

ABSTRAK

Iman Hidayatulloh. 2022.03.016 2026. *Strategi Digital Marketing dalam Menguatkan School Branding di MTs YPP Darul Hikam Banjaran Bandung. Skripsi, Program Studi Manajemen Pendidikan Islam, Sekolah Tinggi Agama Islam Al-Falah (Cicalengka Bandung).*

Penelitian ini dilatarbelakangi oleh pemanfaatan media digital sebagai sarana komunikasi dan pemasaran lembaga pendidikan. MTs YPP Darul Hikam Banjaran Bandung telah memanfaatkan media digital untuk memperkenalkan kegiatan, program, prestasi, dan keunggulan madrasah, namun pengelolaannya belum sepenuhnya sistematis, konsisten, dan terukur.

Penelitian ini bertujuan untuk mendeskripsikan perencanaan, implementasi, serta faktor pendukung dan penghambat strategi digital marketing dalam menguatkan *school branding*. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Hasil penelitian menunjukkan bahwa strategi digital marketing direncanakan melalui penentuan sumber konten, sasaran audiens, pengelola, dan penggunaan Instagram, YouTube, serta Facebook. Implementasinya dilakukan melalui *content marketing*, media sosial, dan publikasi kegiatan, program, prestasi, serta keunggulan madrasah.

Strategi tersebut telah berkontribusi dalam memperkenalkan identitas dan membangun citra positif madrasah, meskipun konsistensi publikasi, interaksi audiens, dan evaluasi belum optimal. Faktor pendukung meliputi ketersediaan bahan konten, dukungan pimpinan, keterlibatan warga madrasah, dan media digital, sedangkan faktor penghambat meliputi keterbatasan waktu dan tenaga, publikasi yang belum konsisten, serta pengelolaan dan evaluasi yang belum terstruktur.

Dengan demikian, strategi digital marketing telah berjalan dan berkontribusi terhadap penguatan *school branding*, tetapi masih memerlukan penguatan dalam perencanaan, konsistensi, pengelolaan, dan evaluasi agar lebih terarah dan berkelanjutan. Berdasarkan hasil penelitian, dapat disimpulkan bahwa strategi digital marketing di MTs YPP Darul Hikam Banjaran Bandung telah berjalan dan memberikan kontribusi terhadap penguatan *school branding*, tetapi pengelolaannya belum sepenuhnya sistematis. Oleh karena itu, diperlukan penguatan pada aspek perencanaan konten, konsistensi publikasi, pembagian tugas, pengelolaan interaksi audiens, dan evaluasi agar strategi digital marketing dapat dilaksanakan secara lebih terarah, terukur, dan berkelanjutan.

Kata kunci: Strategi Digital Marketing, School Branding, Media Sosial, Citra Madrasah.

ABSTRACT

Iman Hidayatulloh. 2022.03.016 2026. *Digital Marketing Strategy in Strengthening School Branding at MTs YPP Darul Hikam Banjaran Bandung. Undergraduate Thesis, Islamic Education Management Study Program, Sekolah Tinggi Agama Islam Al-Falah (Cicalengka Bandung).*

This research was motivated by the utilization of digital media as a means of communication and marketing for educational institutions. MTs YPP Darul Hikam Banjaran Bandung has utilized digital media to introduce its activities, programs, achievements, and strengths; however, its management has not yet been fully systematic, consistent, or measurable.

This study aimed to describe the planning, implementation, as well as supporting and inhibiting factors of digital marketing strategies in strengthening school branding. The research employed a qualitative approach using a descriptive method. The findings indicate that the digital marketing strategy was planned through the determination of content sources, target audiences, content managers, and the use of Instagram, YouTube, and Facebook. Its implementation was carried out through content marketing, social media, and the publication of the madrasah's activities, programs, achievements, and strengths.

The strategy has contributed to introducing the madrasah's identity and building a positive image, although publication consistency, audience engagement, and evaluation have not been optimal. Supporting factors include the availability of content materials, leadership support, involvement of the school community, and the availability of digital media. Meanwhile, inhibiting factors include limited time and human resources, inconsistent publication, and unstructured management and evaluation.

Thus, the digital marketing strategy has been implemented and has contributed to strengthening school branding, but it still requires improvement in planning, consistency, management, and evaluation to ensure a more focused and sustainable implementation. Based on the research findings, it can be concluded that the digital marketing strategy at MTs YPP Darul Hikam Banjaran Bandung has been implemented and has contributed to strengthening school branding, although its management has not yet been fully systematic. Therefore, improvements are needed in content planning, publication consistency, task distribution, audience engagement management, and evaluation so that the digital marketing strategy can be implemented in a more focused, measurable, and sustainable manner.

Keywords: Digital Marketing Strategy, School Branding, Social Media, Madrasah Image.