, although promotional features are also considered. Although the main priority is to ensure operational sustainability, giving more attention to promotional features is also useful to increase the attractiveness and effectiveness of their school promotions. The school should consider increasing support for promotional elements in order to achieve more optimal results in their marketing strategy. Thus, schools can be more successful in attracting prospective students and improving their image in the eyes of the community. This can help increase the number of students enrolled.

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[36] Astuti et al.; Fatah Syukur, "Model Strategi Pemasaran Jasa Pendidikan Islam Pada SD Nasima Semarang," *Jurnal SMART (Studi Masyarakat, Religi, Dan Tradisi)* 7, no. 01 (2021): 1–14, https://doi.org/10.18784/smart.v7i01.1084.

[37] Hakim et al., "Digital Marketing Pada Lembaga Pendidikan: Pemahaman, Penerapan Dan Efektifitas."

The features on the 10 MAN websites can be concluded to be in line with their main purpose of facilitating madrasah information and marketing. This supports the findings of previous studies on the usefulness of school websites for operational and promotional purposes. The study also concluded that investing in school website development is an important step for educational institutions to remain competitive and relevant in today's digital era. The existence of an informative and easily accessible online platform such as the 10 MAN website can help the school in providing clear and transparent information to the community as well as prospective students and parents. This will not only enhance the image of the school but also help in increasing the number of applicants and the overall success of their marketing strategy. By combining operational elements and the presence of an effective promotional strategy on the school's website, the attention of prospective students and parents to choose the school as an ideal place of education can be implemented efficiently and effectively. Increased support and customization of the recommended feature portions of the promotional elements may allow MAN to achieve their goal of improving the quality of education and the image of the madrasah in the eyes of the community.

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