

Promotion Management in the Society 5.0 Era: Integrating Print and Digital Media in Islamic Educational Institutions

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ABSTRACT

The rapid technological shift of the Society 5.0 era presents a unique challenge for Islamic educational institutions managing promotional strategies on limited budgets. This study analyzes the relevance and integrated effectiveness of print and digital media in madrasah promotion management. Utilizing a qualitative single-case study design at MTs Mujahidin Kepung, data were systematically gathered through in-depth interviews, participant observations, and documentation analysis. The thematic analysis reveals that traditional print media remains highly effective for establishing formal trust among conservative demographics. Meanwhile, digital platforms offer unparalleled scalability and personalized engagement. Crucially, the research demonstrates that these channels do not compete but rather operate synergistically. Physical promotional artifacts equipped with QR codes successfully function as direct gateways to sustained online interaction. While organizational constraints such as digital skill gaps and infrastructural limits persist, cross-channel integration effectively mitigates these weaknesses. The implications of this study provide school administrators with a practical, cost-effective framework to unify offline credibility with online reach. This strategic synergy ensures optimal enrollment visibility without sacrificing foundational community trust.

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INTRODUCTION

The rapid advent of the Society 5.0 era has fundamentally disrupted traditional educational promotion management, forcing Islamic educational institutions, commonly known as madrasahs, to comprehensively rethink their public communication strategies (Awad et al., 2024; Allagui & Ibahrine, 2025). This disruption occurs because Society 5.0 emphasizes the seamless integration of physical and digital spaces, meaning that schools can no longer rely solely on conventional outreach to maintain steady enrollment and institutional visibility (AbuDaabes et al., 2025; Karousiou, 2025). Empirical data and recent educational trends indicate that while digital media provides unprecedented global reach and interactive, real-time engagement, traditional print media continues to retain a strong, localized trust factor among specific demographic segments, particularly conservative parents (Conner & Lee, 2023; Weber, 2019). The coexistence of these two distinct communication channels creates a highly complex, dual-media environment for educational



administrators who must optimize limited budgets (Hochbein, 2022). Consequently, navigating this critical transitional phase demands that madrasahs implement a sophisticated, hybrid promotional framework that effectively balances the rapid scalability of digital platforms with the tangible credibility of print materials.

Recent scholarly discourse on educational marketing and institutional communication has predominantly focused on the unidirectional shift toward digital dominance, often overshadowing the enduring utility of traditional media. A prominent theme in contemporary literature centers on digital engagement, where studies demonstrate that social media marketing activities significantly drive brand equity and prospective student enrollment in higher education contexts (Ruangkanjanases et al., 2022). Concurrently, broader technological analyses emphasize that the transition into Society 5.0 requires educational systems to fully embed advanced digital realities into their operational structures to remain competitive (Tili et al., 2023). However, regarding media format efficacy, cognitive research comparing print and digital advertising reveals that while digital platforms excel in broad dissemination, print materials generate stronger long-term memory retention and physical trust (Venkatraman et al., 2021). Collectively, these studies establish that while digital transformation is imperative, the cognitive and localized trust dimensions of print media remain highly relevant in specific promotional contexts.

Despite the extensive volume of literature examining digital marketing within modern education, a critical research gap persists regarding the practical integration of dual-media strategies within resource-constrained, faith-based institutions. Most prior studies have overwhelmingly analyzed digital adoption in well-funded universities or corporate environments, largely neglecting the unique socio-cultural dynamics of madrasahs navigating the Society 5.0 landscape. Furthermore, existing research tends to treat print and digital media as mutually exclusive competitors rather than complementary tools operating on a unified promotional continuum. The novelty of this research lies in its specific contextual and analytical focus, shifting the paradigm from a binary 'print versus digital' debate to an integrated media synergy model. By specifically investigating how a grassroots Islamic educational institution physically bridges offline trust with online reach—such as through QR-coded printed artifacts—this study introduces a fresh, empirically grounded framework for low-resource educational promotion management.

Addressing this significant theoretical and empirical void, the primary objective of this research is to critically analyze the relevance and integrated effectiveness of print and digital media in madrasah promotion management during the Society 5.0 era. Specifically, this study aims to evaluate how these two distinct types of media can strategically complement each other to achieve optimal promotional outcomes despite inherent institutional constraints and limited digital infrastructure. By pursuing this explicit objective, the research substantially expands the existing educational marketing literature, providing a nuanced understanding of hybrid communication strategies specifically tailored for culturally conservative demographics. The findings are projected to offer high practical relevance for school administrators, educational leaders, and policymakers seeking to optimize their marketing budgets in an increasingly digital world. Ultimately, this research delivers an actionable, evidence-based roadmap for educational institutions striving to enhance their public visibility and student enrollment rates without sacrificing the foundational trust historically built through traditional, face-to-face community interactions.

The central argument of this study posits that successful educational promotion in rapidly transitioning societies does not require the complete abandonment of traditional media, but rather its strategic conversion into a direct digital gateway. Within this qualitative exploration, the analytical focus is placed deeply on understanding the operational synergy between offline tangible artifacts and online digital platforms. The research explores the

phenomenological experiences of madrasah stakeholders, uncovering exactly how they negotiate the complex tensions between maintaining formal traditional credibility and pursuing modern digital scalability. By deeply examining this unique intersection, the study aims to demonstrate that institutional infrastructural weaknesses can be effectively mitigated through targeted, cross-channel media integration rather than relying on expensive, purely digital overhauls. To substantiate this central argument and systematically unpack these complex institutional dynamics, the following section outlines the rigorous methodological framework utilized to gather, triangulate, and analyze the empirical field data.

RESEARCH METHOD

This research employs a qualitative approach with a single-case study design to examine the transformation of promotion management at MTs Mujahidin Kepung during the Society 5.0 era. A case study framework allows for an in-depth, contextual investigation of how this specific educational institution balances traditional and modern promotional platforms (Mtisi, 2022). Furthermore, the study adopts a phenomenological perspective to capture the rationale and meaning behind the strategic decisions made by the madrasah management (Stansberry Beard, 2025; Ellison & Aloe, 2018). By focusing on a defined contextual boundary, the research accurately maps the shifting dynamics of audience engagement, resource allocation, and technological adaptation in a resource-constrained Islamic educational setting.

Data collection relied on a purposive sampling strategy to identify key informants directly responsible for the institution's promotional efforts (Luetke Lanfer et al., 2024; Pahwa et al., 2023). The primary data gathering techniques included in-depth interviews, participant observations during local educational exhibitions, and an extensive review of promotional documents, ranging from physical brochures to digital advertising analytics (Natow, 2019; Jentoft & Olsen, 2017). The specific organizational roles, selection rationales, and primary data contributions of the selected participants are detailed in Table 1.

Table 1. Profile of Research Informants

Informant Code	Institutional Role	Rationale for Selection	Primary Data Contributed
W1	Head of Madrasah	Holds supreme authority in policy-making, budgeting, and strategic direction for institutional promotion.	Strategic rationale for integrating print and digital media, and budget allocation challenges.
W2	Public Relations (PR) Staff	Directly executes offline promotional campaigns and handles face-to-face interactions with prospective parents.	Insights on print media effectiveness, brochure distribution, and direct audience feedback at events.
W3	Digital Media Management Staff	Manages the madrasah's online presence, social media accounts, websites, and digital advertising campaigns.	Data on social media engagement, targeted advertising analytics, and technical infrastructure constraints.

As indicated in Table 1, the informant selection captures the complete operational hierarchy of the madrasah's promotional strategy. The most critical takeaway from this participant structure is the necessary contrast in perspectives between institutional leadership and practical execution. While the head of the madrasah (W1) evaluates promotion through the overarching lens of budgeting and strategic policy, the public relations (W2) and digital media (W3) staff provide ground-level evidence of how audiences actually interact with physical and digital materials. This multi-layered perspective is crucial, as it allows the research to uncover the frequent gaps between administrative intent and real-world promotional effectiveness.

The collected data underwent thematic analysis to systematically identify, analyze,

and report recurring patterns across both offline and online promotional channels (Xu & Zammit, 2020; Roberts et al., 2019). The analytical process began with data reduction, coding interview transcripts and field notes into core themes such as media effectiveness, integration mechanisms, and organizational constraints. To ensure the validity and reliability of the findings, the study implemented a robust data triangulation strategy, continually cross-referencing physical observational data with digital performance metrics (Moon, 2019; Feng et al., 2021; Harley & Cornelissen, 2020). The structural alignment between the research focus, data sources, and analytical outputs is mapped out in Table 3.

Table 2. Methodological Framework and Data Triangulation Map

Research Focus	Primary Data Source	Collection Technique	Analytical Output
Print Media Relevance	Head of Madrasah (W1), PR Staff (W2), Printed Brochures, Billboards	In-depth Interviews, Document Analysis	Identification of formal engagement triggers and local audience reach constraints.
Digital Media Role	Digital Staff (W3), Social Media Accounts, Website Analytics	In-depth Interviews, Digital Observation	Evaluation of personalized engagement, content reach, and targeted advertising efficiency.
Media Synergy	Educational Bazaars, QR-Coded Documents	Participant Observation, Document Analysis	Mapping the integration path from initial offline contact to sustained online retention.
Organizational Challenges	Internal Staff (W1, W2, W3), Institutional Infrastructure	In-depth Interviews, Field Observation	Formulation of the SWOT Matrix highlighting skill gaps and infrastructure needs.

The methodological mapping presented in Table 3 reveals the most significant analytical mechanism of this study: the capacity to prove that operational synergy exists between print and digital media. The triangulation process demonstrates that observing a parent receiving a physical brochure at an educational bazaar (offline data) can be directly correlated with subsequent spikes in website traffic and social media engagement (online data). Consequently, the most important interpretation drawn from this analytical framework is that print media no longer functions as a standalone promotional tool at the madrasah; instead, it acts as a physical gateway designed to drive digital engagement. By structurally linking QR-coded physical documents to online retention metrics, this method objectively validates the qualitative claims made by the informants and solidifies the central finding regarding integrated media pathways.

RESULT AND DISCUSSION

Results

The Relevance of Print Media in Madrasah Promotion

Even as digital channels take over most of the promotional work at MTs Mujahidin Kepung, print media has not been retired. Brochures, pamphlets, and billboards continue to carry weight with a specific segment of the audience: parents who are older, less comfortable with technology, or who simply trust something they can hold. What the fieldwork suggests is that print is not a leftover from an earlier era so much as a deliberate choice for particular settings, and the difference matters. Treating a brochure as a fallback and treating it as the right tool for a face-to-face conversation lead to very different promotional decisions. The madrasah leans on print where the encounter is personal and the audience expects a formal, tangible document rather than a link on a screen. The head of the madrasah explained why print is kept in the mix rather than dropped:

"Print media provides the flexibility to convey information in depth and formally. In our experience, many parents still have more trust and comfort in receiving information through physical brochures rather than digital links, especially during face-to-face interactions." (W1)

Public relations staff described how print performs at in-person events:

"At events like educational exhibitions and seminars, brochures and pamphlets are highly effective. Brochures allow us to directly provide clear details on educational programs, facilities, and fees, while our billboards catch the audience's attention from afar with striking graphic designs." (W2)

Field observation at education exhibitions matched these accounts. Brochures and billboards were the primary tools on the ground. Brochures carried the detail: academic programs, facilities, and fees laid out in full, which is what a parent standing at a booth actually reads before asking a follow-up question. Billboards did the opposite job, trading depth for a short, high-visibility message meant to catch attention from a distance. The trade-off is clear. Print works well for local promotion and for moments when a staff member and a parent are talking in the same room, but its reach stops at the people who physically show up. Anyone not at the venue is out of range, which is exactly the gap digital media later fills.

The promotional documents collected at the exhibition point to how the madrasah has already started closing that gap. The brochure design is clean and informative, and each one carries a QR code that sends the reader to the madrasah website for anything the printed page cannot hold. The print materials used in this effort are shown in Figure 1.



Figure 1. Print media promotion (brochures and pamphlets)

The most telling detail in Figure 1 is the QR code, not the brochure itself. It signals that the madrasah no longer treats print and digital as separate campaigns but as two ends of one path: the parent picks up a physical brochure at a booth, then crosses over to the website in a single scan. Print, in other words, has quietly become an on-ramp to the digital channel rather than a standalone medium. This is the most important finding of the theme, because it reframes what "print media" even means here. Its value no longer rests on the printed page alone but on its ability to route a face-to-face contact into a channel that can keep talking after the event ends.

The Role of Digital Media in Madrasah Promotion

In the Society 5.0 setting, digital media carries the bulk of the madrasah's promotional reach. Social platforms such as Facebook, Instagram, and Twitter, together with the madrasah website, extend the message far beyond anyone who could attend an event in person, and they reach two audiences at once: younger prospective students and the parents who follow the same accounts. The shift is not only about scale. Digital channels let the madrasah promote in a more personal, two-way manner, answering comments, replying to direct messages, and running short online surveys, none of which a brochure can do. The head of the madrasah and the digital media staff both connected this shift to enrollment

interest:

"The strategic use of social media has proven to significantly increase interest in new student enrollment. It allows us to reach a wider audience, both the younger generation and parents simultaneously, through more personalized interactions and quick responses." (W1/W3)

They pointed to particular kinds of content that drew a response:

"The content that receives the most positive response includes posts about student activities, academic achievements, and alumni testimonials. Consistently uploaded short videos of our facilities and infographics about flagship programs generate a notably high rate of engagement." (W3)

The madrasah's social media activity supported this. Posts featuring student activities, academic achievements, and alumni testimonials drew steady engagement, and the content that performed best was consistent and informative rather than occasional. Short videos of school facilities and infographics about flagship programs attracted more interaction than plain announcements. The documentation of paid promotion tells a similar story. Facebook Ads and Google Ads pushed measurable traffic to the website, with a visible climb ahead of the new-student enrollment period. Analytics data from the website showed a noticeable rise in traffic during these promotional campaigns, especially leading up to the admission period. Specific quantitative figures were less central to this study than the qualitative pattern behind them, but the digital marketing documentation recorded a clear increase in inquiries, direct messages, and website visitors that coincided with the deployment of paid advertising and consistent social media activity. An example of the madrasah's digital promotion is shown in Figure 2.



Figure 2. Digital media promotion (Facebook)

What Figure 2 makes visible, and what matters most in this theme, is that reach did not simply grow; it grew on the madrasah's own terms. Paid targeting let the institution choose who saw the message by age, interest, and location, and the website stayed open around the clock as a reference point no printed schedule could match. Cost sits underneath all of this: the same or wider reach for less money than a print run. That combination of precision, availability, and low cost is why digital moved from the edge of the strategy to its center rather than remaining an occasional add-on.

Synergy of Print and Digital Media in Madrasah Promotion

The clearest finding across the interviews, observations, and documents is that neither medium carried the campaign alone. Print and digital each covered the other's blind spot. Print captured local, in-person attention; digital sustained the conversation afterward and stretched it to people the event never reached. The success of the promotion tracked with how well the two were stitched together rather than with either one on its own. Madrasah managers were candid that print came first historically, and that digital was added out of necessity rather than fashion:

"Print media has been used for a long time and is very strong for building a first impression locally, but we realized its reach is limited to physical locations. We needed to integrate digital media to maintain continuous communication and expand our reach to a wider audience efficiently." (W1/W2)

Field observation showed the seam between the two most clearly at local events. Education bazaars and seminars became the handoff point: staff distributed printed material carrying QR codes, and audiences moved from the physical brochure to digital information on their own devices within seconds. The documentation reinforced the pattern from the other direction. Consistent social media content drew in prospective students who had first heard of the madrasah through a brochure, so the two channels fed each other rather than running in parallel.

Read together, this is the study's central result: at MTs Mujahidin Kepung, integration is the strategy, not a nice-to-have. The QR code is the hinge that makes it work, turning a one-way printed message into an entry point for the ongoing, updatable, two-way contact that digital provides. That is what lets a single-site madrasah reach an audience far wider than its physical events while staying relevant to a digitally oriented public.

Challenges in the Utilization of Print and Digital Media

The obstacles the madrasah faces are not evenly split between the two media, and they are not only technical. Print is limited mainly by money and time: production and distribution are expensive and slow, which caps how far it can travel. Digital carries more potential reach but demands skills and equipment the madrasah does not fully have. Weak social media management, thin content-production capacity, and shaky access to technology surfaced repeatedly, and they matter most in exactly the areas where connectivity is already poor. The head of the madrasah linked the gap to training and staffing:

"Our biggest challenge involves human resources. Many of our staff members require additional training to truly understand digital platforms and effective online marketing strategies. Managing digital content is often an added responsibility on top of their existing duties." (W1)

Digital management staff further explained the infrastructure limitations:

"Besides a lack of technical skills, we also face infrastructure constraints. Not all parts of the madrasah are equipped with adequate tools, such as advanced computers, a stable internet connection, and high-quality cameras required for producing consistent visual content." (W3)

Interviews, observation, and documentation converged on the same picture. Several staff needed further training to handle digital platforms and online marketing, and some had these duties added on top of existing jobs rather than as a dedicated role. On the equipment side, field observation found that not every part of the madrasah had the tools digital promotion assumes: capable computers, a stable connection, and a decent camera for producing visual content. Consistency was its own problem. Keeping message quality steady meant updating content to match shifting trends and audience expectations, which is hard without a skilled team and steady coordination between the marketing side and the

leadership.

To set these challenges against the strengths and opportunities that sit alongside them, the four factors are summarized in the SWOT matrix in Table 3.

Table 3. Challenges in the use of print and digital media in madrasahs

Category	Factors	Description / Examples
Strengths	1. Digital media has the potential to reach a wide audience 2. Some schools already have coordinated teams and external support	Schools that successfully use digital media usually have supportive leadership and alumni or consultants with expertise in digital marketing.
Weaknesses	1. High cost and slow distribution for print media 2. Limited digital skills among staff 3. Limited equipment and infrastructure	Many staff members are not trained in managing social media, creating digital content, or using online platforms. Some schools lack advanced computers, a stable internet connection, or high-quality cameras.
Opportunities	1. Staff training to improve digital skills 2. Technology and external consultant support 3. Rising trend of digital media use	Room to raise promotional effectiveness through internal capacity building and by drawing on consultants and digital platforms.
Threats	1. Difficulty maintaining content consistency and quality 2. Limited technology access in certain areas 3. Rapidly shifting digital media trends	Promotional content must be updated continually to stay relevant, while limited infrastructure can hold back content development and online marketing.

The most important pattern in Table 3 is that the Weaknesses and Opportunities quadrants describe the same conditions seen from opposite sides. Every weakness listed here, whether thin skills, missing equipment, or staff stretched across roles, has a matching opportunity, whether training, consultant support, or a rising tide of digital adoption, that could convert it. The constraint, in other words, is capacity rather than fit. The strategy already works when the people and tools are in place, which points the remedy squarely at investment in staff and infrastructure rather than at any doubt about whether digital promotion belongs in a madrasah at all.

Discussion

The central finding of this study is that print and digital media at MTs Mujahidin Kepung do not compete so much as occupy two ends of a single promotional path, and this reframing is where the study departs from much of the existing literature. A good deal of prior work treats the two as rivals on a one-way trajectory, with digital steadily displacing print. Chen, for instance, frames the shift from print to digital largely as a matter of digital's superior reach (Chen, 2022), while Venkatraman et al. compare the two channels for their relative advertising effectiveness (Venkatraman et al., 2021). The field data here point in a different direction. Print was retained deliberately, not as a residual habit, because it does something digital cannot: it carries a formal, tangible message into face-to-face encounters with parents who trust what they can hold. Rather than asking which medium wins, the more accurate question this case raises is which medium is right for which moment of contact.

Where the study connects most directly to prior work is on the mechanism that binds the two channels together. The QR-coded brochure functioned as the hinge between offline and online promotion, letting a parent move from a physical booth to the madrasah website in a single scan. This aligns with Liu et al., who identify QR codes as an effective bridge

between offline and online promotion (Liu et al., 2023), and with Katoh et al., whose work treats QR codes as a practical means of integrating print with digital information (Katoh et al., 2020). The contribution of this study is to show what that bridge accomplishes in practice: it converts print from a standalone medium into an entry point for the continuous, updatable, two-way contact that only digital sustains. Compared with these earlier studies, which establish that QR integration is possible and effective in principle, the present case demonstrates the organizational logic behind it, namely a small institution using one cheap mechanism to make its oldest medium feed its newest.

On the digital side, the findings both confirm and qualify the enthusiasm of the surrounding literature. Ballabh highlights social media as an effective tool for reaching wide audiences (Ballabh, 2024), and Ruangkanjanases et al. link social media marketing activities to prospective students' engagement in higher education (Ruangkanjanases et al., 2022). The madrasah's experience supports this: targeted advertising and consistent activity content, including the extracurricular posts shown in Figure 2, drew the strongest response and reached younger prospects and parents at once. Yet the study qualifies this optimism in a way single-channel accounts tend to underplay. Digital reach at this madrasah was not free-standing; it often began with a printed contact and depended on staff capacity that was frequently missing. The effectiveness reported in the literature, in other words, presumes conditions that a resource-constrained madrasah cannot take for granted.

That qualification points to the study's most sobering comparison. The barriers identified here, weak digital skills, staff handling promotion as an added duty, and thin equipment and connectivity, echo findings well beyond this single site. Ahmed and Roche report that limited digital literacy among institutional staff is a major obstacle to digital media use (Ahmed & Roche, 2022), and Tahmasebi documents how inadequate infrastructure in less-connected areas constrains adoption (Tahmasebi, 2023). Reading the SWOT synthesis in Table 1 against these studies clarifies something the prior work states only in parts: at this madrasah the weaknesses and the opportunities describe the same conditions from opposite sides. Every deficit, whether skills, staffing, or equipment, has a matching remedy in training, consultant support, or the rising tide of digital adoption. The constraint is therefore capacity, not the suitability of digital media to a madrasah setting, which shifts the practical question from whether to go digital toward how to build the capacity that makes it work.

Taken together, these comparisons position the study's specific contribution on three levels. Conceptually, it moves the discussion past the print-versus-digital binary that still organizes much of the literature and offers instead an integration model in which print operates as an on-ramp and the QR code as the hinge connecting offline reach to online relationship. Contextually, it grounds that model in a madrasah operating under Society 5.0 conditions, a setting largely absent from the multichannel marketing scholarship, which tends to draw on commercial firms or higher-education institutions with far greater resources. Practically, it reframes the core challenge facing such institutions as one of organizational capacity rather than media choice, directing scarce effort toward staff training and infrastructure rather than toward deciding which medium to abandon. This is a more defensible contribution for the present data than a claim about transforming teaching and learning would be, because the study investigated promotion management, not pedagogy, and its strength lies precisely in explaining how an under-resourced institution can make two very different media work as one system.

The relationships behind this contribution can be summarized as a single synthesis model, presented in Figure 3, which draws the study's four themes into one explanatory frame.

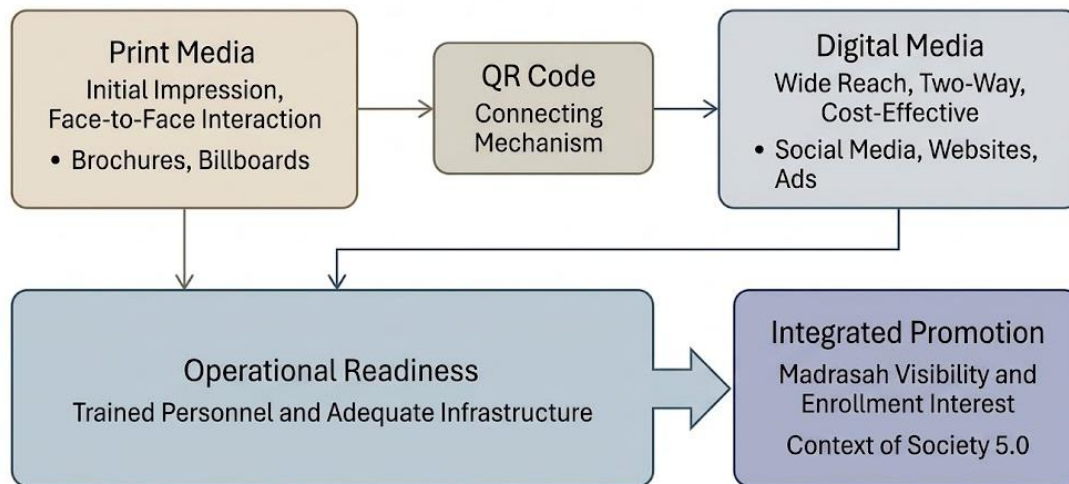


Figure 3. Integrated Promotion Framework

CONCLUSION

This research aimed to analyze the relevance and integrated effectiveness of print and digital media in transforming madrasah promotion management during the Society 5.0 era. The findings reveal that rather than being rendered obsolete, traditional print media retains crucial value in building formal, localized trust among conservative demographics. Crucially, successful promotion relies on an integrated synergy where physical materials, utilizing mechanisms like QR codes, function as direct on-ramps to scalable, personalized digital platforms. However, this study is inherently limited by its single-case design and qualitative nature, meaning the specific infrastructural constraints and demographic behaviors observed at MTs Mujahidin Kepung may not be universally generalizable to all Islamic educational institutions. Therefore, future research should employ quantitative methodologies to measure the direct statistical correlation between dual-media integration and actual student enrollment rates over extended periods. Additionally, comparative studies across multiple madrasahs with varying resource capacities are highly recommended to establish a more universally applicable framework for educational marketing in resource-constrained environments.

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