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by Masduki Masduki

Submission date: 19-Sep-2026 07:51AM (UTC+0800)

Submission ID: 3035862991

File name: masduki_submit.docx (7.96M)

Word count: 5369

Character count: 32259

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

Masduki¹, Maskuri Abdul Rohman², Aji Wahyudin³, Ahmad Fikri Aziz Masduki⁴

³⁴ N Siber Syekh Nurjati Cirebon

Institut Agama Islam Faqih Asy'ari Kediri

Institut Agama Islam Faqih Asy'ari Kediri

STKIP Al-Amin Indramayu

*Email Corresponding Author: masduki@uinssc.ac.id

Abstract

This research explores the relevance and effectiveness of print and digital media in managing madrasah promotion in the era of Society 5.0 at Mts Mujahidin Kepung, an Islamic educational institution facing challenges in using both media types to reach a wider, more targeted audience. Print media, with its long history of promotion, is increasingly competing with rapidly growing digital media, such as websites, social media, and digital applications. This study uses a qualitative approach with a case study design to examine changes in madrasah promotion strategies. Data sources were obtained through in-depth interviews, participatory observations, and analysis of madrasah promotion documents. Key findings show that although digital media is more dominant in reaching a wider audience, print media is still relevant in certain communities that prioritize formal and traditional aspects. This study found that integrating both media types attracts prospective students and build a positive image of the madrasah. The results of this study are expected to contribute to the development of educational promotion strategies, especially in madrasahs, by taking into account technological changes and audience characteristics. The resulting recommendation is that madrasahs should utilize the potential of digital media while maintaining print media in certain contexts to achieve more optimal promotional effectiveness.

Article History:

Received :-

Revised :-

Accepted :-

Keywords:

Promotion
Management; Print Media; Digital
Media; Society 5.0 Era

How to Cite:

Masduki, M., Rohman, M. A., Wahyudin, A., & Masduki, A. F. A. (2025). Transformation of madrasah promotion management: Relevance of print and digital media in the Society 5.0 era. *JUMPA: Jurnal Manajemen Pendidikan*, 7(1), 1–16.

INTRODUCTION

In the era of Society 5.0, the rapid development of information technology has brought significant changes in various aspects of life, including in the world of education. Madrasahs, as Islamic educational institutions in Indonesia, face challenges in keeping up with these developments, especially in terms of promotion management. (Hamedani, Aslam, Oraibi, Wah, & Hamedani, 2024; Nisa' & Lestari, 2023; Tlili, Huang, & Kinshuk, 2023) In this context, the use of print and digital media is important, because both have complementary roles in reaching various circles. Print media, although considered traditional, still has a strong influence in certain societies, while digital media offers wider and interactive access. (Kanchan & Gaidhane, 2023; Sudarmo, Arifin, Pattiasina, Wirawan, & Aslan, 2021) Therefore, it is important to understand how these two media can be integrated in an effective promotional strategy for madrasahs in this digital era.

In the literature, a number of studies show that educational promotion carried out through print and digital media has a significant impact on the image and attractiveness of an educational institution. Print media, such as brochures, magazines, and pamphlets, have long been used by many educational institutions as a means of conveying information to the

public. However, with the advancement of technology, digital media, such as websites, social media, and mobile applications, have become the dominant platforms in communication and promotion of education. Previous research has also shown that the use of digital media not only expands the reach of the audience, but also increases interactivity and community engagement with these educational institutions.

Some previous studies support this. For example, research by (Dennen, Choi, & Word, 2020) shows that the use of social media such as Facebook and Instagram can increase the attractiveness of schools by introducing school activities in a more interactive way. The results of this study indicate that social media is not only a channel for information, but also builds a closer relationship between educational institutions and their audiences. Other research by (Wood, 2020) revealed that the promotion of education through the institution's website has a strong influence on the perception of prospective students and parents, with a well-designed website can increase credibility and trust in educational institutions.

In addition, research by (Chowdhury & Hadi, 2023) revealed that mobile applications developed by several madrassas provide more convenience for prospective students and parents in accessing information related to registration, academic activities, and school facilities. The app also allows educational institutions to provide up-to-date information directly to users, which increases their engagement. Other studies by (Tsai, Lee, & Chen, 2023) shows that the integration of print media with digital media, such as the use of QR codes on brochures, expands promotional capabilities and makes it easier for audiences to access more information through their digital devices. The use of print and digital media in educational promotion has a significant contribution to the image and attractiveness of educational institutions. While print media is still relevant in conveying information in depth and formally, digital media offers a wider reach and increases interaction with audiences. The integration of the two provides an effective solution in maximizing the promotional potential of educational institutions in the current digital era.

The purpose of this study is to analyze the relevance and role of print and digital media in the transformation of madrasah promotion management in the Society 5.0 era. This study aims to identify the factors that affect the success of madrasah promotion through the two media and to evaluate the extent to which these two types of media can complement each other in achieving more effective promotion goals. Through this research, it is hoped that it can provide recommendations for optimal promotion strategies for madrasahs, which not only pay attention to technological aspects, but also the values of Islamic education that need to be maintained. This study argues that integrating print and digital media can strengthen madrasah promotion management, increase visibility, and facilitate communication between madrasahs and the wider community.

RESEARCH METHOD

This research aims to analyze the transformation of madrasah promotion management, especially the relevance of print and digital media in the era of Society 5.0. The main focus material object is the practice of madrasah promotion, with special attention to how both types of media, namely print media (brochures, pamphlets, billboards) and digital media (websites, social media, online advertisements), are used to attract the attention of prospective students and improve the image of the madrasah. This study explores the changes in promotional strategies that occur along with the development of digital technology, where these two types of media play an important role in creating a positive impression and reaching a wider audience.

The research used is a qualitative approach with the type of case study research. (Tahmasebi, 2023; Tharaba & Wahyudin, 2024) The case study was chosen because it allowed researchers to delve deeply into the social and cultural phenomena that exist in the management of madrasah promotion. This approach also adopts phenomenology, which focuses on understanding the meaning behind the promotional actions carried out by madrassas through print and digital media. Through this design, researchers can more easily

understand the interaction between promotional media and audiences in the context of education promotion and social change in the era of Society 5.0.

This study collected data from madrasah heads, public relations staff, promotional media managers, and prospective students through in-depth interviews, participatory observations, and documentation analysis (Alinsky et al., 2022; Salmona & Kaczynski, 2024; Susanto et al., 2023) promotional materials, such as brochures, pamphlets, billboards, as well as social media content and madrasah websites. The data also includes new student admission statistics to assess the effectiveness of promotions. Thematic analysis will be used to group data based on relevant themes, such as media effectiveness, promotional challenges, and its impact on prospective students' decisions. This research aims to provide insight into the role of print and digital media in the promotion of madrasahs as well as recommendations to optimize their use in the era of Society 5.0.

RESULT AND DISCUSSION

Result

The Relevance of Print Media in Madrasah Promotion

Although digital media is increasingly dominant in madrasah promotion, print media such as brochures, pamphlets, and billboards still have an important role, especially in reaching more conservative audiences, such as parents who are less familiar with technology. The results of interviews with madrasah heads and public relations staff show that print media is still used in face-to-face events, such as educational exhibitions and seminars, to provide clearer and easier to understand information. Print media allows for more in-depth and formal information to be provided, and is more accepted by parents who prefer physical brochures to digital information.

Observations at educational exhibitions show that brochures and billboards are the main promotional tools. Brochures provide detailed information about educational programs, facilities, and fees, while billboards provide brief but striking information. While print media is effective for local promotions or in in-person interactions, its reach is limited to audiences who are physically present at the event location, while digital media is able to reach a wider audience.

The documentation of promotional materials at the educational exhibition shows an attractive and informative design, with a brochure equipped with a QR code that leads to the madrasah website for more information. Billboards, although limited in the information conveyed, are effective in attracting attention thanks to their striking graphic design. Overall, although print media has limitations, it is still relevant in the promotion of madrasahs, especially when combined with digital media to provide more complete and extensive access to information.



Figure 1. Print media promotion (brochures and pamphlets)

The Role of Digital Media in Madrasah Promotion

Digital media now plays an increasingly dominant role in the promotion of madrasahs

in the Society 5.0 era. Research shows that ²⁹ social media platforms, such as Facebook, Instagram, and Twitter, as well as madrasah websites, are very effective in reaching a wider audience, especially the younger generation and the elderly. Digital media allows for more personalized promotions, with direct interaction through comments, direct messages, and online surveys.

Interviews with madrasah heads and digital media management staff show that the strategic use of social media has succeeded in increasing the interest in new student enrollment. Content featuring student activities, academic achievements, and alumni testimonials received a positive response. Observations also show that consistent and informative content, such as short videos or infographics, has a high engagement rate.

Digital promotion documentation reveals that the use of digital advertising, such as Facebook Ads and Google Ads, provides significant results in increasing the number of visitors to madrasah websites. Analytics data shows a spike in traffic during promotional campaigns, especially ahead of new student enrollment. Digital media also offers more flexible and efficient promotion at a lower cost, allowing for more specific audience targeting and providing easier access to information and quick responses to prospective students and parents.



Figure 2. Digital media promotion (facebook)

Synergy of Print and Digital Media in ²⁷ Madrasah Promotion

The results of the study show that the success of madrasah promotion is highly dependent on the integration of print and digital media. Although both have their own advantages and limitations, the synergy between print media such as brochures and banners and digital media such as social media and websites can create a stronger and more effective promotional campaign. Print media is effective at capturing the attention of local audiences, while digital media supports the sustainability of communication and expands reach.

Interviews with madrasah managers revealed that although print media has been used for a long time, they are aware of the importance of digital media to maintain communication with the audience. Observations in the field show that local events, such as educational bazaars, are strategic moments for sharing print media that include QR codes, allowing audiences to easily access more information digitally.

Madrasah promotional documentation shows that the integration of print and digital media increases audience participation. Consistent content on social media attracts prospective new students who previously knew about madrasahs through brochures. By combining these two types of media, madrasahs are able to reach a wider audience and are relevant to digital developments in the Society 5.0 era.

Challenges in the Utilization of Print and Digital Media

This research identifies various challenges faced by madrasas in utilizing print and digital media for promotion. The use of print media entails high costs and a time-consuming distribution process, making it less efficient to reach a wider audience. Meanwhile, although digital media has great potential, not all parties in madrasas have enough skills to make optimal use of it. Lack of skills in managing social media, digital content production, and utilizing online platforms are major obstacles, especially in areas with limited access to technology.

The results of interviews, observations, and documentation show that the challenges faced are not only technical, but also involve human resources and infrastructure factors. Some madrasah heads reveal that many staff need additional training to understand digital platforms and effective online marketing strategies. Field observations show that some madrasahs do not have adequate tools to support digital promotion, such as sophisticated computers, stable internet connections, and high-quality cameras for the production of visual content.

In addition, the challenge of maintaining the consistency and quality of promotional messages is also a major issue. Promotional content must always be updated and adapted to trends and audience needs, which requires a skilled team in digital marketing and content management. Some madrasahs that have been successful in utilizing digital media have shown that their success depends on good coordination between the marketing team and madrasah leadership, as well as external support such as marketing consultants or alumni who are experts in the field. The following is a summary table based on S.W.O.T of the use of print and digital media in madrasahs:

Table 1. Table 1 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 utilize 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, stable internet, or high-quality cameras
Opportunities	1. Staff training to improve digital skills 2. Technology and external consultant support 3. Increasing trend of digital media use	Opportunities to enhance promotional effectiveness through internal capacity building and leveraging consultants and digital platforms
Threats	1. Difficulty maintaining consistency and quality of content 2. Limited technology access in certain areas 3. Rapidly changing digital media trends	Promotional content must be continuously updated to stay relevant, while limited infrastructure may hinder content development and online marketing strategies

Discussion

Print media, such as brochures, pamphlets, and billboards, still play an important role in the promotion of madrasahs, although digital media is increasingly dominating. This study aims to explore the relevance of print media in the promotion of madrasahs by considering

conservative audiences who are less familiar with digital technology. Data were obtained through interviews with madrasah heads and public relations staff, observations at educational exhibitions, and analysis of promotional material documentation.

Print media has several advantages in madrasah promotion. The head of the madrasah mentioned that the print media provides the flexibility to convey information in depth and formally. Research by (Hare et al., 2024) Shows that brochures and pamphlets are very effective for audiences who need structured information about educational programs. In addition, observations at educational fairs show that brochures and pamphlets are often used in face-to-face events to provide easy-to-understand information. These findings are in line with research by (Lee, Yip, Chan, & Barnes, 2022) which highlights the role of print media in building direct relationships with prospective students and parents. Documentation shows that printed materials often have an attractive visual design with striking colors and informative text. This is supported by research by (Prasetyo, Handoko, & Hutabarat, 2024) which indicates that graphic design elements in brochures can increase the appeal of the promotion.

However, print media also has limitations, such as high production and distribution costs. Research by (A. & A., 2022) mentioned that high costs are one of the main obstacles in the use of print media, especially for educational institutions with limited budgets. In addition, the reach of print media is limited to only the audience who are physically present at the event location, while digital media can reach a wider audience. (Chen, 2022) emphasizing that digital media has a wider reach than print media.

To increase the effectiveness of promotions, a combination of print and digital media can be a solution. Brochures equipped with QR codes make it easy for the audience to access more information digitally. Study by (Venkatraman, Dimoka, Vo, & Pavlou, 2021) Shows that the integration of print media with digital technology improves user experience and the effectiveness of promotional campaigns.

Based on the results of the study, print media remains relevant in the promotion of madrasahs, especially in the context of direct interaction with more conservative audiences. The advantages of print media, such as the ability to convey information in depth, attractive design, and ease of distribution in face-to-face events, make it an effective tool. However, print media has limitations in terms of cost and reach. Therefore, the synergy between print and digital media is an ideal strategy to reach a wider audience.

In the era of Society 5.0, digital media plays an increasingly dominant role in the promotion of madrasahs. Research shows that social media platforms such as Facebook, Instagram, and Twitter, as well as madrasah websites, have proven to be effective in reaching a wider audience, especially among the younger generation and older people who are more familiar with technology. Digital media allows madrasahs to conduct promotions in a more personalized manner, as well as interact directly with the audience through various interactive features, such as comments, direct messages, and online surveys. Based on interviews with madrasah heads and digital media management staff, the strategic use of social media has increased the interest in new student enrollment. They noted that uploads featuring student activities, academic achievements, and alumni testimonials received a positive response from the audience. Observations of madrasah social media activities also show that consistent and informative content, such as short videos about school facilities or infographics about flagship programs, has a high engagement rate.

Documentation of digital promotional activities also reveals that the use of digital advertising, such as Facebook Ads and Google Ads, provides significant results in increasing the number of visitors to madrasah websites. Analytics data from the website show a significant spike in traffic during certain promotional campaigns, especially ahead of the new student enrollment period. In addition, the results of online surveys conducted through social media show that prospective students and parents feel helped by easily accessible information and quick responses from madrasahs through digital platforms. Another advantage that comes

from digital media is that it is more flexible and efficient, with lower costs and a wider reach compared to print media. Digital ads, such as ads on Facebook or Google Ads, allow for more specific audience targeting based on age, interests and geographic location. The madrasah website also functions as an information center that can be accessed at any time, by providing complete details about educational programs, facilities, achievements, and testimonials from students and parents. Along with technological advancements, the use of social media and madrasah websites has become a very effective strategy in promotion, allowing madrasahs to increase the interest in new student enrollment in a more affordable, efficient, and measurable way.

The results of this study show that the success of madrasah promotion is highly dependent on the integration between print and digital media. These findings are supported by various national and international journals that examine the effectiveness of multichannel promotion strategies. Ballabh's research highlights the role of social media as an effective promotional tool in reaching a wider audience. (Ballabh, 2024) Moldabayev et al., explain the advantages of print media in building a strong first impression as well as digital media in maintaining communication with audiences. (Moldabayev, Rystina, & Koshkenov, 2022; Venkatraman et al., 2021) Observing how the synergy of print and digital media can increase the effectiveness of promotional campaigns. Katoh et al., showed that QR codes can integrate print and digital media, allowing audiences to easily access more information. (Katoh, Maejima, Hiruta, & Citterio, 2020) Barus, revealed how educational institutions can use a combination of media to attract prospective students and build long-term relationships with audiences. (Barus, 2023)

Through interviews with the madrasah management, it was found that print media such as brochures and banners have long been the main strategy to attract the attention of the local community. However, the limitations of print media in conveying in-depth information and the sustainability of communication encourage managers to utilize digital media. Field observations show that local events such as educational bazaars and seminars provide a strategic opportunity to distribute print media equipped with QR codes, thus allowing audiences to access digital information directly through their devices. A study from Liu et al., supporting these findings, emphasizes that QR codes are an effective tool for connecting offline and online promotions. (Liu et al., 2023)

Documentation from madrasah promotional activities shows an increase in audience participation after media integration is implemented. For example, consistent content uploads on social media have succeeded in attracting prospective new students who initially knew the madrasah through brochures. The research of TP et al., corroborates that the combination of print and digital media is able to reach a wider audience in a complementary way. (TP, Malhotra, Isaac, & Balasubramanian, 2024)

The synergy between print and digital media allows the promotion of madrasahs to be more effective in the Society 5.0 era, where people's preferences are increasingly shifting towards digital technology. Print media remains relevant for building a strong first impression, while digital media supports long-term communication through constantly updated content and hands-on interaction. This integrative approach opens up opportunities for madrasahs to reach a wider audience, increase community participation, and strengthen the overall image of the institution.

This research aims to explore the challenges faced by madrasahs in utilizing print and digital media for promotion. On the one hand, print media, while still relevant, requires considerable costs and a time-consuming distribution process, which may not be efficient in reaching a wider audience. As one of the promotional media that has been used for a long time, print media still has a place in the madrasah promotion strategy. However, as explained in this study, the use of print media entails significant costs, both for production and distribution. In addition, the time-consuming distribution process is often a major obstacle. This is in line with findings in several previous studies that show that operational costs and

distribution efficiency are the main factors limiting the use of print media in institutions (Zhang & Huang, 2023)

On the other hand, digital media offers great potential in terms of a wider audience reach and the ability to promote more flexibly. However, as revealed in this study, not all madrasahs have skilled human resources in managing social media, digital content production, and optimal use of online platforms. Research by Ahmed & Roche states that the lack of digital skills and low levels of technological literacy among madrasah staff are major challenges in the use of digital media (Ahmed & Roche, 2022). Another study by Tahmasebi also revealed that limited access to inadequate technology and infrastructure, especially in remote areas, is a significant obstacle to the use of digital media. (Tahmasebi, 2023) This emphasizes that the challenges faced not only lie in technical aspects but also social and economic factors that affect the ability of madrasahs to adopt technology.

The results of interviews with the head of the madrasah show that many staff need additional training to master digital platforms and online marketing strategies. This is in line with the findings in the research of Ruangkanjanases et al which stated that many educational institutions do not yet have a dedicated team to manage digital marketing. (Ruangkanjanases, Sivarak, Wibowo, & Chen, 2022) Additionally, social media management and content production are often additional tasks for staff who already have other responsibilities. In addition, this study shows that most madrasahs still rely on informal relationships to disseminate promotional information, such as through WhatsApp groups or alumni networks. While this method is effective for small scales, it has limitations in terms of reaching larger audiences. Dan & Simon also notes that while the use of communication apps such as WhatsApp can speed up the distribution of information, this strategy is less effective in reaching a wider range of prospective students and parents. (Dan & Simon, 2021)

Another challenge faced by madrasahs is maintaining the consistency and quality of promotional messages. Along with the development of technology, promotional content must always be updated and adapted to trends and audience needs. Research by (Maryam, Haya, & Hosaini, 2024) revealed that most madrasahs that successfully utilize digital media have marketing teams that are skilled in producing interesting and relevant content. This success also depends on good coordination between madrasah leaders and marketing teams as well as external support, such as marketing consultants or alumni who are competent in the field of digital marketing. The challenges faced by madrasahs in utilizing print and digital media for promotion are complex and involve various aspects, ranging from limited human resources and infrastructure to difficulties in maintaining the consistency of promotional messages. To overcome these challenges, madrasahs need to strengthen the digital skills of staff through continuous training, as well as improve the technology infrastructure that supports digital promotion. In addition, cooperation between madrasah leaders, marketing staff, and external parties such as alumni and marketing consultants can increase the effectiveness of madrasah promotion strategies.

CONCLUSION

This research shows that although digital media is increasingly dominant, print media such as brochures, pamphlets, and billboards still play an important role in the promotion of madrasahs, especially in reaching audiences who are more conservative or less familiar with digital technology. Print media offers advantages in terms of delivering in-depth information, engaging visual design, and effectiveness at face-to-face events such as educational exhibitions. However, print media has limitations, including high production costs, time-consuming distribution, and limited reach to physically present audiences. On the other hand, digital media has great potential in reaching a wider audience with lower costs and higher flexibility, but challenges in managing digital platforms and infrastructure limitations are still significant obstacles for some madrasahs. The synergy between print and digital media has been proven to increase the effectiveness of promotions, with the use of QR codes in print media that connect audiences with further information digitally.

To increase the effectiveness of promotions, madrassas need to integrate print and digital media, such as using QR codes on brochures to connect offline and online promotions. Madrassas should also provide regular training to staff to improve skills in social media, digital content production, and online marketing, as well as improve technology infrastructure to support digital promotion. In addition, madrassas must utilize digital platforms such as Facebook, Instagram, and websites for more personalized promotions. Collaboration with marketing consultants or alumni who are competent in the field of digital marketing can improve the quality of promotional strategies. Thus, madrassas can overcome challenges and increase the effectiveness of promotional campaigns.

ACKNOWLEDGMENT

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