



BRANDING STRATEGY IN MADRASAH BASED LOCAL KNOWLEDGE

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Abstract:

This research aims to determine how branding strategies in madrasas based on local wisdom are becoming increasingly relevant for identifying, developing and implementing strategic steps in promoting MTs. Zainul Irsyad and preserving local wisdom through extracurricular martial arts, Pencak Silat, Pagar Nusa. Likewise, social media has become a practical application to bridge information on superior programs implemented by educational institutions to the public as the main consumers in determining the right educational institution for their children. This research uses a qualitative method with a case study approach using interview, observation and documentation data collection techniques which are then analyzed through several steps of data collection, data reduction, data presentation and conclusions. Testing the validity of the data in this study used triangulation. The results of this research are that MTs Zainul Irsyad presents the extracurricular martial arts pencak silat Pagar Nusa as an advantage in shaping the character of students, encouraging community participation through school committees in extra-curricular activities based on local wisdom, promotion via Social Media by choosing the right communication platform, collaboration with Relevant Parties by involving local governments and other relevant actors so that this program can be sustainable and have a positive impact. The success of a branding strategy based on local wisdom through extra-curricular martial arts pencak silat Pagar Nusa can be measured through; (1) increasing students' knowledge about local wisdom, (2) their active participation in pencak silat martial arts activities at several events, and (3) a significant impact on the acceptance of new students in the next academic year.

Keywords: *branding strategy, pencak silat martial arts, local wisdom*

INTRODUCTION

The branding strategy in madrasas through extra-curricular activities based on local wisdom is an innovative approach in promoting local identity through physical education activities outside the formal curriculum. In the era of increasingly advanced globalization, it is important for a region or community to maintain and strengthen their local wisdom as part of their identity and differentiation.

In fact, the development of society which continues to change along with the times has become quite a serious problem in maintaining and securing local wisdom. Local culture seems to be forgotten just because the new culture is now much better known by the nation's generations, as if local culture has been eliminated in its own right and foreign culture has become the superior champion (Aisara, F., Nursaptini, N., & Widodo, 2020). Society has begun to abandon culture. The mindset that is starting to change is caused by various kinds of social disintegration and the effects of an all-digital world (Eptiana, R., & Amir, 2021). Therefore, the use of flexible strategies to ensure the sustainability of local wisdom-based school branding efforts.

Branding or marketing is an effective tool for building a positive image of an organization or community. A brand is a symbol and name that is used by a seller to

identify the product they produce and is able to differentiate it from other products that are similar but not the same. Apart from that, the brand functions as an identification mark for a particular product. The word branding emerged as a result of competition in the business world which is increasingly rapid, sharp and full of increasingly fierce competition, so that companies must be able to produce a product that has special characteristics or identification marks to be able to differentiate it from other products. Strengthening the role of labels is one strategy that can be implemented by a businessman to defend his company (Baharun, H., & Niswa, 2019) . Therefore, this branding is really needed in educational institutions.

MTs. Zainul Irsyad, located in Warujinggo Village, Leces District, Probolinggo Regency, is one of the educational institutions under the auspices of the Islamic boarding school foundation. This institution is included in a strategic area because it is not far from the reach of the community. just like other MTs institutions. Zainul Irsyad also develops student competence through extra-curricular activities. Among the programs that students must take part in are scouting and pencak silat/Fence Nusa. Why do these two programs have to be done, because Scouting and Pagar Nusa are extras which provide education, discipline, love of the homeland and love of culture.

These two extracurriculars are the flagship programs of Lembaga MTs. Zainul Irsyad, because education that wants to have a brand in society must make various efforts to manage society's expectations regarding student progress and provide real results from teaching and learning activities so that society has trust. In this context, MTs institutional branding . Zainul Irsyad , through extra-curricular activities based on local wisdom, can be an effective means of introducing local wisdom to the younger generation and the general public. This is done until the community has the ability to recognize and remember (brand awareness) that Islamic educational institutions also have capabilities and are worthy of being considered as their children's school and not second choice. a combination of physical activities involving elements of local wisdom, schools can create valuable learning experiences and increase awareness of cultural heritage and local values (Bernarto, I., Berlianto, MP, Meilani, YFCP, Masman, RR, & Suryawan, 2020).

Extra curricular based on local wisdom at MTs. Zainul Irsyad offers opportunities to incorporate traditional and local cultural elements into physical learning programs. For example, through the introduction and use of traditional sports such as silat (Fence Nusa), local games, students can learn about the history, values and traditions inherent in their local wisdom. Increasing their understanding of cultural heritage will provide an opportunity to increase their sense of pride and identity as members of local communities who know and care for their ancestral culture (Mao, JJ, Pillai, GG, Andrade, CJ, Ligibel, JA, Basu, P., Cohen, L., ... & Salicrup, 2022) . Physical education is an important part of the education system that focuses on physical development, motor skills, fitness, and understanding the importance of a healthy and active lifestyle. Involves a series of physical activities designed to improve students' physical condition, develop motor skills, promote teamwork, and introduce the principles of sport and fitness (Webster, EK, Martin, CK, & Staiano, 2019) .

Develop social skills, teamwork, and understanding the importance of fair play and sports ethics, improving social skills, managing stress, increasing concentration and focus on learning, become an understanding of the importance of a healthy and active life (Paz, TRU, Mosqueira, MAA, & Ugarte, 2021) .

Learning in physical education often involves an interactive, experience-based approach. Students are encouraged to engage in physical activity, collaborate with classmates, explore new skills and strategies, and plan a program of activities that suit their needs and interests. Physical education should encourage inclusivity and differentiation. Every student should be given equal opportunities to participate and develop in physical education, regardless of their physical abilities or background (Daly-Smith, A., Quarmby, T., Archbold, VS, Corrigan, N., Wilson, D., Resaland, G.K., ... & McKenna, 2020) . In this case, adjustments and modifications to the program must be made according to individual needs.

Apart from the explanation above , extra-curricular activities based on local

wisdom can also provide wider benefits for the branding of a school or regional community . By engaging students in unique and different physical activities, we can attract the attention of the wider public, the media, and even potential tourists. Through positive promotion of physical activities centered on local wisdom, a region or community can gain a unique and attractive image, which in turn can increase tourism, investment and economic growth (Hidayati, NA, Waluyo, HJ, & Winarni, 2020) .

Previous research has been conducted with the results that private schools in the city center have to struggle to get new students by developing strategies to attract the attention of students. The branding strategy includes brand identity, brand personality, brand positioning and brand communication (Hanifah , N., & Istikomah, 2022) . Another research was conducted with the title Strategies for Forming Student Character at the Elementary Education Level through physical education, sports and health subjects with the results that character formation of students through character-based education can be optimized at the elementary school level while still paying attention to the principles of universal moral values; comprehensive; integrated; participative; local wisdom; XXI century skills; fair and inclusive; appropriate to student development; and measurable (Pradana, 2021) . In general, learning in schools does not pay enough attention to these local aspects, so that slowly the younger generation begins to abandon the noble values of the local area (Rummar, 2022) . Furthermore, research from Arifudin with the results of extracurricular activities in developing the character of students, especially in cultivating disciplined and responsible character with an educational management approach, namely planning, implementation and evaluation generally runs according to the extracurricular work program (Arifudin, 2022) .

Novelty or novelty of branding strategies through extra-curricular activities based on local wisdom is an approach that focuses on integrating branding elements with teaching local wisdom through physical activities outside the formal curriculum. In the midst of ever-changing educational and technological developments, this strategy helps maintain and strengthen local identity and community culture. Through physical education based on local wisdom, students and communities can appreciate and build pride in their cultural heritage and traditional values. As well as encouraging the younger generation to appreciate and understand their cultural heritage.

From the results of several studies above, it generally discusses branding strategies that can be used to develop the character of students or students. Therefore, research with the title "Branding strategies in madrasas based on local wisdom" will discuss different things from the research that has been carried out above. This research will discuss extra-curricular activities based on local wisdom as an effective branding strategy for institutional progress.

The aim of this research is to identify, develop and implement effective branding strategies through extra-curricular activities as a tool to promote MTs. Zainul Irsyad and preserving local wisdom in an area or community.

RESEARCH METHODS

This research uses a qualitative approach, because the research will carried out with the aim of describing aspects which becomes the context in the research. Meanwhile, the method in this research uses the case study method. The case study method involves an in-depth analysis of one or several schools or educational institutions (Assyakurrohman, D., Ikhrum, D., Sirodj, RA, & Afgani, 2023) .

Data collection technique is interviews . These interviews can involve interviews with school principals, teachers , students, and parents, as well as direct observations of extracurricular activities and their impact on school branding. This research analyzes symptoms or cases in the field directly in a natural setting (Nur'aini, 2020) . Second , observation, observation is direct or indirect observation of the research object to look closely at the activities carried out. Third, documentation. Documentation is carried out to obtain additional data so that a comprehensive description is obtained. In this research, documentation is carried out by collecting images or written data (Azhar, H., Sadar, M., Van Fc, LL, & Putra, 2022) .

To guarantee the validity of the data, the researcher used a data validity test with using triangulation . Triangulation is exploring the truth of certain information by using various data sources such as documents, archives, interview results, observation results or also by interviewing more than one subject who is considered to have different points of view. (Mekarisce, 2020) . Meanwhile, data analysis in this research uses taxonomic data analysis. Taxonomic data analysis techniques are techniques used to group or classify data into several categories or taxonomies. Taxonomic data analysis techniques can be used to organize and simplify data. helps in understanding the characteristics and trends of the data collected.

RESULTS AND DISCUSSION

This research took place at MTs. Zainul Irsyad, Waruvinggo Village, Leces District, Probolinggo Regency. The branding strategy through extra-curricular activities based on local wisdom includes:

Inviting the community through the school committee.

MTs. Zainul Irsyad has invited student committees and guardians several times in an effort to socialize the school program. According to the principal, this strategy aims to let the community or students' guardians know that the institution or school is implementing extra-curricular activities based on local wisdom. The principal continued that this activity is a mandatory activity because it is directly related to the physical education subject. This extra-curricular activity, of course, not only requires support from the students' parents but is also supported by student participation . From the number of MTs students. Zainul Irsyad 72 students who took part in extra-curricular activities were 54 students. The student participation in taking part in extra-curricular activities can be seen in the table below:

Table 1
Number of students in extra-curricular activities

No	Extra curricular	Gender		Amount
		Man	Woman	
1	Dance		6	6
2	Hadroh	6	2	8
3	Scout	11	5	16
4	Nusa Fence	26	16	42
	Amount			72

From the diagram above, it can be seen that the student participation in the extra-curricular areas that students are most interested in is Pagar Nusa with a total of 24 students, Scouting with 16 students, Hadroh arts with 8 students, and Dance with 6 students. These results indicate that MTs Zainul Irsyad students are more interested in taking part in extra sports activities which are directly related to physical education subjects.

Student participation in extra- curricular activities based on local wisdom consists of several elements including : (a). Increased interest and motivation . Through extra-curricular physical activities based on local wisdom, students can feel greater involvement because they are involved in activities that are relevant to their own culture and traditions. (Puspitarini, YD, & Hanif, 2019) . (b). Introduction to Local Wisdom. Branding strategy through Extra-curricular activities based on local wisdom provide opportunities to get to know and understand the local wisdom around them. They can learn about traditional sports, typical games, or other cultural practices related to local identity (Eko, BS, & Putranto, 2019) . (c). Increases Sense of Ownership and Identity. Through participation in physical activities based on local wisdom, students can develop a strong sense of belonging to the culture and traditions of their region. This can increase

their sense of identity as part of the local community and increase their sense of pride in their cultural heritage.

With a sense of belonging and loving one's own culture, people will be motivated to learn about it . So that culture will continue to exist because the heirs of its culture continue to preserve it. Maximizing the potential of local culture along with its empowerment and preservation, will revive the spirit of tolerance, kinship, hospitality and high solidarity, as well as always maintaining Indonesian culture so that it does not become extinct, and ensuring that the community is able to manage local cultural diversity (Aisara, F., Nursaptini , N., & Widodo, 2020) . (d). Collaborative Learning and Social Skills. Extra-curricular physical activities based on local wisdom at MTs Zainul Irsyad cannot be done individually but collaboratively with classmates or seniors.

According to MTs physical education teacher Zainul Irsyad often involves collaboration and social interaction between students. Collaborative learning, he continued, is a learning method that places more emphasis on specific tasks and sharing tasks in group work, comparing conclusions and group work procedures, and giving students greater freedom in group work. According to Mr. Ahmad, as the student's guardian and committee chairman at MTs Zainul Irsyad, he explained that group work will make students' friendships better maintained as well as train students to solve problems together . Apart from that, group work will foster an attitude of responsibility towards the obligations that the teacher has given to the study group . Group work also has a positive impact on knowledge as a student.

Group work allows students to learn to work together in teams, communicate well, respect differences, and develop social skills that are important in everyday life (Winata, 2020) . (e). Improved Physical Health and Well-Being. Through participation in extracurricular physical activities, students can increase their physical activity levels. Physical activity involved in local wisdom-based physical activities can help improve students' overall physical health and well-being. Active and positive student participation in extra-curricular physical activities based on local wisdom is an important factor in the success of branding strategies involving physical education (Cole, AW, Lennon, L., & Weber, 2021) . Local wisdom-based extracurriculars provide opportunities for students to engage deeply with their local wisdom, strengthen their identity, and build valuable social skills.

School Symbols

Use of local symbols that represent regional or community identity can be used in extra-curricular physical activities. According to the father of the curriculum, usually our institution uses this symbol or logo when there are performances at sub-district or district level. However, what is most often done is when PPDB has started. for example, regional logos or symbols can be used on uniforms, sports equipment, or promotional posters. These symbols help visualize and link physical activities to the local identity they wish to promote.

The use of symbols creates a strong and easy to remember identity, so that the institution is better known and recognized by the public. The use of symbols at the Zainul Irsyad MTs Institution includes nameplates, logo symbols on each student's clothes, logo symbols on scouts and PMR. One of the symbols to find out the whereabouts of MTs Zainul Irsyad is a picture of a nameplate . like the picture below:

Figure I:
MTs Zainul Irsyad nameplate



The school logo becomes a symbol that represents the unique identity and character of the school, as a strong visual communication tool (Farida, N., Dewi, P., & Destriani, 2023). This makes it easier for people to identify and recognize the school quickly. A strong and memorable logo can help build a positive and impressive image of the school in the eyes of the public. This also helps differentiate the school from others. In addition, a school logo can increase students, teachers and school staff's sense of pride and ownership of their institution. It can also foster a sense of solidarity and community spirit.

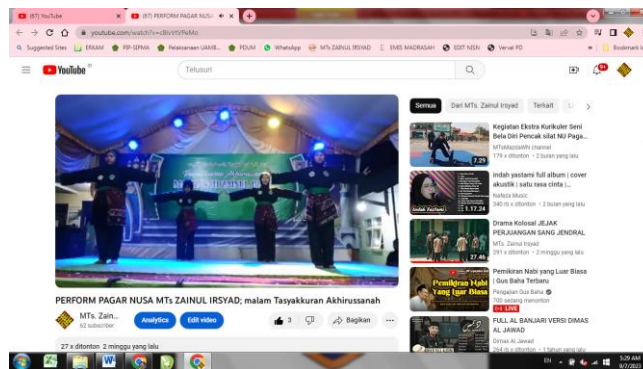
According to Waka, the curriculum can increase students' sense of togetherness and ownership of the institution or organization. When the school community feels that their institution is represented by local symbols, they tend to be more supportive and have a sense of pride in that institution. Furthermore, Mr. Deputy Head of MTs Curriculum, Zainul Irsyad said that every symbol always has the potential for polysemy, meaning it has different meanings depending on the context and other symbols used. Therefore, the use of symbols in institutions must be carefully considered so as not to give rise to the wrong meaning or offend other parties.

The use of local symbols can increase the community's sense of togetherness and ownership of the institution. When people feel that their institution is represented by local symbols, they tend to be more supportive and have a sense of pride in that institution. When using symbols, the elements chosen should be easy to remember, and to be called or pronounced, the symbols, logos, names used should be interesting, unique so that they attract people's attention to remember them (Mulyadi, AI, & Zuhri, 2020).

Promotion Through Social Media.

Social media is an effective tool for promoting extra-curricular physical activities based on local wisdom. By using platforms such as Instagram, Facebook, or Twitter, schools or communities can share information about student activities, photos, videos, or testimonials. This helps expand the reach of the promotion, reach a wider audience and build awareness of the local identity you want to promote.

The presence of social media today has a huge influence on people's lives. Social media such as YouTube, Facebook and Instagram are able to communicate positive images that are useful for their users. MTs. Zainul Irsyad also uses social media as branding too. All information is very easy for the school community to know and access.



(Picture II: You Tube Chanel MTs Zainul Irsyad:
<https://www.youtube.com/watch?v=c8lvVtVPeMo>)

Social media is used by MTs Zainul Irsyad as an addition to formal education by sharing educational materials, articles, videos, infographics and other learning resources. This helps enhance students' learning experiences outside the classroom. Social media can be a good place to hear the voices of students, parents, and alumni when it comes to policies, changes, and improvements that institutions can make. This helps in better decision making. The ability of social media to build active online communities. Institutions can create groups or official pages on social media to unite people with similar interests in one interactive platform.

Social media allows institutions to communicate quickly and effectively to students, parents, and teachers . Important information such as schedules, announcements, events, policy changes and more can be easily shared through this platform (Nurmalasari, N., & Masitoh, 2020) .

According to the chairman of the committee and teacher at MTs Zainul Irsyad, the use of social media carried out by the institution is very helpful for all student parents. All information, including meetings, school activities and other things related to school, can be accessed via cell phone. Parents can ask questions via WhatsApp group or telegram regarding problems they don't understand without having to visit the school. Likewise, the head of the student council at MTs Zainul Irsyad said that the school's use of social media made it easier for all students. Teacher assignments and school activities, whether extra or otherwise, are always informed via the class WhatsApp group. Not only that, the assignments given by teachers are sometimes closely related to the use of social media.

With social media, people can easily get and share information. The enormous influence of social media is changing people's life patterns. Therefore, many large agencies create official accounts on social media. They use social media as a means of promoting their products. In this way, they can be present and communicate with the public as a very potential and profitable market. Apart from that, the wide reach of social media and can be accessed at any time is an advantage for companies to use social media as a means of promotion (Suryani, Y., Sulistyaningtyas, T., Supriadi, A., Febriyanti, EA, & Qurratu'Aini, 2022) .

Collaboration with Related Parties.

Collaboration with related parties, such as local government, cultural organizations, or local community groups, is important in strengthening branding strategies through extra-curricular activities. By working together, they can provide support, resources and access to deeper local wisdom. For example, local governments can provide appropriate sports facilities, while cultural organizations can provide guidance on local traditions and values.

In this case, MTs Zainul Irsyad collaborates with several local artists , designers or influencers to create creative content that depicts the institution's image or brand. This could be in the form of advertising campaigns, promotional videos, visual art, or other digital content. Digital partnership collaboration via social media platforms or online content carried out at MTs Zainul Irsyad has only been running for 2 years. Apart

from that, schools also participate with the Village in events or festivals held by the village government, such as village birthday celebrations or local cultural activities. Schools can hold student work exhibitions, art shows, or other activities that can attract the attention of the community and introduce the school to them.

Deputy Head of Public Relations at MTs Zainul Irsyad said that the school also collaborates with the village government in organizing social programs and community services, such as cleanliness campaigns, free medical treatment or skills training for the community. This will help the school build an image as an institution that cares and contributes positively to society.

Schools and village governments work together to develop joint promotional materials, such as brochures, posters or videos that illustrate the advantages of the school and the potential of the village area. This material can be disseminated in strategic places in the village and on social media. Another form of cooperation between MTs Zainul Irsyad and the village government is by planning the development of joint facilities, such as parks, sports fields or libraries that can be enjoyed by students and the village community. This will help strengthen ties between the school and the community. The final role played by the village government is to form a volunteer group to guide and teach MTs Zainul Irsyad students. Providing a budget for village literacy activities in the draft village income and expenditure budget in the form of providing supporting facilities such as reference books and LKS. Provision The budget for village literacy activities in the draft village income and expenditure budget is in the form of procurement of supporting facilities such as books and LKS.

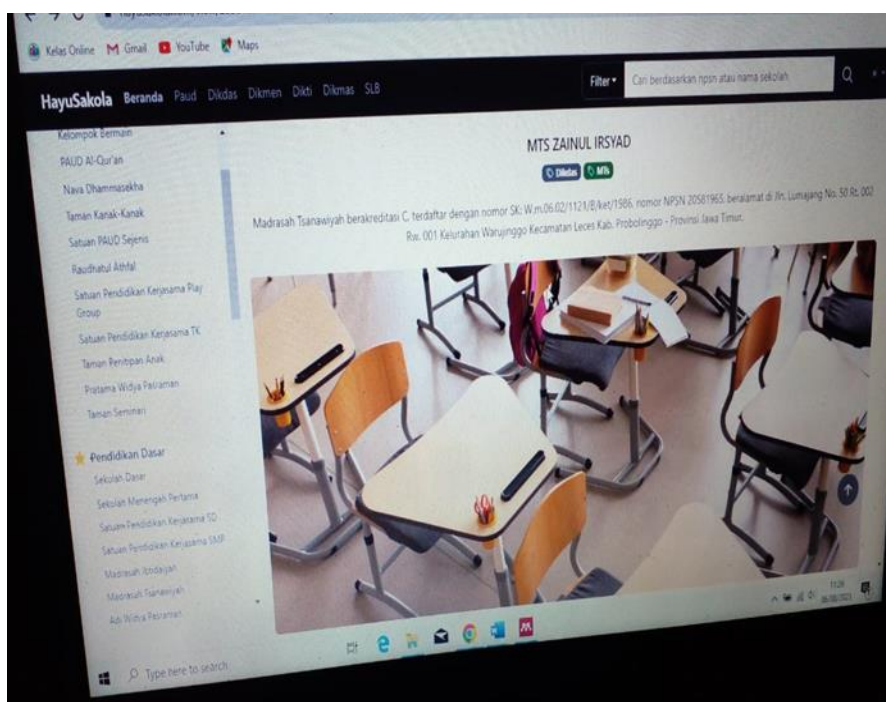
It is important to maintain the quality of this collaboration and ensure that school branding efforts are in line with the educational mission and values. Good collaboration with the village government can help improve the school's image in the eyes of the community and expand the school's positive impact on the surrounding environment (Sunartiningsih, A., & Larasati, 2020) .

The quality of education is related to the school principal's efforts as a leader and the performance of stakeholders as a teamwork that can make the implementation of integrated quality management successful. To be a good leader , you must often be involved in teamwork. By participating in various collaborations, leaders can develop themselves to face problems when becoming a leader in an organization. Quality schools show the importance of leadership and institutional performance or cooperation in a team. If integrated quality management is maximized, school quality will increase as desired (Rahmawati, SNA, & Supriyanto, 2020) .

Selection of the right Communication Platform

Apart from social media, the use of other communication platforms is also important in promoting extra-curricular physical activities based on local wisdom. For example, electronic mail, notice boards at schools, or lectures in local communities are used to convey information to students, parents, and the general public. It is important to choose an effective platform to reach the desired target audience.

In this case the platform used by MTs. Zainul Irsyad is still limited to WhatsApp Group, YouTube, Instragram and Facebook . for more modern ones such as Technology Platform (Technology), Computing Platform (Computing), Utility Platform (Utility) cannot yet be implemented due to the limited capacity of human resources in the institution. This is usually done at certain times and times. WhatsApp is usually used when inviting teachers to meetings, fulfilling assignments for students. Meanwhile, You Tube is only used when there are activities that require it to be available on You Tube.



(Figure III : MTs Zainul Irsyad Platform)

Digital media platforms can be used to involve audiences to truly feel that brand associations can be relied on in the branding process. One digital platform that can be used is Instagram social media. Training on *branding* has been carried out but more *branding training* uses videos which are used in various fields, one of which is promotion or branding of school institutions (Suryani, Y., Sulistyanningtyas, T., Supriadi, A., Febriyanti, EA, & Qurratu'Aini, 2022) .

Promotional activities regarding the program you have are very important to carry out continuously. This is to embed the brand in consumers' minds (Nguyen, KH, Glantz, SA, Palmer, CN, & Schmidt, 2020) . Educational programs owned by schools or institutions must make *branding strategies* easier.

The strategy of using local symbols, promotion through social media, and collaboration with related parties, as well as carrying out branding strategies through extra-curricular activities based on local wisdom can achieve its goals better if it is also supported by visibility, awareness and identification of students and the community with physical activities. which focuses on local wisdom.

Although the use of digital media is very helpful for the development of MTs Zainul Irsyad. However, this strategy has not yet reached the entire community, especially student parents. Not all parents understand the digital world. In this case, MTs Zainul Irsyat continues to use the old method, such as sending letters to student parents at student parent meetings (rawalim). Socialization of school programs in the form of semester programs or annual programs. Likewise with the situation of students. Those from below average economic backgrounds require schools to continue using old methods such as using paper tests in exams.

Extra Curricular: physical education

Physical education is an integral part of the education system that focuses on physical development, motor skills, fitness, and understanding the importance of a healthy and active lifestyle. It involves a series of physical activities designed to improve students' physical condition, develop motor skills, promote teamwork, and introduce the principles of sport and fitness. physical education carried out at MTs. Zainul Irsyad covers homeland fencing, football, volleyball, table tennis and badminton. Physical education is carried out according to the schedule stated in the curriculum. Apart from these activities, there is also physical education which is carried out outside school hours. in this case, it is called extra. Usually this extra time is done outside school hours. The extra that is carried out at the research site is the art of Pagar Nusa pencak silat.

The school principal explained that the Pagar Nusa extra-curricular was a mandatory extra-curricular that all students had to take part in. This is not required because schools want to produce students who are experts in fighting, but because homeland fence or pencak silat is a culture that must be protected and preserved. The Pagar Nusa extracurricular is an activity carried out outside class hours which emphasizes martial arts education and Indonesian culture, especially those related to the Pagar Nusa sect. This extracurricular is aimed at forming the character, discipline, independence and self-skills of the participants.

Extra curricular Pagar Nusa according to the MTs physical education teacher . Zainul Irsyad is included in physical education subjects which have the main aim of improving students' health and physical fitness. This includes developing basic motor skills, improving physical condition and endurance, developing social skills, and understanding the importance of a healthy and active lifestyle. Pencak silat is a form of sport that combines physical and mental aspects. This helps maintain physical health and provides an outlet to reduce stress (Nahdliyah, A., & Himmah, 2020) .

The school committee also said that homeland fence involves mental aspects such as focus, concentration, self-control and the ability to make decisions quickly. This assists students in dealing with stress and pressure in potentially confrontational situations. The homeland fence is an important part of the local cultural heritage. Participating in extracurricular pencak silat can help students better understand and appreciate their local culture.

Regarding the Fencing Nusa extracurricular, the MTs student council leader, Zainul Irsyad, said that this extra-curricular activity is mandatory for students who have chosen this extra-curricular activity. Before taking extracurriculars, there is socialization from teachers to choose the extracurriculars you want to take part in. The extracurricular that is of great interest to all students is homeland fence. In the Fence Nusa extracurricular we learn to overcome challenges and develop independence, improve skills and increase self-confidence. In addition, extra fence nusa develops strong social relationships and learns to work together in groups.

The important things in physical education include: (a). Physical Curriculum: The physical education curriculum is designed to cover a wide range of physical activities, including sports, games, fitness activities, gymnastics, and recreational activities. This curriculum includes learning the theory and practice of sports, fitness principles, anatomy and physiology of the body, as well as social skills related to physical activity (Mustafa, PS, & Dwiyo, 2020) . (b). Motor Skills Development: Physical education helps in the development of basic motor skills, such as running, jumping, throwing, catching, and swimming. Good motor skills are the basis for participating in various sports and other physical activities (Newell, 2020) . During the growth and development period, motor skills tend to be explored and improved through physical education learning at school. Physical education teachers are important agents in forming good motor skills in their students (Mustafa, P. S., & Sugiharto, 2020) .

CONCLUSION

Branding strategies through extra-curricular activities based on local wisdom can be an effective strategy in promoting school identity and strengthening the image of the region or community. What MTs institutions do. Zainul Irsyad is presenting the extracurricular martial arts pencak silat Pagar Nusa as an advantage in shaping the character of students, encouraging community participation through school committees , promotion via social media: Instagram, Facebook, TikTok and collaboration with related parties can increase the visibility of wisdom-based extra-curricular programs local and supports effective branding efforts to increase the absorption capacity of new students for the next academic year.

In implementing branding strategies through extra-curricular Pagar Nusa martial arts based on local wisdom, MTs. Zainul Irsyad also involves local governments, local communities and other related actors so that this program can be sustainable and have a positive impact. The success of the branding strategy through extra-curricular

physical education based on local wisdom can be measured by increasing students' knowledge about local wisdom, their active participation in these activities, and the positive impact on the enthusiasm of the surrounding community to make MTs. Zainul Irsyad as a choice in sending his sons and daughters to school .

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