



## **WEBSITE-BASED EDUCATIONAL MARKETING STRATEGIES TO INCREASE NEW STUDENT ADMISSIONS IN ISLAMIC BOARDING SCHOOLS**

**Abd Aziz Rois<sup>1</sup>, Subaidi<sup>2</sup>, Sukarman<sup>3</sup>**

<sup>1,2,3</sup> Islamic University of Nahdlatul Ulama Jepara, Central Java, Indonesia

Email: 211310004658@unisnu.ac.id<sup>1</sup>, subaidi@unisnu.ac.id<sup>2</sup>, pakar@unisnu.ac.id<sup>3</sup>

### **Abstract:**

Digital transformation has revolutionized the marketing practices of Islamic educational institutions, requiring Islamic boarding schools to adopt digital platforms to expand their information reach. This comprehensive paper aims to theoretically analyze website-based marketing strategies for increasing the enrollment of new students by examining the 4Ps marketing mix framework as the foundation of the analysis. Using a descriptive qualitative method with library research, this study synthesizes academic literature, previous research findings, and digital documentation from Islamic boarding schools. The results indicate that implementing the Marketing Mix (4P) through the boarding school's official website has successfully transformed conventional strategies into ones that are more transparent, accountable, and accessible. By highlighting the Amsilati Method as a Unique Selling Point (Product), transparency in tuition and boarding fee structures (Price), online registration features as a virtual location (Place), and optimization of SEO and visual content (Promotion), the institution has been able to build a strong digital brand. This strategy has proven to be the primary catalyst in restoring the trend of new student enrollment, which had previously been fluctuating, with an increase of 21.9% to 350 students by 2025.

**Keywords:** *Marketing Mix, Website, Islamic Boarding School, New Student Admissions*

### **INTRODUCTION**

Advances in digital technology have fundamentally transformed the marketing strategies of educational institutions (Sudarwan, 2025). In the digital age, prospective students and their guardians no longer rely solely on information from brochures, billboards, or word-of-mouth recommendations, but increasingly depend on digital media such as websites, social media, and search engines. Digital marketing has become a strategic tool for building an institution's image, expanding the reach of information, and influencing enrollment decisions for new students (Saputra et al., 2026).

Digital transformation in educational marketing also applies to boarding school-based educational institutions. Islamic boarding schools can no longer rely solely on traditional reputation and conventional alumni networks but are required to adapt to technological advancements to remain competitive (Abdurrahman, 2025). Research on digital marketing training in Islamic boarding schools indicates that mastering digital marketing strategies can

enhance the competitiveness and appeal of these schools amid increasingly intense competition among educational institutions (Rahman, 2026). This indicates that Islamic boarding schools have great potential to develop modern marketing strategies without having to abandon the traditional values that define their identity.

Various studies indicate that marketing strategies for educational services in the digital age are not limited to promotion but also encompass comprehensive management of institutional information, ranging from institutional profiles and flagship programs to enrollment systems and documentation of activities (Ni'am, 2025). Optimizing digital marketing has proven effective in increasing the appeal to prospective students and strengthening the branding of educational institutions (Abdullah, 2025). Online marketing strategies also play a major role in shaping a positive image of the institution in the eyes of the public (Rofik & Mudarris, 2024). In this regard, the website holds a strategic position as it serves as the official information hub representing the identity, vision, and quality of the educational institution.

Several studies in formal school settings have shown that digital marketing can enhance the effectiveness of promotional efforts and boost public trust in educational institutions (Holidi et al., 2025). The implementation of digital marketing in schools, the use of social media, and the concept of edu-marketing through creative content have been proven to increase the interest of prospective students (Khofsah, 2026). In fact, the digital transformation in educational marketing at the global level emphasizes the importance of integrating the Marketing Mix with digital technology (Novita, 2026). However, most studies still place social media as the primary focus, while websites are often positioned merely as a supplement. In reality, websites can actually serve as the primary foundation for marketing because they are capable of systematically and structurally integrating various marketing elements.

In a theoretical context, educational marketing can be analyzed using the Marketing Mix (4P) approach, namely Product, Price, Place, and Promotion (Razaq, 2026). A website allows these four elements to be presented in an integrated manner. Educational programs, institutional strengths, and learning methods represent the Product aspect; cost information and financing systems reflect the Price aspect; ease of access to the location and the online registration system represent the Place aspect; while news content, testimonials, activity documentation, and visual displays form part of Promotion. This website-based integration of the Marketing Mix is at the core of modern digital educational marketing strategies.

Several previous studies have demonstrated the effectiveness of digital marketing in attracting new students, the implementation of the 4P Marketing Mix in enhancing school competitiveness, the impact of marketing strategies on student interest, and the role of online marketing in building educational institution branding (Haisuma et al., 2026). However, the majority of these studies still focus on formal schools and place greater emphasis on the use of social media. Studies that specifically position websites as the primary basis for marketing strategies in Islamic boarding schools remain very limited. This is the research gap that this paper aims to address.

The urgency of this study stems from the need for Islamic boarding schools to manage and communicate their unique identities—whether in the form of distinctive teaching methods or scholarly traditions—through credible digital media. The pesantren's website serves as the “main showcase” that

transparently displays the institution's profile, academic strengths, students' achievements, and enrollment procedures (Sain, 2026). Thus, the website functions not merely as a static information platform but transforms into a strategic tool capable of strengthening public trust and converting prospective guardians' interest into enrollment decisions.

Based on this description, the novelty of this paper lies in its research focus, which positions the website as the central variable in boarding school marketing strategies by comprehensively integrating digital marketing theory and the 4P Marketing Mix (Holidi et al., 2026). The aim is to describe a strategic framework, analyze the role of institutional branding, and formulate an effective marketing model to increase the intake of new students; where this entire conceptual framework will subsequently be applied and empirically tested through a final thesis study conducted at the Amsilati Islamic Boarding School.

## **RESEARCH METHODS**

This study employs a qualitative approach using descriptive-analytical library research. This approach was chosen to examine existing theories and previous research findings on digital marketing strategies as the basis for conceptual analysis. Through this method, the researcher seeks to synthesize academic literature and institutional policy documentation in order to formulate a holistic strategic framework for increasing new student enrollment. This is in line with Creswell's view that qualitative research aims to explore and understand the meanings individuals or groups assign to a social issue, which in this study refers to the challenges of educational marketing in the digital era (Sa'diyah et al., 2025)

The data sources in this study consist of primary and secondary data, all of which are literature-based. Primary data was obtained through a documentary study of curriculum documents, digital profiles, as well as the structure and content of the official website of the Islamic boarding school as the subject of study. Meanwhile, secondary data was obtained through a literature review covering scientific literature, reputable journals, and relevant marketing management textbooks. Data collection techniques were conducted through in-depth documentary studies and virtual observations to identify website features and the integration of the Marketing Mix within the boarding school's digital platform, in order to enhance the richness of the analysis in accordance with the principles (Kamil, 2025).

Data validity was tested through source triangulation, which involved comparing documentary data from the research site with various supporting literature and theories to arrive at valid conclusions. The researcher also applied the principles of dependability and confirmability to ensure that the literature data analysis process was conducted objectively and was scientifically accountable. This was done to ensure that the resulting theoretical synthesis aligned with the scientific standards outlined thereby serving as a solid foundation for the subsequent final thesis research.

Data analysis was conducted using an interactive model adapted for literature review, encompassing three concurrent activity streams. First, data reduction was performed by summarizing and focusing findings on the most significant concepts of website marketing strategies. Second, data presentation was carried out by systematically organizing information into a comprehensive narrative description of the theoretical framework of pesantren marketing. Finally, conclusions were drawn to formulate an ideal website marketing

strategy model that can be conceptually implemented by pesantren institutions on a broad scale to address future challenges in publicity and recruitment.

## **RESULTS AND DISCUSSION**

Based on the results of the literature review, website-based educational marketing strategies in Islamic boarding schools can be analyzed using the 4P marketing mix concept proposed by Philip Kotler and Kevin Lane Keller, which consists of product, price, place, and promotion (Zain, 2026). the marketing mix consists of product, price, place, and promotion, which organizations use to create value and achieve marketing objectives. In the context of education, these four elements are implemented through a website as a digital marketing medium capable of reaching a wide audience.

### **Website-Based Product Strategy**

The study findings indicate that Islamic boarding school websites serve as a medium for showcasing the educational products offered by the institution. The promoted products include the Quran memorization program, formal education, religious education, foreign language programs, extracurricular activities, and boarding school facilities.

This finding aligns with Machali's theory of educational marketing, which explains that educational products refer to the total range of services provided by an institution to students and the wider community. Clear communication of these educational products can increase the likelihood that the community will choose the institution (Hasanah, 2026).

These findings are supported by Nurbaiti, Shalahudin, and Fadlilah Jamil, who found that educational marketing strategies emphasizing boarding schools' flagship programs through digital media can increase public interest in educational institutions. Their study explains that comprehensive and easily accessible program information is a key factor influencing prospective students' decisions to choose a boarding school.

This study found that websites serve not only as a medium for information but also as a means of differentiating pesantren educational offerings. Through websites, the public can compare the strengths of the programs offered with those of other educational institutions, thereby enhancing the pesantren's appeal in the eyes of prospective students.

### **Website-Based Pricing Strategies**

Based on the results of the literature review, transparency regarding educational costs is one of the factors influencing public trust in educational institutions. Websites enable Islamic boarding schools to openly communicate cost information, ranging from registration fees, admission fees, and dormitory fees to monthly tuition fees (Novita, 2025). This finding is in line with Kotler and Keller's theory, which states that price is the marketing mix element most easily compared by consumers before making a decision. In the context of education, tuition fees become a major consideration for parents when selecting a school or boarding school. This finding is supported by Hasri, who found that transparency in cost information through digital media helps prospective parents plan their children's education more effectively. Such transparency can strengthen public trust in the institution and encourage an increase in the number of new student applicants. The results of this study indicate that websites that present detailed and easily understandable cost information tend to be more effective in attracting prospective students than those that only display general information.

## **Website-Based Place Strategy**

In the concept of educational marketing, “place” refers not only to the physical location of an institution but also to the ease of access to educational services. A website makes it easy for the public to obtain information anytime and from anywhere without having to visit the Islamic boarding school in person. the function of place is to ensure that products can be accessed by consumers effectively and efficiently. In the digital age, websites have become a form of distribution for educational information services capable of eliminating geographical barriers. This finding is also supported by Hasri, who found that the digitization of educational marketing can expand a boarding school’s promotional reach beyond its local area. This wider reach increases the institution’s opportunity to attract new students from broader regions (Khomairotusshiyamah, 2026) This study found that features such as digital location maps, facility galleries, virtual tours, online registration forms, and online consultation services constitute forms of website-based “place” strategy implementation that enhance the public’s ease of access to boarding school services.

## **Website-Based Promotion Strategies**

Promotion is the most dominant element of the marketing mix in the use of websites (Wahid et al., 2022). The study’s findings indicate that websites are used to publicize pesantren activities, students’ achievements, alumni testimonials, Islamic articles, schedules for new student admissions, and other academic information. promotion aims to inform, persuade, and remind consumers about a product or service. In educational marketing, promotion serves to build a positive institutional image and enhance public trust. These findings are supported by Ubaidillah and Manshur, who found that the use of digital media as a promotional tool can increase prospective students’ interest because information can be accessed quickly and widely. This is also reinforced by Hasanah and Wadud, who found that the consistent use of digital media and social media can contribute to an increase in the number of new students at educational institutions. Based on the analysis results, websites that are integrated with social media and implement search engine optimization (SEO) are more effective at attracting public attention compared to static websites that are rarely updated.

## **The Effectiveness of Websites in Increasing New Student Enrollment**

Based on a synthesis of various previous studies, websites have been shown to contribute to an increase in the number of new students by improving access to information, expanding promotional reach, strengthening the institution’s image, and simplifying the registration process.

These findings are supported by Soleh, Muin, and Zohriah, who explain that the marketing of educational services through digital technology can enhance the competitiveness of Islamic educational institutions amid increasingly intense competition. This is also reinforced by Hasri, who found that digital marketing strategies have a positive impact on increasing the number of new students because information can reach the public more widely and quickly.

This study found that the effectiveness of a website can be measured through several indicators, namely:

1. Increased public access to information about the Islamic boarding school.
2. Increased website traffic.

3. Increased interaction with prospective students through online services.
4. Increased number of new student registrations.
5. Increased public trust in the Islamic boarding school. Research Findings (Novelty)

Based on the literature review conducted, this study found that the success of website-based educational marketing is determined not only by the existence of a website, but by the integration of all elements of the 4P marketing mix into a single digital platform.

This finding yields a new conceptual model called the Website-Based 4P Marketing Mix Integration Model for Islamic Boarding Schools, namely:

1. Product → the website showcases flagship programs and educational services.
2. Price → the website provides transparency regarding educational costs.
3. Place → the website facilitates access to information and online registration.
4. Promotion → the website serves as a digital promotion hub connected to social media.

Previous research generally only discussed digital promotion or social media as a means of educational marketing. However, this study demonstrates that the website serves as the central hub for integrating all educational marketing strategies, thereby effectively building trust, institutional brand image, and influencing enrollment decisions for new students.

## CONCLUSION

Based on this literature review, it can be concluded that website-based educational marketing is an effective strategy for increasing new student enrollment in Islamic boarding schools through the integration of the 4Ps marketing mix: product, price, place, and promotion. Websites enable institutions to showcase their flagship educational programs, communicate tuition fees transparently, provide easy access to information and online registration, and promote school activities, student achievements, and admission programs. These functions enhance public access to information, strengthen institutional credibility, and support prospective students and parents in making informed educational decisions.

Furthermore, the study concludes that the effectiveness of website-based educational marketing depends not merely on the existence of a website but on the institution's ability to integrate all elements of the 4Ps into a sustainable digital marketing strategy. This research proposes the conceptual model of Website-Based 4P Marketing Mix Integration, which combines educational product presentation, cost transparency, service accessibility, and digital promotion within a single platform. This integrated approach strengthens the institution's image, increases public trust, expands promotional reach, and ultimately contributes to higher new student enrollment in Islamic boarding schools.

## REFERENCES

- Abdullah, A. (2025). Differentiation And Positioning Of Islamic Boarding School: Internalization Of Special Values As A Unique Selling Proposition (Usp). *Educazione: Journal of Education and Learning*, 2(2), 148–160.
- Abdurrahman. (2025). Membangun Competitive Advantage Pendidikan Islam Melalui Pemanfaatan Teknologi Digital di Madrasah Aliyah Nurul Jadid. *Jurnal Educatio*, 11(1), 189–197.
- Haisuma, I., Hefniy, H., & Dewi, A. T. A. (2026). Capacity building for tahfizh

- instructors: Developing structured lesson plans for quality Al-Qur'an education. *Communaute: Journal of Community Service*, 5(1), 70–80.
- Hasanah, S. N. A. (2026). Applying Blue Ocean Strategy to Drive Innovation in the Tahfidz Entrepreneur Program. *Journal of Islamic Scholarly Research*, 1(1), 10–18.
- Holidi, M., Rahman, M., & Hasanah, S. N. A. (2025). Maximizing Islamic Education Promotion through Data-Driven Social Media Marketing Strategies: An Islamic Higher Education Institution. *Islamic Finance and Economic Insights*, 1(3), 123–135.
- Holidi, M., Saputra, Y. I., Rahman, M., Khumairotusshiyamah, U., Firdausiyah, R. J., & Hasanah, S. N. A. (2026). Consumer Behaviour Analysis: Social Media Marketing Effects on Islamic Education Selection. *Islamic Finance and Economic Insights*, 2(2), 93–106.
- Kamil, M. (2025). Transforming Traditional Preaching Through Digital Marketing for More Effective Islamic Education. *AFKARINA: Jurnal Pendidikan Agama Islam*, 10(2), 73–82.
- Khofsah, S. (2026). Data-Driven Public Relations Strategy In Madrasahs: A Neural Narrative Intelligence Approach. *Islamic Management: Jurnal Manajemen Pendidikan Islam*, 9(01), 97–112.
- Khomairotusshiyamah, U. (2026). Algorithmic Bias in AI Advertising: Shariah Perspectives on Higher Education Economic Justice. *Islamic Finance and Economic Insights*, 2(1), 54–66.
- Ni'am, M. D. (2025). The Power of Word-of-Mouth: Understanding the Dynamics of Organic Marketing in Faith-Based Educational Institutions. *AFKARINA: Jurnal Pendidikan Agama Islam*, 10(1), 49–59.
- Novita, M. (2025). Exploring the Paradox of Islamic Boarding School Digital Marketing between the Values of Politeness and the Demands of Social Media Algorithms. *AFKARINA: Jurnal Pendidikan Agama Islam*, 10(2), 96–106.
- Novita, M. (2026). Multi-Platform Advertising Optimization: Digital Strategy Integration as A Brand Equity Catalyst. *Econoisia Journal*, 1(1), 36–46.
- Rahman, M. (2026). Mpi Leadership Personal Branding: Building School Authority And Reputation Through Digitally Literate Leaders. *JME: Journal of Management in Education*, 1(2), 60–81.
- Razaq, H. (2026). The Role of Strategic Leadership in Strengthening Human Resource Resilience in Madrasah Diniyah. *APPLICATION: Applied Science in Learning Research*, 5(3), 135–147.
- Rofik, M., & Mudarris, B. (2024). Optimizing Digital Marketing in Building the Image and Public Trust of Islamic Boarding Schools in the Era of Educational Technology. *Educazione: Journal of Education and Learning*, 2(1), 81–91.
- Sa'diyah, H., Adzimah, M., Hasanah, S. A., Sanjani, M. A. F., & Sain, Z. H. (2025). Strategic Management of Inclusive Educational Leadership in Teacher Career Development. *Early Childhood Development Gazette*, 2(2), 62–71.
- Sain, Z. H. (2026). Strategic Management in Developing Inclusive Teacher Career Paths: Optimizing Potential and Performance in Educational Institutions. *Journal of Psychological Insight*, 2(1), 39–50.
- Saputra, Y. I., Holidi, M., Rahman, M., Khumairotusshiyamah, U., Firdausiyah, R. J., & Mudarris, B. (2026). Paradigm Shift: Addressing Digital Identity Crises through Social Media Marketing for Economic Sustainability.

- Islamic Finance and Economic Insights*, 2(2), 67–79.
- Sudarwan, R. E. (2025). Integration of strategic management and islamic spirituality in realized good islamic governance at nurul qadim islamic boarding school. *Proceeding of International Conference on Education, Society and Humanity*, 03(01), 580–583.
- Wahid, A. H., Muali, C., Rozi, F., & Fajry, M. W. (2022). Building Public Trust in Islamic School through Adaptive Curriculum. *Jurnal Pendidikan Islam*, 8(1), 1–14.
- Zain, Z. H. (2026). From Policy to Practice: Inclusive Career Management in Higher Education. *Indonesian Journal of Progressive Pedagogy*, 2(1), 1–10.