

 — FAI UNISMUH MAKASSAR —	International Conference on Actual Islamic Studies		
	Vol. 3 No. 1	August 2024	e-ISSN: 2988-7925

**SOCIAL MEDIA AS A MEANS OF PROMOTING ISLAMIC
EDUCATIONAL INSTITUTIONS**

***MEDIA SOSIAL SEBAGAI SARANA PROMOSI LEMBAGA
PENDIDIKAN ISLAM***

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Abstract

Keywords: Social Media; Promotion; Islamic Educational Institutions

The main problem of this research is the role of social media as a means of promoting Islamic educational institutions. The purpose of this study is to describe social media as a means of promoting Islamic educational institutions. Literature studies are used as a research method by referring to several sources from scientific books and journals. The results of the discussion concluded that social media is a very effective and efficient means for the promotion of Islamic educational institutions. In conclusion, social media has a very wide reach and its use is very relevant in the digital era.

Abstrak

Kata Kunci: Media Sosial; Promosi; Lembaga Pendidikan Islam

Permasalahan pokok penelitian ini adalah peran media sosial sebagai sarana promosi lembaga pendidikan Islam. Tujuan penelitian ini adalah untuk mendeskripsikan media sosial sebagai sarana promosi lembaga pendidikan Islam. Studi pustaka dijadikan sebagai metode penelitian dengan merujuk kepada beberapa sumber dari buku-buku dan jurnal ilmiah. Hasil pembahasan menyimpulkan bahwa media sosial adalah sarana yang sangat efektif dan efisien untuk promosi lembaga pendidikan Islam. Kesimpulannya, media sosial memiliki jangkauan yang sangat luas dan pemanfaatannya sangat relevan di era digital.

INTRODUCTION

Human beings as creatures that Allah Almighty has created perfectly

and in the best possible form and also as social beings have a tendency to constantly interact and socialize with other humans in their lives so that a

process of communication is created in human social life, both consciously and unconsciously. Allah Almighty has created human beings of various ethnicities and races to establish a process of communication, namely getting to know each other, as Allah Almighty says in the Qur'an:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۚ إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ ۚ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

Translation:

"O man, indeed We created you from a man and a woman and made you into nations and tribes so that you may know one another. Indeed, the noblest among you in the sight of Allah is the most righteous among you. Indeed, Allah is All-Knowing, All-Knowing." (Q.S. Al-Hujurat/49: 13)

In this modern era, the communication process is increasingly advanced and present in various forms, and among the most demanded and most widely used communication media by the public is social media with its various *platforms* such as Facebook, X, Instagram, WhatsApp, and so on, as well as each of the advantages possessed by various *platforms* social media. With the presence of social media, various communication difficulties and also various difficulties in disseminating information around the world can be suppressed to the maximum.

The process of communication and dissemination of information through social media runs in every aspect of human life, including in the world of education, social media is very much

needed in efforts to implement education, especially in this case Islamic education.

Islamic education is a matter that is a primary need in community life with the aim of improving the quality of Islam of the younger generation, enriching society with knowledge, and also returning human beings to their nature, namely as servants of Allah and also as caliphs on this earth. To achieve this goal, many Islamic educational institutions were established with various levels of education and format.

In order for Islamic educational institutions to maintain their existence and be able to develop their wings, good promotion and socialization are needed in the midst of society, and the promotion of Islamic educational institutions requires good planning and precise strategies, and one of the promotion strategies of good Islamic educational institutions is to make maximum use of social media to reach various levels of society, but of course the use of social media in the promotion of institutions Islamic education has various advantages and disadvantages so it is worth researching.

In this study, the researcher will discuss and explain about social media, Islamic educational institutions, and social media in the promotion of Islamic educational institutions.

RESEARCH METHODS

This research is a *library research*. Literature research is research that makes library sources the main source

of data, and researchers through research reading must be able to determine materials or sources (*literature*) that are important for research.

This research is a field study with a qualitative descriptive approach. Umar Sidiq and Moh. Miftachul Choiri (2019: 3) stated that findings from qualitative research are findings that cannot be obtained through the use of statistical or quantitative methods. Susilo Pradoko (2017: 237) argues that the purpose of qualitative research is to explain the importance of different phenomena in the subject being investigated. In this study, the researcher used primary references in the form of scientific journals and research books, as well as secondary references in the form of reference books and textbooks. This research describes social media, Islamic educational institutions, and the role of social media in the promotion of Islamic educational institutions.

The research approach used in this study is a critical approach. Researchers make the research process a process of criticism in which the researcher seeks to investigate something that lies behind reality or uncover hidden truths.

RESULTS AND DISCUSSION

Social Media

Nowadays, information is something that is urgently needed by everyone who is always competing to fulfill the knowledge they have obtained with various information. Everyone can

communicate and exchange information with others in various parts of the world easily, all the benefits obtained by this society are inseparable from the role of technology that supports global communication. The development and advancement of technology, information, and communication (*ICT*) encourages various changes in the communication system that take place in social life and take place quickly. Among the characteristics of its development are the rise of the internet, the emergence of a global digital industry, and the development of technology such as CDs, televisions, mobile phones, and others. The Internet can facilitate the process of communication and information exchange around the world where computers and mobile phones are interconnected from one network to another so that information exchange is realized. The characteristics of the information society are the increasing number of internet users, the increasing prevalence of global industries, and the shift of all media to a practical and easy digital form. (S. D. Alyusi, 2019: 26-27)

Boyd in Nasrullah (2015) said that social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Social media has the power of User-Generated Content (UGC) where content is generated by users, not by editors as in mass media agencies. Van Dijk in Nasrullah (2015) states that social media is a media *platform* that

focuses on the existence of users who facilitate them in their activities and collaboration, therefore social media can be seen as a medium or online facilitator that strengthens relationships between users as well as a social bond. (A. C. Sari, 2018: 5)

According to Nasrullah (2015) there are several categories of social media, including *Social Networking* to interact such as Facebook and Instagram, Blogs to upload daily activities, provide comments and share with other users such as Blogspot, and *Media Sharing* to share and store media, such as documents, videos, audio, and images online such as YouTube and Flickr. (D.S. Puspitarini, R. Nuraeni, 2019: 73).

A social media network is a network formed within social media. There are three key concepts in social media networks, namely actors, relationships, and types of relationships. Actors in social media are social media accounts, while relationships are relationships between these social media accounts, for example in the form of likes, *mentions*, *replies*, or *retweets*, while the type of relationship is a relationship between actors that is associated with the content or topic of conversation on social media, for example, a network of conversations about elections, in contrast to networks that talk about culinary or tourist locations. As a simple illustration to make it easier for us to understand, accounts that are often used as references related to political issues may

differ from the content about religion. (Eriyanto, 2021: 6)

With the presence of social media, people can interact with each other without having to meet and distance is no longer a problem in communicating. Social media has changed the world a lot and distorted many existing thoughts and theories. The level or level of communication is fused in a single container called social media or social networks. The consequences that arise must also be watched out, in the sense that social media increasingly opens up opportunities for every individual involved in it to express their opinions freely and openly, but self-control should also be had, so that the freedom they have also does not violate limits and does not offend other parties. (E.D.S. Watie, 2016: 69-70)

Islamic Educational Institutions

The development of Islamic education has the meaning of how to make Islamic education more even, large, and wide-ranging in terms of the context of general education. Qualitatively, the meaning is how to make Islamic education better, of higher quality, and in line with the basic ideas or values of Islam itself, which in fact must always be at the forefront in responding to and anticipating the various challenges that we will face in the implementation of education, as well as steps to establish and develop Islamic education so that it is able to become a solid building from its foundation and be able to make a

positive contribution. significant to the development of society at the national and trans-national levels and also in the development of science and technology. (Muhaimin, 2011: 1)

Islamic education must be established and developed by considering various aspects. Among the aspects that must be considered in the effort to develop Islamic education is the establishment and development of Islamic educational institutions without which Islamic education will not be able to run as it should and the process cannot be properly organized.

Managing an Islamic educational institution is not something easy, especially if what is meant by managing in this case is not only within the scope of "maintaining" the existing system, but developing systematically and applying based on ideological aspects, namely vision and mission, institutions and operational steps and reflecting growth, change, and reform. (Fadjar, 1998: 91)

Islamic education management is a process of managing Islamic educational institutions in an Islamic manner by getting around learning resources and other related matters to achieve the goals of Islamic education effectively and efficiently. This definitive meaning further has several implications that are interrelated with each other and form a unified system in Islamic education management. First, the process of managing Islamic educational institutions in an Islamic manner. This aspect requires the

existence of various Islamic values in the process of managing Islamic educational institutions, for example the emphasis on awards, benefits, quality, progress, and empowerment. Second, to Islamic educational institutions. This shows that the object of this management is specifically directed to handle Islamic educational institutions with their unique things. Therefore, the management of Islamic education is expected to be able to explain the steps to manage Islamic boarding schools, madrasas, Islamic universities, and so on. Third, the process of managing Islamic education requires an inclusive and exclusive nature. Fourth, by getting around it, namely that management is full of strategies or strategies directed to achieve a goal, as well as Islamic education management which is always sought to be realized using certain strategies. (Qomar, 2007: 10-11)

The management of this Islamic educational institution must follow the direction of Islamic education. Based on the principles of Islam or the foundation of Islamic education, namely the shahada, the Qur'an, the Sunnah, and *the ijma'* of the companions of the Prophet as well as *the ijtihad* of scholars and scholars in their respective fields, the direction of Islamic education is clearly described, namely building individuals and societies in an order that is pleasing to Allah Almighty by following the example of the Prophet (*peace and blessings of Allaah be upon him*) so that happiness is achieved in this world and in the hereafter. (Abdussalam, 2011: 73)

The phenomenon of the growth of Islamic educational institutions with various models is an inevitability that cannot be denied in this day and age to meet the various needs of an increasingly varied society. The symptoms of changes in Islamic educational institutions will affect the state of education in the future because the various challenges faced are increasingly complex and multidimensional, the symptoms of renewal always appear to the surface because of the demands of effectiveness and efficiency in line with the development of modern science and technology. In fact, every educational model that is developed, regardless of its form, will always want to survive in the midst of society. Islamic education, like other education, will face these symptoms. (Qomar, 2007: 48)

With the various challenges faced by Islamic educational institutions in order to survive in the midst of fierce competition in the world of education today, Islamic educational institutions should pay attention to the elements of socialization and promotion carefully and not run away from their true spirit, namely Islamic values themselves which ultimately become their identity so that Islamic educational institutions increasingly exist in the community.

Promotion or marketing is a process that must be carried out by Islamic educational institutions, both schools and madrassas to provide satisfaction to *stakeholders* and the community. The emphasis on providing satisfaction to

stakeholders is something that must be done by every Islamic educational institution if the institution wants to compete and exist in the community. Continuous and continuous satisfaction indicates a dynamic service process and always innovates and develops. (M. Mukhtar, 2017: 163)

The Role of Social Media in the Promotion of Islamic Educational Institutions

Islamic educational institutions are required to be able to carry out educational marketing strategies to maintain and increase the quantity of students. There are seven elements in the educational promotion or marketing mix that are interconnected with each other. The elements contained in the marketing mix are:

1. Educational *service products* are all products that are offered for sale. Products in a broad sense include physical products, services/services, places, ideas, *rights* (patents).
2. The price provided by the school has taken into account the situation and quality of the product to be given, in addition to considering who the intended consumer is as contained in the theory that in determining the high and low price, the producer must pay attention to the situation and quality to be targeted.
3. The location or location of an educational institution that is easily accessible and easy to find,

therefore the existence of a strategic location that is easy to reach from all directions with vehicles and good road conditions creates comfort for students and parents and also the surrounding community.

4. Promotion is the activity of communicating the sale of products in the market and being in direct contact with the community. The promotion aims to provide information and convince consumers of the benefits of the products produced.
5. Human resources in the world of education, namely educators and education personnel who must have qualifications in accordance with their fields, are expected to increase public interest in trusting the education offered, in addition to that with a good teaching and learning process and can and easily be accepted by every student is also one of the important values held by the school.
6. Physical evidence is an environment in educational services that is delivered to consumers and is a place to interact with consumers, in this case students, and in it there are real components that will facilitate the performance or communication process of an educational service.
7. The process of implementing education is all activities that

support the implementation of Teaching and Learning Activities (KBM) in order to form the desired product or graduate (*output*). (F. S. Utami, et al., 2022: 47-48)

In this study, the focal point is the promotion element of the many elements of educational marketing that have been described above, and the promotion specialized in this study is promotion through social media.

The use of social media as a marketing tool in the world of education in the era of the industrial revolution is a very appropriate choice because the use of social media makes it more effective and efficient in building communication and promotional events and getting profits. Social media that is widely used by companies as a medium of communication and publication is Instagram. Instagram was chosen because it has appeal through the form of messages and various types of content through video messages, photos, and graphic info that will spread quickly with a wide reach. (F. S. Utami, et al., 2022: 48)

Social media is an effective marketing tool in building a brand. Islamic educational institutions can use social media to promote Islamic values, share student achievements, or introduce excellent programs. In promotion through social media, be it in the form of pamphlets, video *reels*, and others, Islamic educational institutions must highlight the advantages that distinguish them from competitors. This

can be done by identifying their strengths, such as different curricula or teaching methods, unique extracurricular programs, or qualified teaching staff. (A. Latifah, Sapranso, 2023: 407)

Planning a promotional strategy on social media in attracting the interest of new students is carried out by analyzing strengths, taking opportunities, determining promotional content, avoiding weaknesses, and neutralizing threats. The implementation of the strategy can be done by creating social media accounts in the form of Instagram, YouTube, TikTok, and *other websites*, forming a special team, promoting Islamic educational institutions through social media accounts by posting photos and videos related to activities, programs, competitions, achievements and so on, by creating a lot of interesting content with the note that they must often post various activities of Islamic educational institutions on social media so that social media accounts are not empty and not abandoned by their followers. The division of tasks for creating photo, video, editing, and uploading content is managed and carried out by the appointed journalistic team, and supervision and evaluation are also carried out by the principal and public relations officer. The participation of all citizens of Islamic educational institutions is very important in promoting Islamic educational institutions through social media. (M. Yusuf & F. N. M. Maula, 2023: 186-187)

CONCLUSION

Islamic educational institutions should pay attention to the elements of socialization and promotion carefully and not run away from their true spirit, namely Islamic values themselves which ultimately become their identity so that Islamic educational institutions increasingly exist in society, and one of the most effective promotional media to achieve this is social media.

The use of social media as a promotional or marketing tool in the world of education in the era of the industrial revolution is a very appropriate choice because the use of social media makes it more effective and efficient in building communication and promotional events and getting profits.

Planning a promotional strategy on social media in attracting students' interest is carried out by analyzing strengths, taking opportunities, determining promotional content, avoiding weaknesses, and neutralizing threats.

The implementation of the promotion of Islamic educational institutions is carried out by creating social media accounts, forming a special social media team of Islamic educational institutions, the participation of all residents in promoting the school through their personal social media accounts and conducting regular evaluations.

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