

## The Use of Social Media in Overcoming the Confidence Crisis to Improve the Image of Madrasahs

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### Abstract:

Social media is an important tool in facilitating effective communication, making it the key to positive change. This study aims to identify best practices in using social media to address the crisis of trust, as well as to provide strategic guidance for madrasahs in designing effective crisis communication in the digital era. The results of the study indicate that the use of social media, especially Instagram, significantly improves the reputation of Madrasah Tsanawiyah Mambaul Ulum in dealing with crisis issues. By implementing the right strategies, such as optimizing the use of Instagram, madrasahs are able to build a more positive image indirectly. The conclusion of this study confirms that social media is a strategic tool for building and maintaining a school's reputation in the eyes of the public. However, to achieve maximum effectiveness, schools must continue to adapt to technological developments and social media trends.

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## INTRODUCTION

Schools can effectively use social media to address crises of trust and improve their public image. Crises of trust often threaten a school's reputation, negatively impacting its relationships with students, parents, and the wider community. The importance of social media in managing crises of trust and improving a school's image allows for quick and direct communication with a wide audience. Platforms like Twitter, Facebook, and Instagram allow schools to provide quick and responsive updates on crises of trust. Social media is a highly effective tool in managing crises of trust and improving a school's image. Because information spreads quickly and the influence of social media is significant, schools that are able to leverage these platforms effectively can respond to crises more effectively.

Leveraging social media during a crisis requires more than just an active presence on these platforms. Schools must implement a well-planned communication



strategy to ensure their messages are targeted and well-received by their audiences. This involves creating relevant content, conveying information transparently, and using interactive features to directly address public questions and concerns. Without the right approach, even the most expansive social media reach can backfire and worsen the situation. Therefore, it is crucial for schools not only to have a social media presence but also to develop and implement a comprehensive strategy to optimally utilize these platforms during a crisis. By doing so, schools can not only respond to the crisis more efficiently but also capitalize on the opportunity to improve and strengthen their public image.

Previous research has shown that social media plays a significant role in crisis management and school image. Studies have shown that schools' use of social media can help address negative publicity and improve their image.(Ghazali et al., 2022). The quality of service in handling crises through social media also has a positive impact on the company's image, with empathy being a key factor.(Rusmiyati et al., 2022)Among elementary school students, the use of social media has positive impacts such as facilitating communication and access to learning resources, but also carries the risk of addiction to negative content.(Kernbach et al., 2022; Wahid et al., 2022)Schools need to adopt policies that allow for controlled use of social media, emphasizing the role of teachers in oversight.

The novelty of this research lies in the application of an innovative approach to integrating social media into school crisis management strategies, particularly in addressing the crisis of public trust in educational institutions. This research aims to identify best practices in using social media to manage crises of trust and provide useful guidance for madrasas in developing effective crisis communication strategies in this digital era. Thus, through the analysis of real-life cases and evaluation of strategies implemented by various educational institutions, this study will explore key elements that contribute to successful crisis communication on social media. Aspects such as response speed, information transparency, and audience engagement will be analyzed to determine the most effective practices.

## **RESEARCH METHOD**

The method used in this research is a case study. This study can help researchers explore how social media use can overcome a confidence crisis and improve the image of madrasas. This approach involves examining the madrasa's experience in using social media, as well as data collection through in-depth interviews with social media managers, teachers, students, and parents, participant observation, and document analysis.(Fawaid et al., 2024)The collected data was then analyzed to identify key themes that illustrate the impact of social media use in the madrasah context. This case study provides in-depth insights into how social media interactions affect individual self-confidence and the image of the madrasah institution.

## RESULTS AND DISCUSSION

### RESULT

After conducting observations, the next process is interviews which have been conducted by researchers. to Respondents related to the statement of agreement and disagreement regarding madrasas using social media as a tool to overcome crisis issues, as has been obtained below:

**Table 1. Interview**

No.	Name of Source	Title/Position	Interview Date	Agree	Don't agree
1.	ZA	Headmaster	July 15, 2024	✓	
2.	SF	Social Media Staff	July 16, 2024	✓	
3.	SR, KL, FK	Teacher	July 16, 2024	✓	✓
4.	AH, DG, HIL	Parents of Students	July 17, 2024	✓	✓
5.	KR, MK, LP	Student	July 17, 2024	✓	
6.	RS, FM, HR	Alumni	July 18, 2024		✓
7.	SA, MZ	External Parties	July 18, 2024	✓	

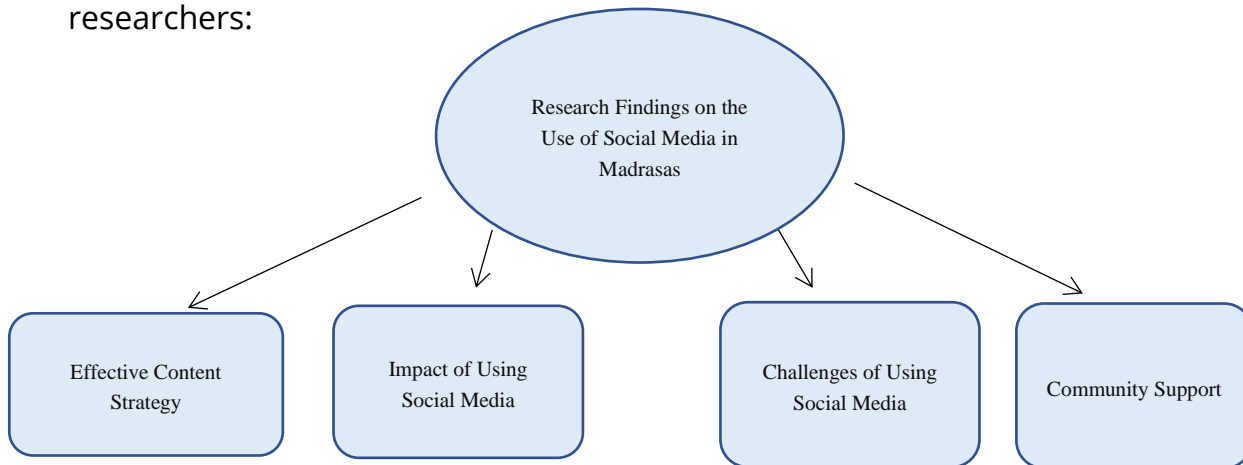
From the interview results above, it can be concluded that the crisis issues at MTs Mambaul Ulum can be resolved through the use of social media. This is due to the enormous potential of social media in disseminating information quickly and effectively, as well as its ability to reach a wide audience. With a planned communication strategy and the appropriate use of social media platforms, MTs Mambaul Ulum can improve its image, manage information better, and increase community engagement and support. Furthermore, the use of social media allows the institution to respond to crisis issues more responsively and transparently, while reducing the negative impacts that may arise from misunderstandings or miscommunication. Therefore, the strategic and integrated use of social media is a crucial step in efforts to improve and manage the crisis at MTs Mambaul Ulum.

#### **Social Media Usage Strategy in Madrasahs**

MTs Mambaul Ulum Sukodadi Paiton Probolinggo uses several social media strategies to improve its image. The school actively creates positive content by producing and sharing content that highlights student achievements, extracurricular activities, and alumni testimonials. This content includes photos, videos, and articles that showcase the school's strengths and successes. (Fadli Hidayat et al., 2024; Namiot

& Sneps-Sneppe, 2023; Pal, 2023). Additionally, user interactions can connect communication through platforms like Instagram, allowing users to respond to comments, questions, and feedback from the public. Quick and positive interactions help build rapport and increase trust.(Kerzel, 2021)Schools can also promote themselves by launching campaigns for important events like open houses, new student registration, and other special events. These campaigns are designed to attract attention and increase participation.

The following chart shows the findings from the methods used by the researchers:



In addition, evidence of the strategy used by MTs Mambaul Ulum in dealing with the issue crisis is that it often posts high-achieving students, as in the image below:



**Figure 1. Madrasah Creates Student Achievement Posts.**

### **The Impact of Social Media Use at MTs Mambaul Ulum**

The use of social media by MTs Mambaul Ulum Sukodadi Paiton Probolinggo has shown several significant impacts. Among them is increased visibility by uploading consistent and positive content, increasing the school's visibility in the public eye. Many

parents and prospective students began to notice the school's previously less well-known activities and achievements. Furthermore, image improvement also enabled quick responses to issues and questions from the community, along with effective promotion, the school's image gradually improved. Public trust in the school increased along with the positive presentation presented. Active interaction on social media also increased the involvement of the school community, including parents, students, and alumni. This created a greater sense of community and support for the school.

One of the most popular social media platforms among modern consumers thanks to its ability to combine engaging visual features with an intuitive user experience is Instagram. Since its launch in 2010, Instagram has experienced rapid growth and now boasts over 2 billion monthly active users. The platform's success in capturing global attention can be attributed to its ability to offer a fun, relevant, and innovative experience for its users.

### **Challenges of Using Social Media at MTs Mambaul Ulum**

While social media usage offers benefits, there are several challenges faced by principals, teachers, and social media/public relations staff. Ensuring content quality and consistency requires considerable effort and resources. Schools need to train a team or appoint a dedicated person to manage social media. When handling crises or negative comments, schools need to have a clear strategy for responding effectively and managing their reputation. Furthermore, rapid changes in social media algorithms and trends can impact the effectiveness of strategies. Schools must continually update their knowledge of the platforms they use.

### **Community Support**

Although MTs Mambaul Ulum faces several challenges in using social media, such as ensuring the quality and consistency of content, which requires considerable effort and resources, the school has taken significant steps to address this. They have trained a team or appointed a person responsible for social media management, in accordance with recommendations (Patimah, 2019). Furthermore, in the face of crises or negative comments, the school has developed a clear response strategy to protect and effectively manage its reputation. They also recognize that rapid changes in social media algorithms and trends can impact the effectiveness of their strategies, so they actively update their knowledge of the platforms they use. By proactively addressing these challenges, MTs Mambaul Ulum takes the necessary steps to ensure its social media use supports the institution's goals and enhances relationships with the school community.

## **DISCUSSION**

Based on the findings obtained from interviews and observations, the use of social media at MTs Mambaul Ulum Sukodadi Paiton Probolinggo shows significant potential in improving the quality of communication and crisis management at the school. The results of interviews with various parties, both internal (principal, social media staff, teachers, parents, students, alumni) and external, indicate a consensus on the importance of social media as a strategic tool for addressing crisis issues. (Khairiah et al., 2024) One key finding is that social media can help improve a school's image.

Principals and social media staff agree that social media has the power to disseminate information quickly, provide a more responsive response to emerging issues, and manage information more effectively.(Hefniy et al., 2019; Muali et al., 2019; Wahid et al., 2022)This is crucial, especially when dealing with a crisis that could damage the school's image if not handled quickly and appropriately. For example, social media allows MTs Mambaul Ulum to respond to issues openly and transparently, reducing the potential for miscommunication and improving public perception.(Putri et al., 2024).

Furthermore, implementing an active and planned social media strategy has proven effective in increasing school visibility. Creating positive content, such as highlighting student achievements and extracurricular activities, has successfully attracted the attention of parents and prospective students. This is evident in the increased attention paid to previously lesser-known schools.(Onia, 2024; Qushwa, 2024)This activity also demonstrates that social media is a powerful tool for building closer relationships between schools and the community, including students, parents, and alumni, which plays a role in strengthening support for the school.

However, despite the significant benefits, MTs Mambaul Ulum faces challenges in using social media. One of these is ensuring the quality and consistency of the content produced. Limited resources and manpower to effectively manage social media are challenges that need to be addressed. Therefore, it is crucial for the school to continuously train its social media team and ensure they understand the dynamics of the platforms used, as well as how to optimize each available feature. This is also in line with findings showing that MTs Mambaul Ulum has taken significant steps to address this issue by appointing responsible individuals and training the team involved.

Furthermore, responding to crises or negative comments on social media is another challenge that must be addressed. A reputational crisis on social media can impact public perception of a school. Therefore, schools must have a sound reputation management strategy.(Syakroni et al., 2019; Wahid et al., 2022)This includes managing a quick and efficient response to negative comments and criticism. Schools should develop clear policies or guidelines for handling such situations to maintain a positive school image.

Another challenge faced is changing social media algorithms and trends, which can impact the effectiveness of existing strategies. This suggests that social media use requires continuous knowledge updates and adaptation to ensure strategies remain relevant and effective. With rapid technological advancements, schools need to stay abreast of the platforms they use and adapt their strategies to remain effective.(Rozi et al., 2021; Zamroni et al., 2020).

Overall, the use of social media at MTs Mambaul Ulum demonstrates that these platforms can have a significant positive impact, both in terms of communication, crisis management, and maintaining the school's image. With the right strategy and sufficient support from all parties, social media can be a highly effective tool in improving community relations and supporting the school's goals. However, to ensure long-term success, schools must continuously adapt to changes in the digital world and address emerging challenges with a proactive and planned approach.



## CONCLUSION

The use of social media by MTs Mambaul Ulum Sukodadi Paiton Probolinggo has proven effective in improving the school's image and addressing trust issues. With the right and responsive strategy, social media can be a valuable tool for building and maintaining a school's positive public reputation. However, to achieve optimal results, schools need to continually adapt to changing technology and social media trends.

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