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BRANDING STRATEGY FOR DARUL ISLAH TAHFIDZ HOUSE THROUGH SOCIAL MEDIA AND PRINT MEDIA

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Abstract

This study aims to analyze the branding strategy implemented by Rumah Tahfidz Darul Islah in building its institutional image in the digital era. Amidst limitations in resources and underutilization of both social and printed media, the institution must design an effective and relevant approach to become more widely recognized by the public. This research employs a descriptive qualitative method using a case study approach. Data were collected through observation, in-depth interviews, and documentation. The findings reveal that although the institution has a well-structured tahfidz program and a supportive environment, the absence of social media presence and printed promotional materials remains a major barrier to public outreach. Community involvement, alumni participation, and enhancement of visual communication play a significant role in the branding process. An effective branding strategy not only boosts the institution's appeal but also contributes to character development, learning motivation, and the long-term reputation.
Keywords: Branding, Tahfidz House, Social Media, Educational Institution, Print Media.

Abstrak

Penelitian ini bertujuan untuk menganalisis strategi branding yang diterapkan oleh Rumah Tahfidz Darul Islah dalam membangun citra kelembagaan di era digital. Di tengah tantangan keterbatasan sumber daya dan belum optimalnya pemanfaatan media sosial maupun cetak, lembaga ini perlu merancang pendekatan yang efektif dan relevan agar lebih dikenal oleh masyarakat luas. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi. Hasil penelitian

menunjukkan bahwa meskipun memiliki program tahfidz yang terstruktur dan lingkungan yang mendukung, belum tersedianya media sosial dan brosur promosi menjadi hambatan utama dalam menjangkau publik. Pelibatan masyarakat, alumni, dan penguatan peran komunikasi visual menjadi poin penting dalam strategi branding. Branding yang efektif bukan hanya meningkatkan daya tarik lembaga, tetapi juga mendorong pertumbuhan karakter, semangat belajar, dan reputasi jangka panjang.
Kata Kunci: Branding, Rumah Tahfidz, Media Sosial, Lembaga Pendidikan, Media Cetak

A. INTRODUCTION

The Qur'an provides guidance for all human beings, especially for Muslims, who not only read and practice it but also memorize it. Memorizing the Qur'an is one of the best practices that all Muslims strive to achieve (Vandita, 2020). The Islamic education system is not limited to teaching religious knowledge alone, but also includes various other disciplines that are in line with the needs of society (Adnan, 2025). This strong desire to memorize the Qur'an has led to the emergence of various training centers, one of which is Rumah Tahfidz, a non-formal educational institution that guides students to become hafiz of the Qur'an.

One concrete effort to preserve the integrity of the Qur'an is by memorizing it, as this is a very noble act in the eyes of humanity and Allah SWT (Zulkarnaen et al., 2020). In the digital age, the existence of Islamic boarding schools like Rumah Tahfidz Darul Islah faces new challenges in building its image amid the rapid flow of information. Therefore, the administrators of an educational institution must manage their school well to meet the highest standards and enhance the institution's brand image (Susilo, 2022).

Previous studies have shown that Islamic educational institutions have begun to adopt digital media in their promotional and public communication processes. For example, a study by Indrioko found that social media is very important for introducing Islamic educational institutions to the wider community. Social media also greatly assists Islamic educational institutions in providing digital publications for their educational services (Indrioko, 2023). However, branding strategies through social media and print media such as brochures are still not widely adopted by many educational institutions, including Rumah Tahfidz. This results in the institution being less known to the general public and has implications for low public participation in its programs.

Branding in Islamic educational institutions is not only about visual aesthetics, but also about remaining relevant and becoming the choice of the community; they must have a strong identity (Sari, 2025). To date, many Rumah Tahfidz have not optimally utilized digital channels due to limitations in human resources, low understanding of branding, and a lack of training related to digital communication. As a result, many have not been able to build a prominent image

amid the competition among educational institutions, making their presence less visible in the digital public sphere.

This study aims to analyze the branding strategies used by Rumah Tahfidz Darul Islah in building its image in the digital era, as well as to identify the supporting and hindering factors of its success. This study is expected to contribute to the development of branding theory in Islamic education and provide practical recommendations for similar institutions. Thus, this study is not only descriptive but also provides practical value for the Quran memorization center in designing more effective and relevant branding strategies in the digital era.

B. RESEARCH METHOD

This study uses descriptive qualitative research with a case study approach using this method. Qualitative research is research used to study natural conditions, where the researcher is the key instrument (Sugiyono, 2005). Researchers can explore various aspects related to branding strategies, including supporting factors and obstacles. Additionally, qualitative research offers flexibility in data collection through observation, in-depth interviews, and documentation, resulting in richer and more relevant findings for developing more effective branding strategies. The aim is to provide an in-depth description of the Branding Strategy of Rumah Tahfidz Darul Islah through Social Media and Print Media.

C. RESULTS AND DISCUSSION

The following is a SWOT analysis aimed at identifying strengths, weaknesses, opportunities, and threats faced, so that it can serve as a basis for formulating the right branding strategy.

SWOT	Details
Strengths	1. A structured, consistent tahfidz program with realistic targets and an effective evaluation system. 2. A beautiful and conducive environment that supports focus, spiritual tranquility, and a love of nature.
Weaknesses	1. No branding on social media such as Instagram, Facebook, or YouTube. 2. No brochures or printed media for direct promotion to the surrounding community.
Opportunities	1. Utilizing social media can reach a wider audience of potential students in the digital age. 2. Printed materials like brochures remain relevant in a local context for activities like religious study sessions, bazaars, and religious gatherings.

Threats	1. Competition with other institutions that already have professional branding strategies on social media and in print. 2. Reliance on the founder without succession planning poses a potential risk.

It can be concluded that Rumah Tahfidz has a number of internal strengths that support the sustainability and effectiveness of the program, such as the tahfidz learning structure, a supportive environment, and positive interactions between teachers and students. However, weaknesses in the promotion aspect, particularly the suboptimal use of social media and print media, pose obstacles in reaching a wider audience. On the other hand, there is a significant opportunity to enhance the institution's visibility through digital strategies, aligning with the growing public awareness of the importance of Quranic education. Nevertheless, external threats such as competition from similar institutions with established professional branding systems, reliance on the founder's figure, and the dynamics of technological change must be anticipated to ensure the institution can maintain its existence and develop sustainably.

1. Brief Profile of Darul Islah Tahfidz House

Darul Islah Quran Memorization Center is an educational institution focused on Quran memorization located in Dusun II Sindang Sari, Natar District, South Lampung Regency, Lampung Province. In addition to its primary focus on Quran memorization, Darul Islah Quran Memorization Center also studies classical Islamic texts such as Fathul Qorib and provides basic Arabic language instruction. The director of Darul Islah Quran Memorization House is Ustadz Herawan Budi Prasetya, with teaching staff including Ustadz Imron Hidayat, Ustadz Asep Maulana, Ustadz Riki, and Ustadz Muhammad Habib Ali. Through various educational programs, Darul Islah Quran Memorization Center aims to cultivate a Quranic generation that is not only strong in memorization but also possesses a foundational understanding of Islamic sciences. A conducive environment and guidance from competent ustadz are the key factors supporting the achievement of educational goals at this institution.



2. Definition of Branding

According to Article 1 Paragraph 1 of Trademark Law No. 15 of 2001, a brand is a sign in the form of an image, name, word, letter, number, color arrangement, or combination of these elements that has distinctive power and is used in the trade of goods or services. Educational institutions must ensure that they not only provide high-quality education but also build a strong brand identity that reflects their core values in an increasingly competitive educational landscape (Hermawan & Carnawi, 2024). The power of branding can create a unique appeal, distinguish an institution from others, and build public trust in the institution's quality and integrity.

Islamic educational institutions utilize moral values as a market to generate financial profits, such as by establishing educational institutions based on the living learning and teaching of the Qur'an. Some educational institutions also use the concept of Islamic boarding schools as a strategy to brand their products with the Qur'an (Rahmawati et al., 2023). Thus, for tahfidz-based educational institutions, branding can be a means of conveying Islamic values, the institution's vision and mission, and the advantages of the programs offered to the public.

To attract customers, it is very important to do branding. This is because a strong brand reputation in the community will make it easier to maintain it (Fanisyah et al., 2022). With the right branding strategy, the Quran Memorization Center can expand its information reach, attract the interest of prospective students and parents, and consistently build a positive reputation. A strong brand can provide parents and students with assurance of quality education, as students and parents often choose educational institutions that are already well-known for their good reputation. This instills trust and confidence in students and parents.

3. Branding Through Social Media and Print Media

a. Social Media

Social media is one of the media used to support communication activities with the community. All Islamic educational institutions have utilized social media to connect directly with the community. The Darul Islah Tahfidz House, located in a village, does not have social media, so its existence is not widely known by the general public. As stated in an interview with Ustadz Habib, one of the teachers at Darul Islah, "Yes, that's right, sir. Darul Islah Quran Memorization Center does not yet have social media, so its information reach is still very limited, and not many people are familiar with Darul Islah Quran Memorization Center, including the positive programs and activities we run." Therefore, it is important for this Quran Memorization Center to have social media as a tool for branding and digitizing information related to.

Social media itself is currently a trend that is impacting the development of human thinking patterns, and today, most of the world's population has made it a necessity of life. Social media itself is an online tool that allows users to

participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds (Anjel et al., 2022).

In the realm of digital media such as social media, the audience plays the role of an active information seeker. Social media is the only digital platform that enables two-way communication between a brand and its audience. Therefore, digital media is considered the most effective tool for brand building, due to its ability to reach audiences optimally (Ferbita et al., 2020). This situation requires every institution to design communication strategies that are not only informative but also interactive and responsive, in order to build a strong and relevant brand image in the minds of an increasingly selective digital audience.

The use of social media in Islamic education can help more people access education such as lectures, religious studies, or religious discussions, which may have been difficult for many people to access before (Nasution, 2024). Additionally, social media offers the opportunity to build an active learning community where students and teachers can interact directly, exchange ideas, and better understand religion (Bateman, 2021). However, Rumah Tahfidz Darul Islah has not yet implemented a social media utilization strategy. Nevertheless, there is great potential if social media is optimized as a means of promoting programs and student achievements. Strategic use of social media can expand the reach of information and enhance the institutional image in the digital community.

In branding strategy, determining the target audience is very important, just as it is in the business world, as it allows for a better understanding of the needs, preferences, and behavior of potential customers. With this understanding, market segmentation becomes more targeted, enabling Darul Islah Quran Memorization Center to focus on Muslim parents who prioritize Quranic education, particularly those from the Lampung region and its surroundings.

After the target is determined, to enhance the institution's image, it is necessary to emphasize its strengths, such as a religious atmosphere, memorization programs, a humanistic teaching approach, and a curriculum aligned with its academic objectives (Rahmawati et al., 2023). After determining the target, the next step is to select appropriate media to reach the audience effectively. In this case, social media platforms such as Instagram, YouTube, TikTok, and Facebook are considered appropriate because they are popular among young people, parents, and the education community, making them an effective means of strengthening branding.

b. Print Media

Amidst the rapid pace of digitalization, various forms of modern communication have begun to dominate the public sphere. However, it cannot be denied that print media still plays a strategic role, especially for institutions seeking to build a long-term image. Print media is considered to have a more focused reach, more structured messages, and an exclusive feel that is not always found in digital media. Promotions are typically conducted to introduce and

inform people about an organization's strengths, thereby fostering a positive image in the eyes of the public. One of the print media frequently used for such promotions is print media (Hadiono & Khasanah, 2023).

With its distinctive characteristics, print media remains relevant as a strategic promotional tool capable of strengthening an institution's image in a profound and sustainable manner. The synergy between print media and the right branding strategy will help institutions appear more credible, trustworthy, and have a strong identity amid complex digital communication competition. Print media such as brochures play an important role as a means of communication that can convey the image and identity of Islamic boarding schools directly to the public (Hadiono & Khasanah, 2023). Brochures are designed to contain concise and interesting information, ranging from vision and mission, flagship tahfidz programs, curriculum, to supporting facilities. In addition to being an information dissemination tool, brochures also serve as a means of building trust and shaping a positive image in the community. Therefore, the following discussion will elaborate on these aspects in greater detail.

1) Information in Brochures

The information in brochures must be strategically designed to convey key information that is relevant and interesting to the target audience. Information such as the institution's profile, tahfidz programs, curriculum advantages, activity schedules, and testimonials from students or parents are important elements that need to be highlighted. A systematic and structured presentation of information can help readers understand the advantages and characteristics of Rumah Tahfidz Darul Islah.

2) Visual Design and Institutional Identity

An attractive brochure design not only considers aesthetic elements but must also reflect the institution's visual identity. The use of distinctive colors, harmonious typography, Islamic iconography, and a consistent logo can reinforce a professional and trustworthy impression. This visual identity plays a crucial role in building brand recognition and enhancing the brochure's appeal.

3) Distribution and Reach of Print Media

The effectiveness of print media is also determined by its distribution strategy. Brochures can be distributed directly to parents of prospective students, distributed at religious events, or through alumni networks. Effective distribution increases the likelihood of the Quran Memorization Center being recognized more widely and reaching prospective students from various regions, especially those who are not yet actively engaged in digital media.

By using consistent visual design and the Rumah Tahfidz identity, such as the logo, signature colors, and persuasive language, it can help strengthen memory and impression of Rumah Tahfidz Darul Islah. This not only strengthens the image but also enhances the effectiveness of the promotional media used. Thus, this strategy transforms the brochure into not only a promotional tool but also a means to expand reach and influence offline.

4. The Role of Society in Strengthening Branding

In building a positive image of Islamic educational institutions, the surrounding community plays a role as supporters who can expand the reach of branding and strengthen the identity of the institution (Halili & Rizquha, 2020). The community acts as agents who can disseminate information, indirectly promoting the existence and activities of Rumah Tahfidz to a wider audience. When the community feels the benefits of the activities carried out by the Rumah Tahfidz, such as public lectures, social service, or other religious programs, they will voluntarily convey these positive impressions to others, both verbally and through personal social media.

The community can also be actively involved in the process of developing the image of the Rumah Tahfidz. Collaboration with community leaders, guardians of students, and local organizations can form a stronger promotional network. For example, distributing brochures, testimonials, and supporting open activities can serve as free yet effective promotional tools. The relationship between the Quran Memorization Center and the community forms a supportive social ecosystem, as Islamic education cannot thrive without a connection to the community (Maulana et al., 2022).

Thus, community involvement is not merely symbolic but an essential part of the branding strategy. When Islamic educational institutions successfully create an emotional and spiritual connection with the surrounding community, their presence will be more easily accepted and recognized. This will strengthen the institutional reputation and build a positive, sustainable image. Therefore, the branding strategy must also leverage the role of the community as a partner in building the institution's identity.

5. Effectiveness of Branding Strategies

The effectiveness of a branding strategy is not only reflected in how well-known an institution is, but also in the tangible impact it has on internal quality. One indicator of effective branding is an increase in educational output and learning outcomes, which can improve the performance of teachers, schools, students, and alumni. This can also enhance the character of the entire school community, particularly students as learners and graduates who become part of society (Susilo, 2022). Additionally, this strategy contributes to the development of the character of the entire school community, especially students as learners and graduates who will enter society.

The implementation of the right branding strategy in an educational environment is not only about building a positive image in the public eye but also encouraging the creation of a healthy and productive school culture. Branding encompasses not only the name but also the values and representation of a product, company, or individual (Cendikia et al., 2023). When the values promoted through branding align with the institution's vision and mission, all elements

within it, including educators and students, will be encouraged to contribute actively. Strong branding will foster a sense of belonging and pride in the institution, which indirectly drives improved performance and learning enthusiasm.

Furthermore, branding integrated into the education system also plays a role in shaping the identity and character of students. For example, if an institution emphasizes values such as honesty, responsibility, and enthusiasm for learning as part of its identity, these values will become part of the daily learning process. In this way, branding strategies are not merely symbolic but also embedded in educational practices that shape students' personalities holistically, both academically and morally, and can also increase the number of students attracted by the institution's appeal (Deden Daud Surahman & Rezki Nurma Fitria, 2023).

Thus, the success of effective branding will be evident in how the institution's graduates can bring a positive image of the institution to the community. Alumni who are of good character, competent, and able to compete healthily are a direct reflection of a consistent educational process. Therefore, branding is not merely a promotional tool but a long-term strategy that can enhance the reputation of educational institutions and make a real contribution to the wider community.

6. Challenges and Solutions

In an effort to build a credible image, educational institutions not only need to establish the right branding strategy, but also be able to identify various challenges that may arise during its implementation. Here are some of the challenges faced:

First, in implementing a branding strategy through social media and print media, it is important to maintain consistency in the messages conveyed. Rumah Tahfidz, as an educational institution with strong religious values, must ensure that visual and verbal communication on social media and print media can have an impact or effect on the recipients, thereby reflecting an image consistent with Islamic teachings (Ni'mah, 2016). Often, the message intended to be conveyed can be overshadowed by more attention-grabbing aspects, such as non-religious content or content inconsistent with the values of the pesantren. Therefore, it is crucial for Darul Islah to develop clear communication guidelines that regulate language style, visuals, and content published across all platforms.

Second is the limitation of resources, both in terms of manpower and funds, which often hinders pesantren in maximizing the use of social media and print media (Faizah et al., 2024). To manage social media effectively, pesantren need a team that not only understands technology but also has knowledge in the fields of communication and marketing. In addition, the production of print materials such as brochures, pamphlets, and yearbooks also requires considerable costs. Therefore, a possible solution is to involve students or alumni who have expertise in graphic design, photography, or marketing.

Third, there is a lack of understanding among some parties within the Rumah Tahfidz regarding the importance of branding in strengthening the institution's image. Some parties may assume that branding is only relevant for commercial companies, not for religious-based educational institutions. To address this, training is needed to explain how branding can help increase the number of applicants, build better relationships with the community, and create a positive image that has an impact. In this regard, the vision and mission of the boarding school must be well-planned to ensure it is rooted in religious knowledge, has various long-term and short-term programs, and involves all aspects (Halili & Rizquha, 2020). Thus, the leadership of the Tahfidz House must be proactive in conveying the importance of branding for its development in this digital era.

Additionally, a major challenge faced is the increasing competition between the Quran Memorization Center and other educational institutions in attracting the attention of prospective students. In the ever-evolving world of education, many institutions now utilize social media and print media to promote themselves. Therefore, the Darul Islah Quran Memorization Center needs to create a competitive advantage that distinguishes it from other Islamic educational institutions. One solution is to leverage the unique strengths of the Quran Memorization Center, such as a personalized approach to each student, teaching quality rooted in Quran memorization, and the integration of Islamic values that emphasize strong character and moral integrity.

The final solution to overcome these challenges is to leverage collaboration and cooperation with external parties, such as the community around Darul Islah, parents, and alumni who have influence on social media. Additionally, it is also necessary to utilize more affordable digital platforms, such as social media and brochures, as a form of branding that is more personal and easier to access.

D. CONCLUSION

Branding strategies in Islamic educational institutions, particularly at Rumah Tahfidz Darul Islah, play a crucial role in building the institution's image and appeal in the digital age. Through a SWOT analysis, it was found that the institution has strengths in its structured tahfidz programs and supportive environment, but still faces various challenges such as limited promotional media and a lack of understanding of the importance of branding. Social media and print media are the two primary tools that can be utilized to disseminate information more widely and strengthen the institution's identity.

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