



Customer Perceived Value (CPV) From The MPI Perspective: Integration of Academic Service Quality and Blessing Orientation

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Abstract:

This study aims to analyze the digital content utilization strategy at MINU Sunan Ampel 1 as an effort to modernize and increase the competitiveness of the educational institution. Using a qualitative approach through observation, documentation analysis, and in-depth interviews, this study explores the process of planning, producing, and distributing content across various digital platforms. The results show that the digital content strategy is implemented systematically through collaborative coordination meetings and content curation that combines religious identity with digital trends. Optimizing social media platforms and websites has proven effective in expanding the reach of information and changing public perception of the madrasah from a conventional one to a more modern, transparent, and competitive institution. In addition to the external impact of strengthening the image and trust of parents, this study also found a significant internal impact, namely increasing teachers' digital literacy, which has positive implications for the quality of classroom teaching. In conclusion, targeted digital content management is a strategic necessity for madrasahs to maintain relevance and competitive advantage amidst the dynamics of competition in today's educational institutions.

INTRODUCTION

The development of information technology has brought about significant social changes in the way educational institutions build their image and increase their competitiveness (Hamidi et al., 2011). Islamic boarding schools (Islamic boarding schools), which were once synonymous with traditional methods, are now shifting to utilizing digital content as a means of promotion and communication to the public. Through various platforms such as social media, websites, and learning videos, Islamic schools are able to showcase the excellence of their curriculum, student activities, and the Islamic values that are their hallmark (Prasetya, 2024). This phenomenon shows that digitalization is a

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strategic necessity to reach a wider community (Hendrawati, 2024) . Therefore, the use of digital content is a crucial element in strengthening the existence and increasing the attractiveness of educational institutions (Kusnandar & Hamdani, 2024) .

On the other hand, the use of digital content demonstrates an effort to adapt to the demands of an increasingly competitive era. A number of Islamic schools have begun designing digital-based image strategies to compete with other, more modern, public and private educational institutions (Abdullah & Maisyaroh, 2024) . Content presented creatively, informatively, and sustainably can build a positive public perception of the quality of Islamic boarding school-based education. Furthermore, the participation of educators and students in the content creation process also encourages the improvement of their digital literacy skills (Rozi & Najiyah, 2024) . Thus, optimizing digital content not only strengthens the institution's competitiveness but also contributes to improving the quality of its human resources.

A review of previous research shows that the use of digital content plays a significant role in increasing the competitiveness of educational institutions, particularly in modern madrasas (Wardi & Bidaula, 2024). Various studies suggest that the use of social media, websites, and audiovisual content can expand promotional reach, build a positive image, and increase public trust in the quality of institutions (Prasetya, 2024) . In addition, previous research also emphasizes the importance of consistency, creativity, and effective content management in building strong institutional branding (Nurhidayah, 2022) . The similarity with the research to be conducted lies in the focus on the use of digital content as a means of increasing the competitiveness of educational institutions. Meanwhile, the difference lies in the scope and analytical approach, where this research focuses more on the integration of digital content strategies as a whole in a broader context. (Nasir et al., 2023) . Thus, this study is expected to complement and enrich the results of previous research.

This research focuses on the use of digital content as a strategic effort to increase the competitiveness of educational institutions amidst the rapid development of information technology (Wardi & Bidaula, 2024) . The purpose of this research is to examine how the process of planning, creating, and distributing digital content can build a positive image, expand the reach of information, and increase public trust in the institution (Kartika, 2019) . In addition, this research also examines the role of human resources in digital content management as part of strengthening the internal capacity of the institution. The uniqueness of this research lies in the integration of digital strategies with institutional values that develop in social reality, so that it does not only focus on the promotional aspect, but also on the formation of the institution's identity. Thus, this research is expected to contribute to formulating adaptive, relevant, and sustainable digital strategies (Khoiroh & Baharun, 2024) .

The uniqueness and assumptions of this research focus are evident in the practice of utilizing digital content at MINU Sunan Ampel 1, which demonstrates a systematic and contextual process according to the Institution's needs. The content planning stage is carried out collaboratively by a team involving teachers and educational staff, taking into account the institution's values and audience characteristics, so that the message delivered is more targeted (Susanto et al.,

2024) . At the production stage, content is creatively developed through documentation of student activities, publication of flagship programs, and affirmation of the Institution's distinctive religious identity (Hidayati, 2024) . Content dissemination is carried out routinely through various digital platforms to reach a wider community (Rozi et al., 2024) . The underlying assumption is that targeted digital content management can build a positive image, expand access to information, and increase public trust. Thus, a planned digital strategy has proven effective in strengthening the institution's competitiveness (Gojali et al., 2024).

RESEARCH METHOD

This research uses a qualitative approach with a case study type to dissect the phenomenon of utilizing digital content as a strategy to increase competitiveness at MINU Sunan Ampel 1 (Research & Education, 2024) . Data collection was carried out through participatory observation in the school environment as well as in-depth interviews with the content management team, principal, and educators to obtain authentic information related to the planning process to content distribution. The data analysis technique used starts from the data reduction stage, where all raw data from the field is filtered and sorted so that the focus of the research remains relevant to the effectiveness of digital content strategies in building the image of the Institution (., 2020) .

This research was conducted at the NU MINU Sunan Ampel 1 Educational Institution, located at Jl. Raya no. 244, Wonorejo Village, Maron District, Probolinggo Regency, East Java. This location was chosen based on several considerations. First, this institution is an Islamic educational institution that has a pesantren-based education system, which carries out furudul ainiyah activities routinely and is based on the NU principles of Ahlussunnah wal jama'ah. Second, MINU Sunan Ampel 1 is known for its strong commitment to upholding NU values, especially the Ahlussunnah wal jama'ah understanding and Islamic values in general, while adapting to educational developments in the digital era. Third, MINU Sunan Ampel 1 has begun to frequently market the quality of its institution in the realm of social media, both on the Madrasah web platform, Facebook, Instagram, and so on. With these characteristics, this location is considered representative to determine how competitive the MINU Sunan Ampel 1 Institution is with other institutions around it.

To deepen our understanding of the dynamics of content management, this study employs a descriptive qualitative approach focused on a systematic overview of digitalization practices in madrasas (Kartika, 2019) . Data collection techniques were expanded through documentation studies on various school-owned social media platforms and institutional strategic planning documents, which were then strengthened by source triangulation to ensure data validity (Rohmah & Swandari, 2021) . Furthermore, data analysis techniques continued with data presentation (*data display*) in the form of logical and visual narratives to map the relationship between the creativity of the content produced and public perception, so that the institution's digital communication strategy patterns could be clearly identified.

As a final step to produce accurate conclusions, this research remains grounded in a qualitative approach through an in-depth case study (Harbes et al.,

2024) . Data collection techniques were carried out through further observation and field verification of the involvement of students and teachers in the school's digital ecosystem to ensure the consistency of the findings. In line with that, the data analysis technique ended with conclusion *drawing/verification* to formulate scientific propositions regarding the effectiveness of digital content integration in strengthening the existence, positive image, and competitiveness of educational institutions in the midst of the era of digital transformation and information technology (Abadimas et al., 2024) .

FINDINGS AND DISCUSSION

Observations and documentation analysis indicate that the digital content utilization strategy at MINU Sunan Ampel 1 is implemented systematically through collaborative planning. The planning stage is not conducted unilaterally, but rather through regular coordination meetings involving the creative team, teachers, and educational staff to align institutional values with digital trends. Based on the school's work plan document, the content to be produced is always curated to reflect religious identity while addressing the information needs of parents and the community. This planned approach ensures that each published piece of content has a coherent message, rather than simply random uploads, thus solidifying the foundation of the institution's image from the initial stage of seeking ideas for innovation (Tono Supriatna Nugraha, 2022) .

During the production phase, field observations revealed a high level of creativity in presenting madrasah activities. The resulting content included documentation of student activities, publications on flagship programs, and educational messages based on Islamic values. The collected visual documentation demonstrated that the audiovisual quality of the materials presented had improved in terms of aesthetics and narrative, aiming to attract a wider audience. This creative process focused not only on quantity but also on the substance of the messages that could represent the superior quality of madrasah education, thus providing the audience with a clear picture of the institution's internal quality (Article, 2024).

Regarding information dissemination, observations show that madrasahs utilize various digital platforms such as Instagram, Facebook, the school website, and YouTube channels as their primary means of communication. Consistent and scheduled upload frequency is key to maintaining the institution's presence in the digital space. Based on interaction documentation data, On social media platforms, this content distribution pattern has successfully reached communities beyond the madrasah's immediate surroundings, even reaching prospective parents of new students. This demonstrates that digitalization has shifted communication patterns from conventional to more dynamic, directly expanding the institution's information reach to the public (Kunta et al., 2024) .

Through in-depth interviews with madrasah management and parents, it was found that there was a significant impact on the positive image of the institution in the eyes of the community. The following is the content of the conversation with the parent. "I feel calmer and more confident in sending my child to MI Sunan Ampel 1. Through the content on the school's Instagram and Facebook, I can see directly how my child learns and interacts. It makes me feel involved, not just leaving my child and then that's it. The school feels very

transparent and modern." (*Interview with Parent, April 15, 2026*) The results of this interview answer the problem formulation that digital content effectively functions as an imaging instrument that can change the public's perception of madrasahs to be more modern, competitive, and trustworthy.

In addition to impacting public image, research results through observations and interviews also indicate an increase in human resource capacity within the institution. The involvement of teachers and staff in the content creation process has encouraged them to continuously improve their digital literacy skills. The following is the result of an interview with the teacher council who is part of the content creator team at MINU Sunan Ampel 1 Ustadz Ilyas: "Initially, we were just class teachers who were technologically illiterate, but the demands of the madrasa forced us to learn. Now, we can create creative reels and manage *copywriting* for promotional materials. This increase in digital literacy has actually made me more confident when teaching in class, because I find it easier to convey material with a visual approach." (*Interview with Teacher/Creative Team, April 18, 2026*) This increase in digital literacy not only benefits the madrasa in terms of promotion, but also strengthens the quality of teaching in the classroom because teachers become more familiar with technology-based approaches that are relevant to the current generation.

As a final result, the entire process, from planning and production to dissemination of digital content, has been shown to positively contribute to increasing the institution's competitiveness. The research findings confirm that MINU Sunan Ampel 1 has successfully integrated digital strategies as part of its efforts to adapt to the demands of the times. With the synergy between a positive image, extensive information reach, and increased internal competency, this madrasah has been able to position itself as a competitive educational institution amidst competition with other educational institutions. These results demonstrate that targeted digital content management is a strategic necessity for madrasahs to remain relevant and superior in the future.

Observations and documentation analysis indicate that the digital content utilization strategy at MINU Sunan Ampel 1 is implemented systematically through collaborative planning. The planning stage is not conducted unilaterally, but rather through regular coordination meetings involving the creative team, teachers, and educational staff to align institutional values with current digital trends. Based on the school's work plan document, each piece of content to be produced is strictly curated to reflect religious identity while addressing the public's information needs. This organized strategy can be seen in detail in the following matrix.

Table 1. Digital Content Utilization Strategy Matrix at MINU Sunan Ampel 1

Content Type	Platform	Strategic Objectives	Target Audience
Profile & Achievements	Website & YouTube	Building credibility & reputation	General public
Daily Activities	Instagram/TikTok	Building emotional closeness	Student Guardian
Registration Announcement	WhatsApp & FB	Increase reach (acquisition)	Prospective guardians
Religious Values	All Media	Strengthening institutional	The general

During the production phase, field observations revealed a high level of creativity in packaging madrasah activities. The resulting content included documentation of student activities, publications on flagship programs, and educational messages based on Islamic values. The visual documentation collected demonstrated that the audio-visual quality of the content presented had undergone aesthetic enhancements to attract a wider audience. Madrasah management emphasized the importance of ideological aspects in all published content, as expressed by the Principal:

"For us, utilizing digital content is not just a trend, but a strategic tool. We want to change the perception that madrasas are traditional and rigid. Through this content, we prove that MINU Sunan Ampel 1 is an adaptive and competitive madrasah without abandoning Islamic values." (Interview, March 20, 2026).

The following is documentation of the digital marketing content platform on Facebook social media.

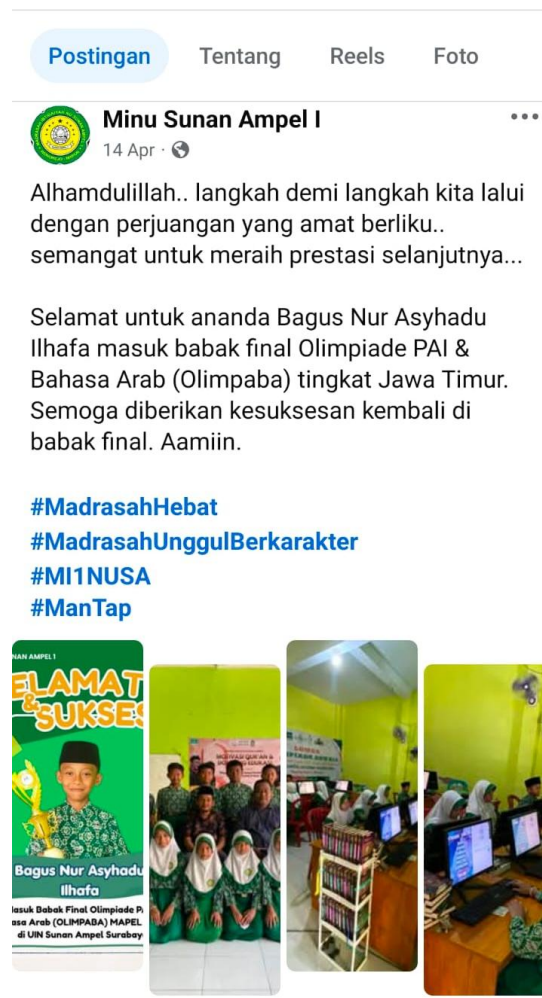


Figure 1. Digital Marketing Content of MINU Sunan Ampel

Figure 1 above is an example of a digital marketing content strategy that contains information that MINU Sunan Ampel 1 students participated in the PAI and Arabic Language Olympiad (OLIMPABA) at the Regency level, and succeeded in sending 1 student to the final round at the East Java level.

Figure 2. Digital Marketing Strategies



Figure 2. Above is an example of a digital marketing content strategy that contains information about the madrasah profile and student activities at MINU Sunan Ampel 1. Regarding information dissemination, observations indicate that the madrasah routinely utilizes various digital platforms to maintain its presence in the public sphere. Based on *engagement documentation data* on social media platforms, this content dissemination pattern has successfully reached communities across regions, even reaching prospective parents of new students. This demonstrates that digitalization has transformed communication patterns from conventional to more dynamic. The effectiveness of this change is clearly visible in the comparison of the institution's condition before and after digital content optimization in the table below:

Table 2. Analysis of the Impact of Digitalization on Competitiveness

Aspect	Conditions Before Digitalization	Conditions After Digitalization
Information Reach	Limited to local environment	Expanding to a regional scale
Public Response	Tends to be passive	Active (Interaction & Comments)
Madrasah Image	Impressed traditional/conventional	as Modern, Open, & Competitive

CONCLUSION

The digital content utilization strategy at MINU Sunan Ampel 1 was systematically implemented through collaborative planning that aligned religious values with modern trends. Through rigorous screening and beautiful audio-visual production, the madrasah successfully transformed conventional communication patterns into more dynamic and structured ones. This not only expanded the reach of information regionally but also effectively built the institution's image as transparent, modern, and competitive in the eyes of the community and parents.

In addition to strengthening external reputations, digitalization serves as a catalyst, or something that drives change, for improving digital literacy and human resource capacity within madrasahs. The active involvement of educators in creative content production positively impacts the quality of classroom teaching, which is now more technology-based. Overall, the synergy between targeted content management and internal competency development demonstrates that digital adaptation is a crucial strategic necessity for madrasahs to remain relevant and excel in the competitive landscape of future educational institutions.

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