

BUKTI KORESPONDENSI
JUMPA: JURNAL MANAJEMEN PENDIDIKAN
ARTIKEL JURNAL SINTA 2

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

Nama Jurnal : JUMPA: JURNAL MANAJEMEN PENDIDIKAN (Sinta 2)

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Masduki

NO	PERIHAL	TANGGAL
1	Bukti Konfirmasi Submit Artikel dan Artikel yang Disubmit	11 Juni 2025
2	Artikel Review 1 dan 2	06 dan 21 Juli 2025
3	Bukti konfirmasi Permohonan Revisi Artikel	28 Juli 2025
4	Bukti Penyerahan Revisi Artikel	21 Agustus 2025
5	Bukti Accepted Article	17 Desember 2025
6	Bukti Copy Editing dan Penyerahan artikel di Copyediting	17 dan 19 Desember 2025
7	Bukti Artikel Publish dan Artikel Terpublish	30 Desember 2025

1. BUKTI KONFIRMASI ARTIKEL YANG DISUBMIT



JUMPA

JURNAL MANAJEMEN PENDIDIKAN

E-ISSN : 2721-4028
P-ISSN : 2721-401X



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[jumpa] Submission Acknowledgement

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11 Juni 2025 pukul 09.24

Kepada: Masduki Masduki <masduki@uinssc.ac.id>

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

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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 helps attract 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 madrasahs 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 madrasahs 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 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 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 madrasas through brochures. By combining these two types of media, madrasas 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 madrassas 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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2. BUKTI REVIEW (ARTIKEL REVIEW 1 DAN 2)



JUMPA

JURNAL MANAJEMEN PENDIDIKAN

E-ISSN : 2721-4028
P-ISSN : 2721-401X



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#17246 Review

SUMMARYREVIEWEDITING

Submission

Authors	Masduki Masduki, Maskuri Abdul Rohman, Aji Wahyudin, Ahmad Fikri Aziz Masduki
Title	Promotion Management in the Society 5.0 Era: Integrating Print and Digital Media in Islamic Educational Institutions
Section	Articles
Editor	Hamoon Tahmassebi

Peer Review

Round 1

Review Version	17246-52400-3-RV.DOCX 2025-06-27
Initiated	2025-06-27
Last modified	2025-07-21
Uploaded file	Reviewer B 17246-52701-1-RV.DOCX 2025-07-21 Reviewer A 17246-52700-1-RV.DOCX 2025-07-06

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

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 helps attract 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*

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 madrasahs 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; Itharaba & 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 madrasahs 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

Commented [A1]: Expand the research design description to include explicit informant selection criteria (purposive sampling), data saturation points, and a clear step-by-step explanation of the triangulation protocol used to validate findings.

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 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 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 madrasas through brochures. By combining these two types of media, madrasas 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 madrassas 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 madrassas 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 madrassas

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

Commented [A2]: Integrate theoretical frameworks (e.g., Media Richness Theory) to explain why certain demographics still rely on print media, and elevate the comparative analysis against recent international studies on digital transformation in educational institutions.

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

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 helps attract 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.

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; Tili, 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

Article History:

Received :-
Revised :-
Accepted :-

Keywords: *Promotion Management; Print Media; Digital Media; Society 5.0 Era*

Commented [A1]: Rewrite this sentence to: 'Employing a qualitative case study design utilizing semi-structured interviews, document analysis, and observations, the study reveals that...'

Commented [A2]: Reconstruct the opening paragraphs to establish a clear theoretical void: while extensive literature examines digital marketing in general education, there is a distinct lack of empirical inquiry into how hybrid promotional models navigate conservative parental attitudes in Islamic institutions under Society 5.0 frameworks.



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 madrasahs 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

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optimize their use in the era of Society 5.0.

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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.

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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 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 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 madrasas through brochures. By combining these two types of media, madrasas 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 madrassas 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 madrassas 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 madrassas

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

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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 madrassas 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 madrassas 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 madrassas 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 madrassas 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.

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ACKNOWLEDGMENT

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Masduki Masduki, Maskuri Abdul Rohman, Aji Wahyudin, Ahmad Fikri Aziz Masduki

Title

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

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17246-52400-3-RV.DOCX 2025-06-27

Initiated

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Reviewer B 17246-52701-1-RV.DOCX 2025-07-21
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Revisions Required 2025-07-28

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We have reached a decision regarding your submission to JUMPA : Jurnal Manajemen Pendidikan, "Promotion Management in the Society 5.0 Era: Integrating Print and Digital Media in Islamic Educational Institutions".

Our decision is: Revisions Required

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(Scopus ID: 58582864500), Sharif University of Technology, Tehran
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Section	Articles
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Review Version17246-52400-3-RV.DOCX 2025-06-27

Initiated2025-06-27

Last modified2025-07-21

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Reviewer A 17246-52700-1-RV.DOCX 2025-07-06

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Our decision is to: Accept Submission

Hamoon Tahmassebi
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Dear Authors,

Congratulations on the acceptance of your paper and thank you for your contribution for submitting a scientific article to be published in **JUMPA: Jurnal Manajemen Pendidikan** (E-ISSN: 2721-4028 & P-ISSN: 2721-401X), an accredited national journal ranked **SINTA 2**. Based on the results of the evaluation from the Reviewer Team, your article can be accepted and assessed to meet the scientific criteria that we expect.

TITLE OF PAPER	Promotion Management in the Society 5.0 Era: Integrating Print and Digital Media in Islamic Educational Institutions
AUTHOR(S)	Masduki Masduki, Maskuri Abdul Rohman, Aji Wahyudin, Ahmad Fikri Aziz Masduki
ISSUE	Vol. 06, No. 02
DECISION	ACCEPTED

We greatly appreciate your contributions to this journal and hope that your article can have a positive impact on the academic community.



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Section	Articles
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Thank you for reviewing the copyediting of your manuscript, "Promotion Management in the Society 5.0 Era: Integrating Print and Digital Media in Islamic Educational Institutions," for JUMPA: Jurnal Manajemen Pendidikan. We look forward to publishing this work.

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

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 helps attract 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 madrasas, by taking into account technological changes and audience characteristics. The resulting recommendation is that madrasas 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*

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. Madrasas, 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 madrasas 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 madrasahs 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 madrasahs 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 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 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 madrasas through brochures. By combining these two types of media, madrasas 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 madrassas 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 madrassas 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 madrassas 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 madrasas, 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 madrasas. 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 madrassas 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 madrassas 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 madrassas 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, madrasahs need to integrate print and digital media, such as using QR codes on brochures to connect offline and online promotions. Madrasahs 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, madrasahs 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, madrasahs can overcome challenges and increase the effectiveness of promotional campaigns.

ACKNOWLEDGMENT

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E-ISSN : 2721-4028
P-ISSN : 2721-401X



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

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DOI: <https://doi.org/10.33650/jumpa.v6i2.17246>
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Abstract

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

Keywords

Promotion Management, Print Media, Digital Media, Society 5.0, Educational Marketing

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

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ABSTRACT

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ARTICLE HISTORY

Received : 11 June 2025

Revised : 21 August 2025

Accepted : 17 December 2025

KEYWORDS

Promotion Management, Print Media, Digital Media, Society 5.0, Educational Marketing

How to Cite:

Masduki, M., Rohman, M. A., Wahyudin, A., & Masduki, A. F. A. (2025). Promotion management in the Society 5.0 era: Integrating print and digital media in Islamic educational institutions. *JUMPA: Jurnal Manajemen Pendidikan*, 6(2), 536-547.

INTRODUCTION

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



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

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

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

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

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

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

RESEARCH METHOD

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

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

Table 1. Profile of Research Informants

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

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

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

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

Table 2. Methodological Framework and Data Triangulation Map

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

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

RESULT AND DISCUSSION

Results

The Relevance of Print Media in Madrasah Promotion

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

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

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

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

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

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



Figure 1. Print media promotion (brochures and pamphlets)

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

The Role of Digital Media in Madrasah Promotion

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

interest:

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

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

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

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



Figure 2. Digital media promotion (Facebook)

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

Synergy of Print and Digital Media in Madrasah Promotion

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

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

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

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

Challenges in the Utilization of Print and Digital Media

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

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

Digital management staff further explained the infrastructure limitations:

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

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

leadership.

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

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

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

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

Discussion

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

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

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

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

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

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

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

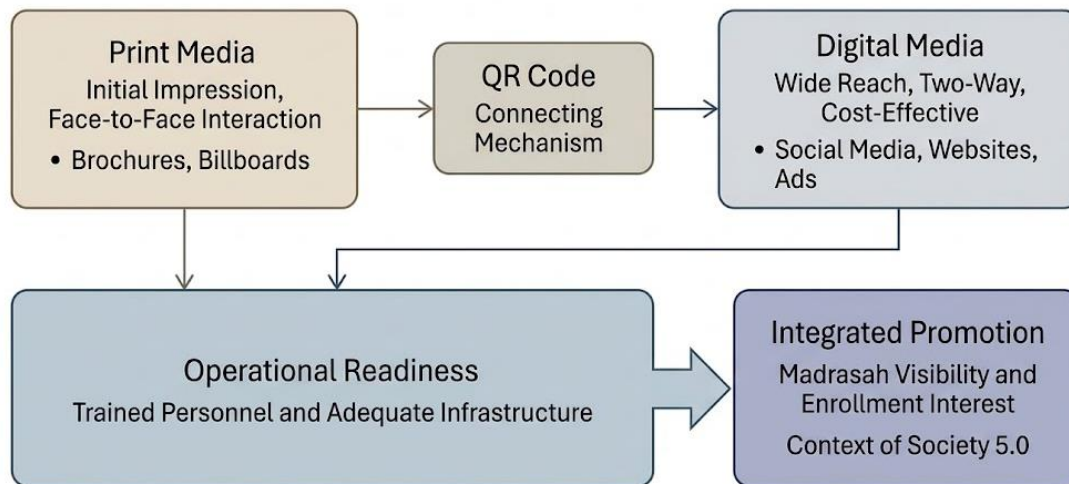


Figure 3. Integrated Promotion Framework

CONCLUSION

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

ACKNOWLEDGMENT

The authors would like to express their sincere gratitude to the Head of the Madrasah, the public relations staff, and the digital media management team at MTs Mujahidin Kepung for their full cooperation, transparency, and provision of access to internal data during the fieldwork. Deep appreciation is also extended to the institutional affiliations of the authors for their continuous academic and administrative support throughout the research process. Furthermore, the authors thank the anonymous reviewers and editorial board for their constructive feedback, which significantly enhanced the quality and rigor of this manuscript.

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