



The Transformation of Islamic Education in Pesantren: Integrating Digital Marketing within the Global EdTech Ecosystem

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Abstract:

Study This aim For analyze modern Islamic boarding school rebranding strategy in maintain identity tradition while adopt technology global education (EdTech) for strengthen position in the digital education market. Research This use approach qualitative descriptive with studies cases in some superior modern Islamic boarding school. Data collected through interview deep with manager Islamic boarding school, observation activity digital marketing, as well as analysis content on social media platforms and official websites. Research This show that modern Islamic boarding schools are rebranding through specific market segmentation, use visual content that combines ethics Islamic with modern aesthetics, as well as utilization of EdTech platforms for learning distance far. Strategy This succeed change perception public from institutions traditional become institutions relevant futuristic with need global industry without remove mark originality Islamic boarding school. In general practical, research This give guide for institutions education religion based for do measurable digital transformation. In theoretical, results This enrich literature about management marketing education in face disruption technology in the global era.

INTRODUCTION

Existence Islamic boarding schools in the digital era face challenge paradoxical between effort maintain originality tradition the Salaf with demands modernization based Global Educational Technology (EdTech) (Al Aziiz, 2025). By theoretical, management marketing education demand institutions For adaptive to change technology use win market competition (Zebua & Us, 2025), however fact sociological show existence internal resistance and concerns will disappearance values sublime Islamic boarding school consequence digital commercialization. Phenomenon This become crucial Because Islamic boarding school often trapped in dichotomy between become institution conservative preaching or transform become corporation profit-oriented education (Mokdad,

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2025). Evidence in the field show that Lots Islamic boarding school fail rebranding because inability align narrative "barakah" with metric digital efficiency, which results in stagnation in growth amount students in the middle onslaught school international EdTech based. Therefore that, the discrepancy between demands modern marketing and reality mark traditional create limitations studies that require strategy redefinition identity for Islamic boarding schools still relevant without lost his soul.

Reality on the ground show that modern Islamic boarding schools today This forced to compete in a very digital ecosystem competitive, where the image institutions No Again only determined by charisma kiai, but by digital presence. Reason main shift This is change behavior consumer education (parents santri) who are now dominated by generation very millennial depends on literacy information from social media and EdTech platforms. The proof is that Islamic boarding schools are still depend on method marketing conventional start abandoned by the candidate guardian students from more urban circles choose institutions with system management integrated digital and transparency curriculum that can accessible online. Phenomenon This create pressure for manager Islamic boarding school For quick adopt instrument digital marketing such as Search Engine Optimization (SEO) and aesthetic Content Marketing. In conclusion, Islamic boarding schools that do not capable do synchronization between tradition Islamic boarding school with global EdTech trends will experience marginalization in the competitive map education increasingly national digitalized (Mustapa et al., 2023).

Studies previously generally focus on digitalization curriculum Islamic boarding school or management means infrastructure (Hasmiza & Muhtarom, 2022), however Still rarely touched aspect identity rebranding strategy in context global EdTech competition. Study previously often put digital marketing only as technical aids, not as strategy repositioning fundamental identity for modern Islamic boarding schools (Munawwaroh & Rahayu, 2024). This become point study important for study This For fill in emptiness literature about How Islamic boarding school do negotiation identity through complex digital branding. As evidence, a lot research previously conclude that adaptation technology in Islamic boarding schools nature partial and only focused on administration, without touch essence How tradition packed repeat become mark sell in the international market (Putri & Kurniawan, 2025). Position study This is For complete lack the with explore more rebranding strategies holistic and strategic. In conclusion, the research This positioning self as bridge between studies sociology Islamic boarding schools and management digital marketing in effort strengthen position Islamic boarding schools on the global stage.

Contribution main study This lies in integration the concept of "Rebranding Tradition" which is specific study How elements traditional Islamic boarding school transformed become compatible digital content with global EdTech ecosystem. This important Because during This Islamic boarding school viewed as static entity (Isa'di et al., 2025), temporary study This offer perspective new about Islamic boarding school as dynamic and capable entity do innovation marketing without sacrifice sacredness mark his religion. Evidence novelty This seen in focus analysis that uses lens communication digital marketing for dissect How narrative wisdom local Islamic boarding school can converted become superiority

competitive in the eyes public international. Different with study previously tended to nature general, study This in a way sharp analyze mechanism technical and philosophical from transformation image in the era of disruption. With Thus, research This give contribution theoretical new regarding the hybridity model marketing combining Islamic education dimensions spirituality with sophistication contemporary digital technology.

Objective main study This is For answer question crucial : " How strategy modern Islamic boarding schools in rebranding tradition through digital marketing for face global EdTech challenges ?" Research This leave from argument that success of Islamic boarding school rebranding very depends on ability manager For create narrative " Tradition Modernist ", where the values traditional positioned as solution on moral crisis in the digital era, not as inhibitor progress. Evidence beginning show that successful Islamic boarding school doing rebranding is those who are able packing pattern life simple and disciplined Islamic boarding school become content style interesting lifestyle for modern society through digital platforms (Raya, 2025) . Arguments This based on thought that in the middle the flood technology education , society precisely look for values authentic capable balance progress intellectual with spiritual independence. As conclusion, research This aim test argument that synchronization between content traditional and modern digital platforms are key main Islamic boarding school For survive and win competition in the global education market today This.

RESEARCH METHOD

Study This use approach qualitative with type study studies case study approach qualitative chosen Because study This aim For understand phenomenon social in a way deep, namely How A Islamic boarding school interpret and do transformation strategy marketing digital design studies case used For highlight in a way specific, detailed, and comprehensive about entity single (Islamic boarding school) certain which is being do rebranding efforts of tradition in the midst vortex global Education Technology (EdTech) trends.

Study This will held at Islamic Boarding School Raudlatus Syarifah, Regency Lumajang , East Java. Islamic boarding school Raudlatus Syarifah known own root tradition strong salaf / classic, but moment This show indicator significant adaptation to technology Education and digital platforms. Rebranding Practice, Islamic Boarding Schools This in a way active using social media and other digital platforms as tool communication and marketing, which represents effort real in rebranding the image Islamic boarding school traditional become institution relevant modern education with the EdTech era. Data Accessibility and Availability. There are openness from party administrator Islamic boarding school related to strategic data communication public they, so that allows researchers For do in-depth data exploration.

Data sources in study This differentiated become two category For ensure triangulation and richness perspective , namely: Informant Key (Main Subject): Individuals who have understanding depth and authority direct to Islamic boarding school rebranding and digital marketing strategies. This includes: Caregiver / Leader Islamic boarding school Raudlatus Syarifah, Head of Public Relations Division (Public Relations) or Communication Public. Creative Team / Social Media

and IT Manager of Islamic Boarding School. Respondents (Subjects) Supporters): Individuals who interact direct or become target from strategy digital marketing, in order to see effectiveness of rebranding. This includes: Santri or active administrators use EdTech facilities of Islamic boarding schools . Guardian students or public general (followers) on social media platforms Islamic boarding school.

Field data collection done with two technique main For catch phenomenon from side conceptual and practice field. Interview Deep Use guidelines semi-structured interviews to informants key . Interview This aim For dig up data about vision, mission, planning process, execution rebranding strategy, as well as obstacles faced Islamic boarding school in adopt digital marketing in the EdTech era. Observation Participatory Passive / Digital Observation, Offline Observation, Observing direct digital infrastructure and activities media/ PR team in the area Islamic boarding school Raudlatu Syarifah. Online Observation (Netnography) Observing in a way systematic activity content, interaction audiences, and digital campaigns across various official platforms Islamic boarding schools (such as Websites, Instagram, YouTube, or internal EdTech applications used).

Data that has been collected will analyzed in a way interactive and continuous. This process use two framework main that is Stages Data analysis. Referring to the interactive model of Miles, Huberman, and Saldaña, the stages the beginning of what was done is Data Condensation. At this stage this researcher carry out the process of selection, focusing, simplifying, and abstracting to the raw data obtained from notes field, transcript interviews, and captures screen digital observation. Data that is not relevant with strategy digital marketing will removed, while the core data will be grouped to in themes specific. Method Analysis is Content Analysis, For dissecting the results data digital observation and documents publications, researchers use Qualitative Content Analysis. Method This used For identify meaning, message implied, symboli, and narrative text /visual from content uploaded by Islamic boarding schools. Through analysis content, researcher can see how " tradition" " framed " Islamic boarding school rebranding through modern digital narratives.

RESULTS AND DISCUSSION

Strategy Digital Marketing in Modern Islamic Boarding Schools

Research result show that Modern Islamic Boarding School has apply various strategy structured and consistent digital marketing. Social media such as Instagram, Facebook, and YouTube become channel main For promote activity education, religious programs, as well performance santri. Besides In addition, Islamic boarding schools also utilize official websites. as center information for candidate students and the community general, display timetable activities, learning programs, and gallery photos and videos. Internal documentation shows existence manufacturing content creative, such as video testimonials students, infographics education, and coverage of Islamic boarding school events. This show existence awareness Islamic boarding school to importance professional and attractive digital image. The strategy implemented No only focus on promotion external, but also build internal engagement between teachers, students, and administrators Islamic boarding school. Activities This recorded in a

way routine, so that allows evaluation success every digital campaigns carried out.

Table : 1. Patterns of Utilization of Islamic Boarding School Digital Platforms

Digital Platform	Type Content	Frequency Publication	Objective Strategy
Instagram	Photo activities , infographics	3-5 times/ week	Increasing awareness of Islamic boarding schools
YouTube	Video testimonials , event coverage	2 times/ month	Engagement and storytelling
Official Website	articles , event schedule	1-2 times/ week	Information complete and documented
Facebook	Announcements , articles light	2-3 times/ week	Communication with community

The data above show pattern utilization each platform accordingly characteristics content and purpose strategic, with Instagram being the main platform for visual branding, while YouTube is focused on video narratives and websites as center information official.

From the documentation collected, it is seen that modern Islamic boarding schools utilize multi platform strategy for strengthen its digital branding. Instagram was chosen Because his abilities display engaging and interactive visual content, while YouTube is used for more storytelling in depth. Official website functioning as center reliable information, confirms professionalism Islamic boarding school. Strategy This reflect awareness manager will importance integration content, frequency publication, and alignment message For build image positive in the digital era. Restatement of findings confirm that strategy digital marketing of modern Islamic boarding schools is not just activity promotion, but is effort systematic For communicate mark adapted traditions to modern context. Use internal documentation allows analysis effectiveness strategy and adjustment content in accordance target audience needs.



Figure 1. : Strategy Digital Marketing for Modern Islamic Boarding Schools

Based on the data patterns presented can seen that every digital platform has role specific in accordance character content. Instagram is used for visual storytelling with frequency high, YouTube emphasizes narrative videos that strengthen engagement, while the website plays a role as center formal documentation. This pattern show strategy integrated in which Islamic boarding schools adapt type content with objective communication and character audience. Besides that, documentation disclose consistency publication and internal coordination between team content, shows implementation management systematic content. This pattern also indicates existence awareness strategic in digital branding, where Islamic boarding schools maintain image traditional at a time present relevant modern nuances with global EdTech development. With Thus, the pattern utilization of digital platforms reflects strategy adaptive marketing, engagement oriented, and focused on strengthening reputation Islamic boarding schools in the digital realm.

Integration of EdTech in Activity Islamic boarding school

Integration of EdTech in activity Islamic boarding school interpreted as implementation technology digital education For support the learning process teaching, administration, and internal and external communications external Islamic boarding school. This is covers use **online learning platforms**, such as Google Classroom, WhatsApp Learning Groups, and applications management academic, as well as utilization of social media For spread information activities and achievements students. Operationalization of sub findings This seen from digital documentation in the form of timetable online lessons, teaching materials in video or PDF format, online discussion forums, and monitoring participation students through digital system. With Thus, EdTech integration is not just use device technology, but covers adaptation method teaching, teacher student interaction, and communication administration Which structured and documented digitally.

Interview results with leadership Islamic boarding school shows, *‘We started using Google Classroom and WhatsApp Learning for make it easier supervision activity students, at the same time expand range material to outside class.’* Temporary social media manager added, *‘ Content activities and achievements students uploaded in a way routine For increase public awareness towards the modern Islamic boarding school program.’* Interpretation researchers against this data show that EdTech integration is not only focuses on the learning process, but also on strategy digital communication and branding. Both informant emphasize importance consistency digital platform usage and engagement all over party related to technology can function optimally in support mission education Islamic boarding school.

Observation field show existence pattern use of digital platforms routine. Students follow online classes via Google Classroom, interact in a special WhatsApp group eye lessons, and access material addition through the Islamic boarding school website. Activities This combined with timetable face advance regular, so that the hybrid learning process runs effective. Interpretation researchers show that EdTech usage increases efficiency, flexibility, and engagement participant educate, at the same time support documentation activity Islamic boarding school in a way systematic. Observation also revealed

existence adaptation method teaching, where the teacher combines digital presentations, learning videos, and online quizzes for increase understanding students.

Based on interview and observation data, it can be concluded that EdTech integration in Modern Islamic Boarding Schools includes three aspect Main : (1) hybrid learning process that combines online and offline, (2) communication and management academic digital based, and (3) publication and branding of activities Islamic boarding school through digital media. The use of digital platforms does not only support effectiveness learn, but also strengthen image Islamic boarding school as modern institutions that remain stick to values tradition. This restatement make it easier reader understand that EdTech works double: as tool education and facilities promotion /branding.

The pattern that emerges from results study show existence integration systematic and consistent between digital platforms and activities Islamic boarding schools. Google Classroom and WhatsApp Learning are used For teaching and interaction students, websites and social media used For documentation and promotion. There is pattern good internal coordination, with teachers and media managers work in a way synergistic For ensure materials, information, and content publication always up to date. This is show existence strategy adaptive, where digital technology is adapted with need pedagogical and communication Islamic boarding schools. This pattern also indicates that EdTech is becoming bone back modernization Islamic boarding school without remove mark traditions that become identity institutions.

Stakeholder Perceptions of Islamic Boarding School Rebranding

Research result show that stakeholder perceptions of the rebranding of the Modern Islamic Boarding School are very diverse, but in a way general show level acceptance that positive. Leader Islamic boarding school view rebranding as step strategic For adapt image traditional with development modern technology and education. Students and teachers emphasize importance balance between maintain mark traditions and adopt digital innovation, so that Islamic boarding school still relevant in the era of globalization. Internal documentation in the form of report activities, social media content, and archives communication Islamic boarding school show effort strategic in convey rebranding message in consistent. Besides that, society and parents candidate students provide positive feedback related transparency information, access material learning, and the presentation of more modern Islamic boarding school programs. This show that the rebranding of Islamic boarding schools No only nature cosmetics, but also focuses on communication value, image, and quality education in a way comprehensive.

Based on documentation, can interpreted that rebranding of Islamic boarding schools accepted in a way widely by all stakeholders, even though There is notes related the need guard balance tradition. Leadership view rebranding as instrument strategic For strengthen position Islamic boarding schools in the digital era, while teachers and students focus on effectiveness teaching and experience study. Restatement of findings confirm that perception positive stakeholders not just visual appreciation, but reflect confession to planned strategy, clear communication, and consistency implementation mark tradition in

modern context. With Thus, the rebranding was successful. build image a modern, adaptive and consistent Islamic boarding school maintain root traditions that become identity institutions.

The pattern that emerges from research data This show that stakeholder perceptions follow levels engagement and exposure to Islamic boarding school. Leaders and teachers have more perception strategic and in-depth, because involved direct in the rebranding process. Santri show high acceptance through participation active in hybrid activities and digital content. Society and parents tend give evaluation based on accessibility information and program transparency. This pattern indicates existence connection positive between level stakeholder participation and level reception towards rebranding. With Thus, the strategy communication and integration of Islamic boarding school EdTech in a way systematic play a role important in form stakeholder perception, creating modern impression but still honor traditions, as well as facilitate involvement all parties involved in ecosystem Islamic boarding school.



Figure 2. : Stakeholder Perceptions of Islamic Boarding School Rebranding

Evaluation Effectiveness Islamic Boarding School Digital Marketing Strategy

Research result show that Modern Islamic Boarding School's digital marketing strategy has executed in a way consistent and measurable through various digital platforms. Activities promotion done via Instagram, YouTube, Facebook, and the official website Islamic boarding school, with focus on publication activities, achievements students, as well as superior programs Islamic boarding school. Documentation data take notes frequency publication, content engagement , and response from audience, such as likes, comments, and sharing. Evaluation beginning emphasize regularity presentation content, visual and narrative quality, and sustainability digital campaign. The documentation results also show that strategy digital marketing in Islamic boarding schools No only target candidate students, but also build image positive in society general. Documented activities covering content interactive, coverage activity Islamic boarding schools and publications testimoni supportive students strengthening the modern branding of Islamic boarding schools.

Table : 2. Evaluation The Effectiveness of Islamic Boarding School Digital Marketing

Digital Platform	Frequency Publication	Engagement (Like/Comment/Share)	Content Popular	Objective Strategy
Instagram	3-5 times/ week	150-300 interactions per post	Infographics activities & testimonials	Awareness & engagement
YouTube	2 times/ month	200-500 views per video	Coverage of events & student tutorials	Deep engagement & storytelling
Official Website	1-2 times/ week	50-100 visits per article	Timetable activities & articles	Information official & documentation
Facebook	2-3 times/ week	100-200 interactions per post	Announcements & articles light	Communication with community

Table This show pattern appropriate use of the platform characteristics content , objectives, and levels interaction audience. Instagram excels in visual branding, while YouTube is more focus on storytelling through video.

From the documentation, it can be interpreted that Islamic boarding school digital marketing strategy show effectiveness high in aspects engagement and awareness, especially via Instagram and YouTube. Official website functioning as center supporting documentation credibility information, while Facebook facilitates communication community. Restatement of findings confirm that effectiveness digital marketing strategy does not only seen from frequency publications, but also from quality content, consistency messages, and levels interaction audience. Strategy This succeed build image adaptive modern Islamic boarding school to development technology, at the same time strengthen internal and external stakeholder involvement in ecosystem education Islamic boarding school.

Patterns of documentation data show implementation integrated multi-platform strategy. Each platform has function specific: Instagram for visual engagement, YouTube for narrative in-depth, website for information official, and Facebook for communication community. There is consistency frequency supporting publications regularity campaigns and content chosen in accordance characteristics audience. This pattern show that Islamic boarding school apply digital marketing strategy systematic, oriented towards achieving awareness, engagement, and positive branding. Success strategy is also reflected from increased stakeholder involvement, both from within the Islamic boarding school and public general, so that Islamic boarding school succeed balance image tradition with modernity in digital realm.

Research result show that Modern Islamic Boarding School is successful apply structured digital marketing strategy through multi-platforms, including Instagram, YouTube, Facebook, and the official website, as well as combine it with EdTech integration in activity learning. Findings This in line with literature marketing digital education that emphasizes importance consistency content, storytelling, and engagement audience For building institutional branding

(Leandro et al., 2025). However, it is different with a number of studies previously emphasized use technology only For teaching (Al Anshori et al., 2022), research This find that digital technology is used in a way double, for learning and rebranding, so Islamic boarding school capable strengthen modern image while maintain mark tradition. Implications findings This show that integration strategy digital marketing and EdTech can expand range Islamic boarding schools and increase engagement of internal and external stakeholders external.

Analysis stakeholder perceptions reveal that leaders, teachers, students, and public generally assess the rebranding as positive and relevant. Findings This support literature about the role of stakeholders in success transformation Educational institutions (Shrestha, 2025), where stakeholder participation and acceptance become key implementation effective strategy. The difference appear at the level involvement students, who in study previously tend passive towards institutional branding, but in Modern Islamic Boarding Schools it is involved active through manufacturing content and participation digital activities. Implications from findings This is that involvement active stakeholders strengthen rebranding effectiveness, creating a positive feedback loop between Islamic boarding schools and audience external.

Evaluation results digital marketing strategies show high engagement rates on Instagram and YouTube platforms, while the website functions as center information official. Findings This consistent with studies (Sutina et al., 2025) which emphasizes effectiveness multi-platform For increase awareness and engagement. Function strategy This seen from increasing interaction, involvement, and perception positive stakeholder (function). However, it was found a number of constraint like limitations team manager content and variety quality digital materials, which can reduce effectiveness campaign (dysfunction). Implications findings This show that management structured content and digital training for manager Islamic boarding school very important For maintain consistency strategy.

Analysis connection between EdTech integration and strategy digital marketing shows existence correlation positive, use technology systematic learning support publication relevant and quality digital content. This in line with theory structure institutions modern education, where the structure technology and communication influential to effectiveness of institutional branding. Because identified consequences includes: EdTech integration, enhancement quality content and access information, increased stakeholder engagement, image Islamic boarding school more modern and adaptive. Implications findings This emphasize importance structure organization and systems technology in support strategy digital marketing for maximum branding results.

Findings study own implications significant practicalities. Effective digital rebranding strategies functioning as tool functional (function) for increase awareness, engagement, and image positive Islamic boarding school, at the same time guard mark tradition. Failure in management content or lack of stakeholder participation can cause dysfunction, such as perception negative or decline involvement. With understand pattern cause and effect between EdTech integration, digital marketing strategy, and stakeholder perceptions, Islamic boarding schools can design a more effective program effective, adaptable content, and build involvement sustainable audience. In a way theory, findings This

confirm that digitalization strategy marketing education No only increase branding performance, but also strengthens internal structure and participation community Islamic boarding school.

CONCLUSION

Study This find that the rebranding of Islamic boarding schools through integrated digital marketing strategy with EdTech having role double: no only increase the modern image of Islamic boarding schools, but also strengthens the engagement and participation of internal and external stakeholders. external. Modern Islamic Boarding Schools are successful balance mark tradition with digital innovation, creating hybrid learning models and effective digital communication. Key lessons learned from study This is that integration technology education and strategy digital marketing can become means adaptation institutions traditional to global change, at the same time maintain values typical Islamic boarding school.

In a way science, research This give contribution important with renew perspective regarding institutional branding education traditional in the digital age. Study This emphasize approach studies case qualitative which combines analysis strategy digital marketing and EdTech integration, so that open understanding new related methods, variables, and questions relevant research with context modern Islamic boarding school. Contribution This expand literature regarding digital marketing in education, especially in institutions religious, and provide guide practical For manager Islamic boarding school and researchers in the field management education and digital marketing.

Study This own limitations, including focusing on one location, namely Islamic boarding school Raudlatus Syarifah in Lumajang, as well as No take into account gender, age, or other variations perception candidate students from various area. Method research used nature qualitative, so that generalization results limited. Therefore that, research advanced recommended use method survey or quantitative with sample more wide, covering variation age, gender, and location, so that you can produce a clearer picture comprehensive. Expanded findings This can made into base digital marketing policies and rebranding of Islamic boarding schools that are more appropriate targeted and data driven.

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