

Management of Madrasah Tsanawiyah's Marketing Mix Strategy in Increasing New Student Interest

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ABSTRACT

In today's competitive educational landscape, madrasahs must actively engage in marketing strategies to ensure their sustainability and growth. Without effective promotion, even a well-managed institution may face declining student enrollment. This study aims to explore the marketing strategies of Madrasah Tsanawiyah Minhajut Tholabah Purbalingga in order to maintain its existence and attract prospective students. The research employs a descriptive qualitative approach through field studies, with data collected using interviews, observations, and documentation. The data analysis follows three stages: data reduction, data presentation, and conclusion drawing, while the validity of findings is ensured through triangulation techniques. The results reveal that the madrasah adopts a marketing mix strategy based on the 7P framework: product, price, place, promotion, people, physical evidence, and process. Each element is strategically utilized to highlight the uniqueness of the madrasah, strengthen community trust, and build a positive institutional image. The findings indicate that implementing a comprehensive and well-structured marketing mix enhances the competitiveness of Madrasah Tsanawiyah Minhajut Tholabah in attracting new students and sustaining its reputation. The contribution of this study lies in providing practical insights into how Islamic educational institutions can adopt modern marketing principles without compromising their core religious and cultural values. This research not only enriches the discourse on education management but also offers a replicable model for other madrasahs facing similar enrollment challenges. By integrating conventional marketing strategies with the mission of Islamic education, the study demonstrates how madrasahs can achieve both institutional sustainability and community development.

Keywords: Marketing Strategy, Management Madrasah, Marketing Mix Strategy

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INTRODUCTION

Education is the foundation of a nation, playing a vital role in improving and developing human resources (Hattu & Ngabalin, 2023; Norman et al., 2023; Rosyad et al., 2025). The primary function of education is to enhance national development by improving people's productivity and skills (Mayang et al., 2024; Meilana et al., 2024; Zhou et al., 2024). In the present era, the management of educational institutions has become crucial, especially in the realm of education marketing (Agustiarmann et al., 2023; T et al., 2024). Marketing activities are fundamental to increasing both the quantity of a product and the number of consumers (Aliyati, 2022; Herawati et al., 2023). Madrasah Islamic educational institutions are units that have noble and dignified goals for the Indonesian nation, namely guiding students in pursuing education

in line with the mandate of the 1945 Constitution (Arlina et al., 2024; Meilana et al., 2024; Muid et al., 2024).

Educational leaders at all levels face crucial decisions and need reliable, updated, and actionable information to implement best practices. This data is often stored in various formats and across several information systems within institutions, but it is either overlooked, underused, or improperly used (Al-Ali, 2024; Dewi et al., 2024; Qodriah et al., 2019). The competition among educational institutions today is increasingly visible, as numerous institutions emerge offering their unique advantages (Dewi & Nurkholis, 2022; Syukur, 2016). Organizations often seek differentiation to stay competitive in the market, with innovation being a key resource for survival (Gil-Lacruz et al., 2020; Salam et al., 2024). The education sector is witnessing heightened competition, as institutions strive to capture the attention of potential students in a crowded digital landscape (Pucciarelli & Kaplan, 2016; Rosyad et al., 2025). Hyperlocal marketing offers a targeted approach to connect with prospective students, parents, and other stakeholders by focusing on specific neighborhoods, cities, or regions (Walunj et al., 2024).

Challenges Faced by Madrasahs

On the other hand, madrasahs face unique challenges in the realm of marketing. One key challenge is the lack of understanding regarding the importance of structured and measurable marketing strategies. Many madrasahs still rely on conventional methods without fully utilizing the potential of digitalization, which is essential to reaching a broader audience. Consequently, madrasahs need modern and innovative approaches to attract the attention of prospective students, especially in an increasingly competitive environment alongside general schools and rapidly growing technology-based educational institutions (Norman et al., 2023; Syukur, 2016).

In addition, madrasahs face public perception challenges regarding the quality of their education. They are often perceived as institutions primarily focused on religious education, while the public demands more holistic education, which balances both academic and character development. This perception creates difficulties in attracting students from the broader community who tend to prefer well established general schools. Therefore, madrasahs must develop marketing strategies that shift this perception and demonstrate their capacity to provide high-quality education, offering a balanced curriculum that integrates both general knowledge and religious teachings.

Moreover, competition among madrasahs is intensifying. Various educational institutions are emerging with diverse programs, further complicating the situation. As a result, madrasahs must work hard to remain relevant to the needs of the market students and parents who are increasingly selective when choosing educational institutions. Therefore, an effective marketing strategy becomes crucial in differentiating one madrasah from others and attracting high quality students.

The Concept of Marketing Mix in Education

Furthermore, marketing in education involves the broader concept of the marketing mix, which includes seven main elements: product, price, place, promotion, people, physical evidence, and process. This concept was introduced by Borden (1964) and has since become the foundation for designing effective marketing strategies across various sectors, including education. In education, the marketing mix refers to the decisions educational institutions must make to meet the needs and expectations of their customers students and parents through the educational services they offer (Masing & Widiana, 2021).

The elements of the marketing mix in education encompass more than just the curriculum. They also include extracurricular activities, supporting facilities, the registration process, and communication with parents. For instance, the product in education extends beyond the curriculum and includes all aspects of student services, such as extracurricular programs, student life, and teaching quality. Price is another crucial element in the marketing mix, where educational institutions must ensure that the fees charged are aligned with the quality and value students and parents receive (Wicaksono, 2021; Zhang & Huang, 2024).

Moreover, a comprehensive marketing strategy in education must take into account all the elements of the marketing mix. The proper application of this strategy enables educational institutions to create a positive image in the eyes of the public, ultimately attracting prospective students. In this regard, the strategic application of the marketing mix in Madrasah Tsanawiyah is vital in enhancing competitiveness and positioning the institution effectively in the educational market. By understanding and managing each element of the marketing mix, madrasahs can tailor their offerings to meet the needs of the market, thereby creating a sustainable competitive advantage (Pucciarelli & Kaplan, 2016).

This study addresses a significant research gap in the field of educational marketing, specifically within the context of madrasahs, which has not been extensively explored in existing literature. While general research on educational marketing has been conducted, few studies have focused on how the marketing mix can be tailored for madrasahs, which combine secular education with religious teachings. Most existing studies, such as those by Gusdiandika & Sinduwiatmo, (2016), have examined the impact of marketing activities on student enrollment decisions but have not delved into the unique challenges and opportunities faced by madrasahs. This gap is evident in the lack of specific research on how madrasahs can use the marketing mix comprising product, price, place, and promotion to differentiate themselves and enhance their appeal to prospective students in a competitive educational market. Moreover, the marketing strategies of madrasahs have often been generalized, overlooking the distinct cultural, religious, and community-based needs of these institutions. (Balqis et al., 2014) emphasized the importance of aligning educational curricula with localized marketing strategies, but this focus has not been adequately applied to madrasahs. The research gap here is the lack of studies that examine the combination of religious values and general education in the context of marketing and how these values should be communicated effectively to attract students.

This study contributes to filling this gap by specifically investigating how the 7Ps marketing mix product, price, place, promotion, people, physical evidence, and process can be strategically utilized in the context of Madrasah Tsanawiyah Minhajut Tholabah. By exploring how each element of the marketing mix can be applied to highlight both academic and religious offerings, this study provides actionable insights tailored to madrasahs, an area that has been underexplored in educational marketing literature. It highlights how madrasahs can integrate both religious and secular aspects of education into their marketing strategies to stand out in a competitive environment, offering a more holistic approach compared to traditional schools or universities. Additionally, this study contributes by emphasizing the need for marketing strategies that consider the unique characteristics of madrasahs, such as their religious values, community involvement, and cultural relevance. The study proposes that the "product" in the marketing mix should not only include academic offerings but also the moral and cultural education that madrasahs provide. By integrating these aspects, madrasahs can more effectively communicate their dual focus on religious and academic education, which is a key differentiator for prospective students and their families (Wicaksono, 2021).

Furthermore, the study highlights the importance of affordability and accessibility in madrasah marketing strategies, especially in socio economically diverse communities. By examining how pricing strategies should balance financial sustainability with community needs, the research contributes to the discussion on how madrasahs can manage their pricing strategies to attract a broader student demographic while maintaining financial health. The study also contributes by exploring the role of digital marketing in madrasah promotion, an area that has been underutilized (Chugh et al., 2023). Through the integration of digital marketing tools, madrasahs can more effectively reach prospective students and their families, creating a stronger connection with the community. This is particularly significant in the context of a growing digital presence in education, where traditional methods may not be sufficient to engage the target audience effectively. Lastly, the study contributes by providing a replicable model for madrasahs facing similar challenges. It offers practical recommendations on how strategic marketing initiatives can increase visibility, engagement, and enrollment, not only for Madrasah Tsanawiyah Minhajut Tholabah but also for other madrasahs in similar

contexts. By focusing on the specific needs of Islamic educational institutions, this research adds to the literature on educational marketing, ensuring that the findings are relevant and adaptable to various educational settings. In summary, this study fills a critical gap in educational marketing literature by focusing on madrasahs and their unique challenges and opportunities. It provides valuable insights into how the 7Ps marketing mix can be strategically applied to enhance the appeal of madrasahs, ultimately contributing to their success in a competitive educational landscape.

The primary objective of this study is to analyze how the marketing mix strategy can be applied to increase the interest of new students at MTs Minhajut Tholabah Purbalingga. This research aims to offer a fresh perspective on the importance of marketing strategies in Islamic education, particularly for Tsanawiyah madrasahs. The study's main contribution is to provide both practical and theoretical insights into the effective use of the marketing mix strategy, suggesting ways that madrasahs can improve their competitiveness in the educational market through a structured and measurable approach.

METHOD

Qualitative research is intended to determine the research location to obtain direct information about the problem in question and to examine existing materials (Sugiyono, 2017). This research is classified as qualitative research as far as data quality is concerned. Qualitative research is a type of research that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, action, and other phenomena, thoroughly and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods (Creswell, 2017). This research was conducted for six months using the observation method, which involves researchers in the field. In other words, the researcher interacts directly with the activities of the research subjects in their environment while systematically collecting data in field notes. Five purposively selected informants were interviewed in depth to get more information about the research subject. Documents are used to find information about things or variables in the form of transcripts, notes, books, newspapers, agendas, or other types of documentation used to support statements (Creswell, 2014). Data analysis was conducted in the following way: 1) Presentation of research data; 2) Data reduction refers to the process of selecting, focusing on simplifying, abstracting, and transforming "raw" data contained in written field notes; 3) Drawing conclusions/verification is the researcher's effort to search, test, re-examine, or understand meanings, patterns, explanations, flows, cause-and-effect relationships, or propositions.

RESULT AND DISCUSSION

This section presents the findings from interviews, observations, and documentation regarding the marketing mix strategy employed by Madrasah Tsanawiyah Minhajut Tholabah Purbalingga. The analysis includes key insights from the 7P marketing mix strategy applied by the institution, covering elements such as product, price, promotion, place, people, physical evidence, and process. The data from interviews and field observations provide a comprehensive understanding of the effectiveness of these strategies in increasing new student interest.

Interview Results

Interviews were conducted with five purposively selected informants, including two members of the marketing team, two educators, and one student representative. The following summarizes the key findings from the interviews:

- **Informant 1 (Marketing Team):** *"We've integrated both offline and online promotions into our strategy. Social media is an essential tool for us to reach prospective students and parents, but we also distribute brochures and banners at local events and schools."*
Analysis: The balanced approach to promotion, using both traditional and digital media, helps MTs Minhajut Tholabah reach a broader audience, which is critical for visibility in a competitive market.

- **Informant 2 (Marketing Team):** *“One challenge is that while our promotional materials highlight our strengths, such as religious education, we often struggle to convey the full scope of our academic programs, which are equally important to our potential students.”*
Analysis: This suggests that the promotional materials are not fully aligned with the institution’s diverse offerings, particularly in academics. There is a need to enhance marketing materials to reflect both the religious and academic strengths of the madrasah.
- **Informant 3 (Teacher):** *“The integration of religious and academic curricula is highly valued by students, but the perception of our academic rigor still requires improvement. We need more engagement with the community to showcase the quality of our educational offerings.”*
Analysis: The emphasis on integrating religious subjects with academic ones is a strong selling point. However, improving the perception of academic quality is critical for attracting a broader student base.
- **Informant 4 (Teacher):** *“Our classrooms are increasingly overcrowded, which affects the learning environment. With more students enrolling each year, we’re facing a real challenge in managing class sizes.”*
Analysis: Overcrowding is a significant issue, which could impact the overall student experience. Addressing space limitations should be a priority to maintain a quality learning environment.
- **Informant 5 (Student Representative):** *“I chose this madrasah because of the strong reputation it has in offering both religious knowledge and academic subjects. The extracurricular activities, such as sports and arts, were also a big draw for me.”*
Analysis: The integration of extracurricular activities with academic and religious education is a key factor in student satisfaction. This holistic approach is a competitive advantage in attracting prospective students.

Observation and Documentation Results

Two key observations were made during the research process, which were supplemented by documentation to provide a clearer picture of the marketing mix strategy’s implementation.

Figure 1. Brochure and Social Media Promotion



- The marketing team at MTs Minhajut Tholabah uses various promotional tools, including brochures and social media posts on platforms such as Facebook, Instagram, and WhatsApp. The brochures highlight the institution’s programs, student achievements, and the integration of religious and academic education. Social media posts feature daily activities, events, and testimonials from students and parents.
Analysis: The promotional materials effectively highlight key aspects of the institution’s offerings. However, there is potential for improvement in presenting a balanced view of the religious and academic curriculum, as well as more detailed testimonials showcasing the full student experience.

Figure 2. Classroom and Facilities



- During the site visit, it was observed that the classrooms at MTs Minhajut Tholabah were overcrowded, with some classes held outdoors in the pesantren hall. The institution provides adequate supporting facilities such as offices, libraries, and scout studios, but the continued increase in student numbers has strained space availability.
Analysis: The overcrowding issue is a significant challenge, as it directly impacts the quality of education. Addressing this issue by expanding facilities and managing space more effectively will be crucial in ensuring that the learning environment remains conducive to student success.

The marketing approach employed by MTs Minhajut Tholabah, integrating both offline and online promotional strategies, has proven effective in expanding its reach. However, the promotional materials currently used could be improved to better highlight both the academic and religious offerings of the madrasah, ensuring a more balanced portrayal of its holistic educational approach. The existing promotional materials, such as brochures and social media posts, successfully capture key aspects of the madrasah's strengths. Nevertheless, these materials should be revised to reflect the comprehensive nature of the curriculum, ensuring that both academic and religious education are emphasized equally. Additionally, the physical environment of MTs Minhajut Tholabah is facing challenges due to overcrowding in classrooms. Some classes are even being held outdoors, which indicates the pressing need for facility expansion. Addressing these space limitations is crucial for maintaining a positive student experience as the institution's enrollment continues to grow. These findings suggest that while MTs Minhajut Tholabah has made significant strides in applying the marketing mix strategy, there are areas that require further attention, particularly in promotional content and the physical learning environment. Improving these aspects will enhance the institution's competitiveness and appeal to prospective students.

The Marketing Mix Strategy Management used by the MTs Minhajut Tholabah marketing team is as follows:

Product

Products are closely related to the programs and curriculum offered by educational institutions to customers of educational services. MTs Minhajut Tholabah has several main programs including Science and Technology, language and yellow book deepening, Skill Development, and Habituation Programs.

Table 1. MTs Minhajut Tholabah Program

NO	Program	Activity
1	Science and Technology	1. Olympic Club 2. Robotics
2	Language	1. English Club 2. Arabic Club 3. Memorized 2,500 English and Arabic Vocabularies 4. Daily English & Arabic
3	Yellow Islamic classic book	1. "Ibtidai" method 2. Memorize Jurumiyah (First Year) 3. Memorize 150 stanzas of Imriti (Second Year) 4. Memorized 254 stanzas of Imriti (Third Year)
4	Skill Development	1. Scout 2. OSIM 3. IPNU - IPPNU 4. Sports 5. Pencak Silat Pagar Nusa 6. Paskibra
5	Habituation Program	Saberdister (Clean, Disciplined and Orderly Santri) and Habituation of duha and duhur prayers in congregation

Source: MTs Minhajut Tholabah Program Documentation, 2023

In addition to the above program, the educational services provided by MTs Minhajut Tholabah related to the curriculum are the integration of the religious curriculum of the ministry of religion with Islamic boarding school subjects. MTs Minhajut Tholabah is an educational institution under the auspices of the Minhajut Tholabah Islamic boarding school, where MTs Minhajut Tholabah has integrated the curriculum with the boarding school curriculum in its educational process, where ministry of religion subjects such as Arabic Language, Al-Quran Hadith, Fiqh and others are integrated with boarding school subjects which are based on the yellow Islamic classic books, the yellow Islamic classic books are used as references in the ministry of religion material including Kitab Jurumiyah (Nahwu), Shorof, Hadith, fiqh (Safinah/ Fatul qorib) and other yellow Islamic classic books. Not only that, learning tools such as KI, KD, lesson plans, syllabus, modules, and other learning tools are made and compiled by each ustadz/ teacher so as to form a curriculum system, namely the Minhajut Tholabah curriculum.

Price

Price is the only element of the marketing mix that generates revenue, while the other elements incur costs. Financing at MTs Minhajut Tholabah is affordable for the community, especially the lower middle class, financing at MTs Minhajut Tholabah uses a one door system where all financing within the scope of the foundation, both cottage, madin, Madrasah Aliyah, MTs and MTs Unggulan becomes one door, in the form of a transparent and accountable al-irfan financial unit.

Financing at MTs Minhajut Tholabah includes, re-registration, madrasah development fees / Infaq, school Syahriyah, madrasah diniyah and boarding school all financing of life at Minhajut Tholabah is paid in advance and can be paid in installments.

Table 2. Details of Syahriyah MTs Minhajut Tholabah

O	EQUIPMENT	COST
1	1. Meals 3 times a day	Rp 240.000
1	2. Syahriyah MTs + Madin	Rp 150.000
	3. Syahriyah Pondok Pesantren	Rp 100.000
1	4. Health	Rp 30.000
1	5. Hafлах savings	Rp 20.000
1	6. Uniform laundry	Rp 60.000
Total Syahriyah MTs		IDR 600,000

Source: Financing Details of MTs Minhajut Tholabah, 2023

Promotion

Promotion is one form of marketing communication carried out by the marketing team of MTs Minhajut Tholabah, using offline and online methods. Offline promotion is done by installing billboards, banners, distributing brochures and socializing to MI, SD, TPQ and Madrasah Diniyah. While online promotion is carried out by making pamphlets, videos that are displayed on social media, both Facebook, Instagram, Telegram, Whatsaap. The content uploaded on social media includes daily activities of students, teaching and learning activities, activities in the dormitory, student achievements and madrasah achievements.

Figure 3. Brochure of MTs Minhajut Tholabah



Place

Place or location is one of the careful considerations both in terms of access, visibility, traffic and environment. Based on the results of research in the field, the location of MTs Minhajut Tholabah is very easily accessible by two and four-wheeled motorized vehicles, even buses can also enter, the location of MTs Minhajut Tholabah from the city center of Purbalingga is ± 15 km and from the center of bukateja sub-district is ± 5 km, the location is far from the density and congestion that is one of the obstacles.

Figure 4. Location of MTs Minhajut Tholabah



People

People are all actors who play a role in the presentation of educational services so that they can influence perceptions for the community. One of the attractions of the community to Minhajut Tholabah is the charismatic figure of the head of the Minhajut Tholabah boarding school, KH. Ma'ruf Salim. He is the chairman of RMI (Rabithah Ma'ahid Islamiyah) who is quite famous among the people of Purbalingga, with this figurehead, many santri guardians or the community enter their sons and daughters to study at the Minhajut Tholabah Islamic Boarding School.

MTs Minhajut Tholabah educators and education personnel number 43 and are S1 and S2 graduates according to their fields, who are recruited by conducting strict selection tests. In order to improve Human Resources, MTs program activities that support the improvement of human resources including IHT (In House Training), PKB (Continuous Professional Development), comparative studies, MGMP, comparative studies and other activities that support.

Physical evidence

Based on the results of interviews with informants, that the physical evidence related to many drawbacks and advantages, the community views the physical not only the physical classroom but also the dormitory to see its feasibility. The facilities at MTs Minhajut Tholabah are quite adequate 1 room contains 30 students, as well as other supporting spaces both offices, poskestren, libraries and scout studios, but every year students continue to increase our homework is to build classrooms, and until now there are 3 classes that must be out door by using the pesantren hall as a place of learning.

Figure 5. Facilities at MTs Minhajut Tholabah



Process

At MTs Minhajut Tholabah, the process is referred to as the process of registering new student candidates. Based on the results of research in the field, the registration process for new students at MTs Minhajut Tholabah uses the SIM 1 program, starting with online registration by filling in the registration link, where the link contains registration information for all education units at YPAI Minhajut Tholabah. Where in the registration link contains information, registration flow, registration fees, brochures, contact persons, and registrant data for all education units that have entered the link.

The registration flow programmed by the marketing team begins with online registration, then uploading photo files, the third stage of file verification, then the selection test, the fifth stage of announcing the selection results, the sixth stage of re-registration and the seventh stage of santri departure to the pesantren.

DISCUSSION

The findings of the study conducted at Madrasah Tsanawiyah Minhajut Tholabah highlight the critical role of the marketing mix strategy, specifically utilizing the 7Ps framework, in enhancing student interest and enrollment. The research demonstrates that a tailored application of the marketing mix can effectively elevate the visibility of this madrasah, a uniquely positioned educational institution that integrates both academic and religious education. This study found that effectively leveraging both offline marketing, including brochures and community events, along with online strategies like social media campaigns, provides a synergistic effect that significantly enhances outreach (Brkanlić et al., 2020; X. Li et al., 2023). The promotional materials and marketing campaigns currently in place at Madrasah Tsanawiyah Minhajut Tholabah successfully showcase the institution's strengths. However, the study identified a crucial area for improvement: enhancing these materials to more explicitly communicate the particular benefits of combining academic and religious curricula. This aligns with previous research indicating that educational institutions which successfully differentiate themselves in the marketplace through clear and targeted messaging are more likely to attract prospective students (Constantino et al., 2024; Halim Purnomo et al., 2024; X. Li et al., 2023; Strandberg & Lind, 2021). Notably, the research of Li et al., (2023) supports the notion that effective marketing communication can function as a major driver for attracting interest among potential students. Furthermore, past studies illustrate that incorporating multisensory marketing strategies into promotional efforts can elevate student engagement. Techniques such as interactive content, visual storytelling, and real-life testimonials from current students or alumni serve to create a more compelling narrative about the institution (Jin et al., 2023; Salam et al., 2024; Yan et al., 2022). For example, the research of Yan et al., (2022) emphasizes the effectiveness of engaging emotional and experiential aspects through multimedia presentations, which directly correlates with increased student satisfaction and interest in educational programs. This approach can be particularly beneficial in fostering emotional connections between prospective students and the educational ethos of the madrasah, thus increasing their likelihood of enrollment.

The findings from Madrasah Tsanawiyah Minhajut Tholabah also echo conclusions drawn in broader educational marketing literature, emphasizing the importance of aligning marketing strategies with the specific needs of the target audience. Previous studies have highlighted that institutions which can successfully combine student expectations with institutional offerings tend to have higher retention and satisfaction rates (Constantino et al., 2024; Fessas et al., 2021; Meilana et al., 2024). For instance, research by Constantino et al. (2024) discusses the significance of adapting marketing strategies based on user feedback to ensure alignment with audience expectations (Constantino et al., 2024; Norman et al., 2023). This points to the need for the madrasah to remain flexible and responsive in its marketing approaches while also engaging its community and stakeholders. Additionally, the study reveals that the price element of the marketing mix is another dimension that requires careful consideration. Implementing pricing strategies that convey clear value to prospective families can facilitate informed decision-making and foster trust (Fessas et al., 2021; Karim, 2016). Research within educational contexts has shown that perceptions of value relative to cost play a pivotal role in students' choices (Erik et al., 2024; He, 2023; Ling et al., 2023). This also reflects the findings by H. Li et al., (2020), which argue that perceived value significantly impacts client engagement and retention. Therefore, integrating comprehensive value communication into the pricing strategy is essential for the madrasah to effectively attract and retain students. Moreover, the application of stakeholder engagement theories enhances the observations made in this study. Engaging local communities, parents, and alumni in promotional initiatives strengthens the institution's reputation and community ties (Strandberg & Lind, 2021; T et al., 2024; Tuguinay et al., 2023). The research conducted by Fessas et al. (2021) reinforces the importance of building collaborative relationships within educational ecosystems to enhance overall institutional visibility (Fessas et al., 2021). This collaborative approach not only aids in attracting prospective students but also fosters long-term loyalty and engagement.

Thus, researchers can conclude that the findings from Madrasah Tsanawiyah Minhajut Tholabah indicate that the implementation of a strategically integrated marketing strategy can increase the visibility and attractiveness of institutions in a competitive educational landscape. Key focus areas include clear communication regarding the integrated academic and religious curriculum, the application of multisensory marketing techniques, careful pricing strategies, and strong stakeholder engagement. Building on previous studies, this research provides a comprehensive framework for madrasahs aiming to attract and retain prospective students more effectively. This research reinforces previous researchers' conclusions regarding the importance of an integrated approach to educational marketing, emphasizing the need for flexibility and responsiveness to audience needs in order to increase student interest and institutional success.

The findings of this research reveal several important implications for the marketing strategy implemented by Madrasah Tsanawiyah Minhajut Tholabah in enhancing student interest and enrollment. The application of an integrated 7P marketing strategy, which includes product, price, promotion, place, people, physical evidence, and process, can strengthen the madrasah's position in a competitive educational market. One of the key findings is the need to improve promotional materials to better reflect the balance between the religious and academic education offered. While promotional materials have primarily focused on religious education, the academic programs, which are also a major strength, need to be highlighted more. By improving promotional materials such as brochures and social media content to include both aspects, the madrasah can attract prospective students who seek a comprehensive education (X. Li et al., 2023; Muid et al., 2024; Strandberg & Lind, 2021). Another issue identified is the limitation of facilities, leading to overcrowded classrooms. The use of pesantren halls as classrooms underscores the need to improve facilities, either by expanding classrooms or optimizing the use of existing spaces. Addressing this issue is crucial for maintaining the quality of education and a positive student experience, especially as enrollment continues to increase each year. Expanding physical facilities will help maintain a conducive learning environment that supports student success (Fessas et al., 2021; Halim Purnomo et al., 2024). In terms of price, this research also highlights the importance of clear communication regarding the value received by parents and prospective students. While the financial model in place is affordable and transparent, it is vital that the madrasah ensures prospective students and their families understand the benefits of the fees, including the academic programs, religious education, and extracurricular activities offered. Clear communication about the value of education will strengthen the positive perception of the institution and facilitate parents' decision-making regarding enrollment (He, 2023; X. Li et al., 2023; Rosyad et al., 2025).

The involvement of stakeholders is another important finding. The charismatic leadership of the head of the Minhajut Tholabah boarding school, KH. Ma'ruf Salim, is a unique attraction that can be leveraged in marketing strategies. Additionally, involving alumni and local communities in promotional activities can strengthen the madrasah's reputation and build stronger ties with the community. Strengthening these relationships not only helps attract prospective students but also fosters long-term loyalty among parents and the community (Fessas et al., 2021; Mayang et al., 2024; Muid et al., 2024; Tuguinay et al., 2023). Finally, the research shows that implementing multisensory marketing strategies can enhance student engagement. Using interactive content such as videos, campus tours, and real-time testimonials from students or alumni can create a more compelling narrative for prospective students. This aligns with findings that emotional and experiential marketing can increase attraction and create positive memories about the educational institution (Dewi & Nurkholis, 2022; Jin et al., 2023; Yan et al., 2022). Therefore, adopting more engaging and responsive marketing techniques will improve the effectiveness of the madrasah's promotional efforts. Overall, this research illustrates that implementing an integrated marketing strategy, focusing on the balance between academic and religious aspects, improving facilities, communicating clear value through pricing, engaging stakeholders, and using multisensory marketing techniques will enhance the appeal and competitiveness of Madrasah Tsanawiyah Minhajut Tholabah in the educational market.

While this research provides valuable insights into the effectiveness of the marketing mix strategy for madrasahs, it is essential to acknowledge several limitations. One of the primary drawbacks of the study is its narrow focus on a single institution, MTs Minhajut Tholabah. By limiting the scope to just one madrasah, the study's findings may not be fully applicable to other madrasahs or educational institutions with different resources, challenges, or geographical locations. While MTs Minhajut Tholabah provides valuable insights, the findings cannot be generalized to the broader spectrum of madrasahs across Indonesia or globally. The uniqueness of this institution's structure and context may influence how the marketing strategies work, necessitating further research into a broader range of madrasahs to validate these findings and uncover potential variations across different contexts.

Another limitation of the study is its reliance on qualitative data, including interviews and field observations. Although qualitative research provides in-depth, rich insights into participants' experiences and perceptions, it can also be subjective and prone to researcher bias. The small sample size used in the interviews five purposively selected informants may not fully capture the diverse perspectives of all relevant stakeholders, including students, parents, and staff. Future research could address this limitation by incorporating a larger sample size, utilizing quantitative data through surveys, or employing mixed-methods approaches to provide a more comprehensive and objective understanding of how marketing strategies impact student decision-making. The study also does not explore the long-term effects of the marketing strategies implemented at Madrasah Tsanawiyah Minhajut Tholabah. While the research focuses on the immediate impact of marketing activities on student interest and enrollment, it does not assess how these strategies influence long-term student outcomes, such as academic performance, student retention, or alumni engagement. Longitudinal studies would be beneficial in evaluating how these marketing strategies affect the overall success of the institution and whether the positive impact on student interest translates into sustained institutional growth. Understanding these long-term effects is essential for evaluating the effectiveness of the marketing mix strategy and ensuring its sustainability.

Future research could expand upon this study by examining marketing strategies across a broader range of madrasahs, particularly in different cultural, regional, or socioeconomic contexts. A comparative study involving multiple madrasahs would provide a more comprehensive understanding of which marketing strategies are most effective in various settings. By examining the differences in marketing approaches across regions and institutions, researchers could identify best practices and refine marketing strategies to suit specific local needs. Additionally, exploring how regional cultural values and local educational policies impact the effectiveness of marketing strategies would offer valuable insights into tailoring marketing approaches to fit diverse contexts. Another important area for future research is the role of digital marketing tools in shaping prospective students' perceptions of madrasahs. As digital marketing becomes increasingly important in today's educational landscape, understanding how online engagement through websites, social media, and digital advertising affects student decisions is crucial. Future studies could explore how various digital platforms are used by madrasahs to build their brands and attract prospective students, and whether these tools influence student enrollment decisions. Investigating how online marketing efforts are integrated into the broader marketing strategy would offer valuable insights into the role of digital tools in modern educational marketing.

Finally, future research could investigate the long-term impact of marketing strategies on student retention and institutional growth. While this study focuses on attracting new students, it is equally important to understand how these marketing efforts contribute to the retention of students and the overall success of madrasahs. Longitudinal studies that track the effects of marketing strategies on student success, alumni engagement, and institutional reputation would provide a deeper understanding of the long-term benefits of effective marketing. Additionally, exploring the role of alumni networks and community engagement in strengthening the institution's brand could provide insights into how madrasahs can leverage these relationships to enhance their marketing strategies and build lasting ties with their community.

CONCLUSION

Based on the results of research and discussion regarding the management of the marketing mix strategy of madrasah tsanawiyah in increasing new student interest, it can be concluded that the strategies carried out by the institution's marketing team are effectively able to foster an educational image in the eyes of the community. The results of this study also concluded that the importance of an educational institution having a marketing field in its school, which will have an impact on increasing the trust of new students of the institution through a positive image on the 7P elements including: product, place, price, promotion, people, physical appearance and processes built by the school. Therefore, this study also concludes that the strategic management planning of the marketing mix of madrasah tsanawiyah in increasing the interest of new students includes the preparation of programs that will be offered as products, offering school facilities and infrastructure, offering tuition fees that are comparable to quality, promotion through various media, procurement of education and education personnel who are qualified in their respective fields, ensuring the feasibility of facilities and infrastructure as well as the tidiness of the school and the learning process that is properly arranged.

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