International Journal of Education, Vocational and Social Science
https://e-journal.citakonsulfindo.or.id/index.php/IJEVSS
E-ISSN : 2963 4954
IJEVSS

School Management Efforts To Improve *Branding* Of Sdit Darussalam Palembang

Diana Sasih
Educational Management, PGRI University of Palembang
Edi Harapan
Educational Management, PGRI University of Palembang
Sri Wahyu Indrawati
Educational Management, PGRI University of Palembang

Corresponding Author: [1] dianasasi378@gmail.com , [2] ehara205@univpgri.palembang.ac.id , [3] indrawatisriwahyu46@gmail.com

Abstract

This study aims to describe and analyze school management efforts to improve the branding of DARUSSALAM PALEMBANG ELEMENTARY SCHOOL Palembang as a growing and trusted integrated Islamic elementary school. In 2025, DARUSSALAM PALEMBANG ELEMENTARY SCHOOL will have 480 students across grades I to VI. The school is known for its excellence in Islamic character education, worship habits, the Quran memorization program, marching band, creative project-based learning, and the integration of the national curriculum and Islamic curriculum. The study used a qualitative approach with a case study design. Data collection was conducted through in-depth interviews with the principal, vice principal for curriculum and student affairs, creative teachers, parents, as well as documentation related to school programs and digital publications. Field observations were also conducted to obtain a concrete picture of the school's activities, culture, and services. The results showed that the school management implemented several targeted and sustainable branding strategies. These strategies included improving the quality of educational services, strengthening school values and culture, providing flagship programs, consistent Islamic activities, active publicity through social media, and holding annual events such as Market Day, Mabit, and Supercamp activities. Collaboration between leaders, teachers, the school committee, and parents was a crucial supporting factor in building a positive school image. Challenges that arose included limited resources, the need for innovative promotional content, and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

competition with other Islamic schools. This study concluded that the branding of SDIT DARUSSALAM PALEMBANG is the result of good school management, effective communication, and consistent service quality. Branding is not merely a matter of promotion, but rather a school's identity and character, reflected in its services, programs, achievements, and relationships between the school and the community.

Keywords: school management, school branding, integrated Islamic school, service quality, SDIT DARUSSALAM PALEMBANG

INTRODUCTION

Schools build their brands *typically through visual* elements such as logos, symbols, and institutional names, which serve as a recognizable identity. An institution's image is formed from how it conducts its operational activities, which essentially focus on service quality. Furthermore, image also develops from a person's personal impressions and experiences of the institution, which ultimately shape certain thought patterns and attitudes. According to Kotler, perception... positive consumer to something brand can push they For do purchase . With thus , a good image in something institution education is results from a strong and credible brand . Another term for image , like image, refers to beliefs , thoughts , as well as the impression that is had somebody to something object . Many believe that actions and attitudes somebody to something things are greatly influenced by the image attached to the thing (Rusyanti et *al* ., 2021) .ADDIN CSL_CITATIO {"citationItems":[{"id":"ITEM 1","itemData":{"DOI":"10.31949/educatio.v7i3.1218","ISSN":"2548-6756","abstract":"This study used descriptive qualitative method. This research was conducted at SMK Negeri 1 Belitang III. The time of this research was carried out from February to April 2021. The sources of informants in this study included the Principal, Deputy Principal, and Teachers. This study used qualitative analysis techniques. The results of this study indicate that the success of a school in building an image in the community requires the application of a good public relations management function, having a clear public relations plan by compiling a work program. There is a positive image of the school that has become the school's hope for students. So the image of the school for these students has implications for increasing the number of students who register. Then the positive image of the school also has implications for the competitiveness of the school. SMK Negeri 1 Beitang III is able to compete with schools in OKU Timur in terms of school achievement.","author":[{"dropping-particle":"","family":"Rusyanti","given":"Titik","non-dropping-particle":"","parse-names":false,"suffix":""},{"dropping-

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

particle":"","family":"Arafat","given":"Yaser","non-dropping-particle":"","parse-names":false,"suffix":""},{"dropping-particle":"","family":"Destiniar","given":"","non-dropping-particle":"","parse-names":false,"suffix":""}],"container-title":"Jurnal Educatio","id":"ITEM-1","issue":"3","issued":{"date-parts":[["2021"]]},"page":"753-762","title":"Manajemen hubungan masyarakat dalam membangun citra sekolah","type":"article-journal","volume":"7"},"uris":["http://www.mendeley.com/documents/?uuid=d0462926-ce57-48aa-8356-6ce9001c8f95"]}],"mendeley":{"formattedCitation":"(Rusyanti et al., 2021)","plainTextFormattedCitation":"(Rusyanti et al., 2021)","previouslyFormattedCitation":"(Rusyanti et al., 2021)"},"properties":{"noteIndex":0},"schema":"https://github.com/citation-style-language/schema/raw/master/csl-citation.json"}

Branding school No just promotion , but rather a long-term strategy long done in a way Keep going continuous related with How school presenting values , vision , quality and culture to public . According to Kotler and Keller (2021), *branding* is the process of creating perception certain to something product or services in mind consumers . In context education , things This means How school form perception positive in the eyes students , parents , community , and other stakeholders . Strong *branding* will increase Power competition school , expanding range enthusiasts , and grow loyalty .

School branding own connection close with management school own Vivid , missionary , effective , creative and innovative in activity programs school extracurricular done Keep going continuously . Management effective schools can become a driving force in build positive image . Management in context education is a series of processes that include planning , organizing , implementing and monitoring to all over source Power school use reach objective education optimally (Mulyasa , 2022). Head school and team management own role central in determine direction school branding development , starting from determination superior vision and mission , extracurricular and co-curricular programs strengthening character and culture school , until excellent service to participant students and society .

According to Sallis (2021) stated that *branding* school must become part from management quality education . School No only sell service education , but also the values , identity , and uniqueness that distinguish they from school other . Therefore that , branding must integrated with all over aspect management , including management curriculum , staffing , facilities infrastructure , finance , to connection public .

However, many schools still don't realize the importance of branding in improving quality

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

and competitiveness. Many schools focus solely on administrative and academic aspects, ignoring how the school's image is shaped in the eyes of the public. However, as Kottler (2023) points out, in today's digital age, public image can be formed and spread very quickly through social media. In practice, school branding encompasses many aspects, such as the school's physical appearance, an attractive logo and tagline, satisfactory public services, student and teacher achievements, and a harmonious relationship between the school and the community.

2023), schools that successfully build branding generally possess strong distinctive characteristics, both in terms of learning methods, organizational culture, and school programs. from that , school branding is also closely related relation with *employer branding* and *student experience* . This as stated by Brown and Gray (2022), that teacher and student satisfaction to environment school will create promotion in a way No direct through stories and experiences they. Experience positive students will form influential opinion to choice public in send sons and daughters, children and grandchildren and their extended families to school .

In context management Islamic education , as researched by Ridwan (2023), *branding* Integrated Islamic schools also become attention main For differentiate values the Islam that they integrate in the learning process . Branding based on mark this is what it is Power pull alone for people who want education holistic between academic and spiritual. Therefore that , head school and all device management must capable develop a planned branding *strategy* , starting from from human resource development (teachers and staff) education), provision facility supporters, innovation learning , reinforcement culture school , until good and more communication effective with stakeholders.

Can it is said that school *branding* and management school are two aspects that are interconnected related and interconnected support . Without good management , *branding* No will formed in a way effective . On the other hand , strong *branding* will strengthen results management is carried out . Therefore that , study about How management school can increase *branding* school is very *relevant* For done , well as contribution to development theory management education and as input practical for manager school . As explained by Anwar and Prasetyo (2021), " Schools that have the characteristics distinctive and capable show the advantages with clear , will more easy known and trusted by the public .” Technology also has role Which big and important in improving *branding* school . With the existence of social media , schools Can spread information about activities and achievements student in a way more fast and broad. Fitriyah (2022) said, "Social media is an important tool for schools in building an image and reaching parents and the wider community." SDIT DARUSSALAM PALEMBANG, as an integrated

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Islamic school, has a lot of branding potential, such as programs, Adiwiyata, Drum Band, Little Doctor, Little Preacher, Al-Qur'an memorization, Coloring, Dance, Computer, Library as well as continuous moral development. However, all of this must be managed well so that it can become a clear attraction for the community. Therefore, planned and comprehensive school management is needed so that school branding can improve continuously or sustainably. SDIT DARUSSALAM PALEMBANG as one of the Integrated Islamic Elementary Schools has great potential to build strong branding. With Islamic values, character development, and the integrated education programs offered, SDIT DARUSSALAM PALEMBANG can highlight its uniqueness and excellence amidst many other school choices. However , the potential the No will maximum without management strategy support .

This matter will strengthen image positive school in the eyes society . Besides that , schools must also capable build connection Good with parents student as partners education . According to Wahjosumidjo (2002) , good communication between schools and parents will increase trust , strengthening reputation , and expand network support public With thus , *branding* school No only about appearance outside , but also includes internal quality and relationships external . Success *branding* depends a lot on how management school manage all over aspect the in a way integrated research This aim For dig more in about How effort management SDIT DARUSSALAM PALEMBANG school in improve branding, image , identity schools that are the leading promotion which is characteristics typical schools known to the community .

RESEARCH METHODS

This research uses a qualitative approach. According to John W. Creswell (2021), " Qualitative research is an approach to exploring and understanding the meanings individuals or groups attribute to a social or human problem." This method is used to explore subjective perspectives, experiences, and meanings. Robert K. Yin (2021) emphasizes that "Qualitative methods, such as case studies, are particularly useful for answering 'how' and 'why' questions about complex phenomena in real-life contexts." Uwe Flick (2018) states that "Qualitative research pays closer attention to how individuals construct meaning from their everyday experiences."

Qualitative research methods are highly relevant for examining strategic issues in education, particularly those related to school management and efforts to build school branding. This approach allows researchers to deeply understand managerial processes, communication patterns, promotional strategies, and stakeholder perceptions (teachers, parents, students, and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

the community) regarding the school's image and identity. Thus, qualitative methods are a powerful tool for exploring various management practices that contribute to improving school branding. The results of this study can provide valuable insights for school principals, management teams, and other stakeholders in designing more effective, participatory, and sustainable branding strategies to enhance the competitiveness and image of educational institutions amidst changing times.

Object study is effort management school in Improving the branding of SDIT DARUSSALAM PALEMBANG. Informant study consists of from head school , teachers , staff administration , students , and some parents active students participate in activity school . In this study, the researcher used two main techniques for data collection: interviews and documentation. These two techniques were chosen because they align with a qualitative approach that emphasizes an in-depth understanding of social meanings and processes within the context of school branding management. To ensure the validity of the data in this qualitative study, the researcher applied triangulation techniques. According to Moleong (2021), triangulation is a method for verifying data validity by utilizing sources other than the primary data as a means of comparison or verification. The analysis technique used follows the interactive model proposed by Miles and Huberman (2021), which includes three main stages: data reduction, data presentation, and conclusion drawing/verification.

RESULTS AND DISCUSSION

Research focuses on *School Management Efforts in Improving the Branding of SDIT DARUSSALAM PALEMBANG Palembang* using a qualitative descriptive approach. The main objective is to provide a comprehensive overview of how school management strategies are implemented in building a positive image of an integrated Islamic educational institution, while also identifying various supporting factors and obstacles that arise in the process.

Research result show that the success of SDIT DARUSSALAM PALEMBANG branding is results from a planned and collaborative management process . School branding No just activity promotion , but is form implementation management strategic that touches all over aspect life school .

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

International Journal of Education, Vocational and Social Science
https://e-journal.citakonsulfindo.or.id/index.php/IJEVSS
E-ISSN : 2963 4954
IJEVSS

Table 1. DOCUMENTATION SHEET
DARUSSALAM Islamic Elementary School, PALEMBANG

No	Variety of activities observed	Documentation		Information
		There is	There isn't any	
1	Leadership and Management a. School Profile b. Vision and Mission Formulation c. School Data d. Organizational structure	 There is There is There is There is		
2	**Plan Work School (RKS) and Plans Activities and Budget School (RKAS)**	There is		
3	**Annual Activity Report**	There is		
4	**Visual Photos and Publication Media**	There is		
5	**School Statistics Data**	There is		

School management strategy in improving *the branding of* SDIT Darussalam Palembang

The principal plays a crucial role as the driving force behind all branding activities. He or she ensures that every school program aligns with the institution's vision and mission.

With the implementation of this management, *the branding* of SDIT DARUSSALAM PALEMBANG becomes systemic, not just an incidental activity.

1. **Quality of Public Service and Communication as School Image**

SDIT DARUSSALAM PALEMBANG has successfully established effective communication through various media, both online and offline. Public activities such as *the Open House* , *Market Day* , and *the Pious Children's Festival, as well as the Hajj ritual demonstration,* have provided direct interaction between the school and the community.

Good interpersonal relationships between teachers and parents reflect humanistic and professional service. The school's identity and values serve as a point of differentiation. Consistent implementation of these values creates a lasting impression on the community and provides a competitive advantage among many other Islamic schools.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

2. The Impact *of Branding* on Competitiveness and Public Trust.

The increase in student numbers and the expansion of collaborative networks are concrete evidence of branding success. This aligns with Keller (2021), who stated that strong *brand equity* can increase customer loyalty and expand market reach. In the context of education, parental trust is a form of loyalty to the quality and values of the institution. In 2025, the number of students at SDIT DARUSSALAM PALEMBANG was recorded at 480, spread across grades I to VI. This number increased compared to 2023, which only reached around 460 students. This increase indicates growing public trust in the school's quality and image. The Impact of Branding Efforts on Public Trust

3. Relevance to Previous Research

The results of the study on school management efforts in improving the branding of SDIT DARUSSALAM PALEMBANG have strong relevance to various previous studies. This is evident in SDIT DARUSSALAM PALEMBANG which actively utilizes social media and develops collaborative activities to strengthen the school's image. SDIT DARUSSALAM PALEMBANG maintains academic and administrative service standards, thus creating a positive perception among the community. SDIT DARUSSALAM PALEMBANG's consistency in instilling Islamic values through habituation of worship, Tahfizul Qur'an, and character-based learning also strengthens the school's distinctive character.

Based on research and interviews, it can be concluded that SDIT DARUSSALAM PALEMBANG's management efforts to improve *its branding* are consistent and sustainable through a humanistic, innovative, and Islamic-value-based approach. Despite facing challenges, the school has been able to build a strong, positive image in the eyes of the community.

Challenges and Obstacles faced by school management in improving the branding of SDIT DARUSSALAM PALEMBANG.

Every educational institution certainly faces challenges in maintaining and enhancing its positive image. Based on interviews with the principal, vice principal for curriculum, vice principal for student affairs, creative teachers, parents, and students, SDIT DARUSSALAM PALEMBANG faces several key challenges in enhancing its school branding.

1. Human Resource Limitations in *Branding Management*

The principal of SDIT DARUSSALAM PALEMBANG explained that one of the main obstacles is the lack of specialized personnel to professionally handle school promotion and branding. Currently, branding activities are still managed by creative teachers who serve as dual educators.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

As a result, promotional activities such as social media management, school activity publications, or student achievement reporting have not been carried out routinely and structured. In the digital age, consistent publication is key to building public trust.

2. **Competition between Integrated Islamic Schools**

The vice principal for curriculum stated that the next challenge is the increasingly fierce competition among integrated Islamic schools (SIT) in Palembang. Many similar schools offer flagship programs such as memorizing the Quran (tahfidz), marching bands, and even digital technology in learning. This situation demands that schools continue to strengthen their identity and distinctive strengths, such as instilling Islamic character, discipline, and a friendly and religious school culture.

3. **Limitations in the Use of Digital Technology and Media**

A creative teacher at SDIT DARUSSALAM PALEMBANG added that another obstacle lies in the suboptimal use of social media and digital technology. This presents a challenge in itself because in the digital era, school branding no longer relies solely on brochures or offline activities, but also on a digital footprint and online reputation.

4. **Budget and Financial Support**

In terms of funding, the principal also stated that the biggest challenge, aside from funding, is being the driving force and pioneer in ensuring the success of every school program. Therefore, special budget support is provided for *branding activities* , involving parents in promotional activities, and building partnerships with relevant external parties.

5. **Differences in Perception between Schools and Parents**

Parents believe that some parents still have varying perceptions about the meaning of *school branding* . Most view branding as limited to academic achievement, when in fact, branding encompasses services, the learning environment, and even character development.

This difference in perception is a communication challenge for schools to provide an understanding that branding is about a holistic image — how schools shape students who have character, achieve, and good morals.

6. **Consistency in Implementing School Values and Culture**

Several teachers and students also expressed that maintaining consistency in maintaining school culture can sometimes be a challenge. For example, the implementation of greetings, smiles, and greetings, punctuality, and commitment to the tahfidz program must be maintained by the entire school community.

7. **Adapting to Changing Times and Community Needs**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

One of the long-term challenges for SDIT DARUSSALAM PALEMBANG is how to adapt to changing educational trends and societal expectations. Amidst technological advancements and modern lifestyles, the school must maintain Islamic values while providing learning that is relevant to today's needs.

8. Student Involvement in the Branding Process

Several students admitted they didn't fully understand their role in building their school's image. They knew their school was well-known, but they weren't used to being active *brand ambassadors* in public events. This highlights the need for a participatory approach where students are not just objects of branding but also subjects who play an active role in promoting the school's values through social activities, competitions, and digital media.

Based on the research results, it can be concluded that the challenges and obstacles in improving the branding of SDIT DARUSSALAM PALEMBANG are not only technical, but also cultural and structural. The school already has great potential in the form of Islamic culture, creative human resources, and community support. However, factors such as limited human resources specialized in branding, competition between schools, and budget constraints are major obstacles. Nevertheless, the management of SDIT DARUSSALAM PALEMBANG demonstrates a strong commitment to continuous improvement through teacher training, strengthening digital media, and synergy between the school and parents. The approach taken is collaborative, in accordance with the School-Based Management (SBM) theory by Mulyasa (2021), in which all school components play an active role in realizing the educational vision and mission.

CONCLUSION

Based on the results of research and discussions that have been conducted regarding school management efforts in improving *the branding* of SDIT DARUSSALAM PALEMBANG Palembang, several conclusions can be drawn as follows:

1. The school management's strategy to enhance the branding of SDIT DARUSSALAM PALEMBANG is implemented through a planned approach, based on Islamic values, and involving the entire school community. School branding is understood not only as a promotional activity, but as an institutional identity that reflects the vision of "creating a pious generation who loves knowledge and possesses noble morals." This effort is realized through various strategies, including:
    - Strategic planning by strengthening the school's vision and mission;

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

- Development of flagship programs such as *Al-Qur'an memorization, Little Dai, Little Doctor, Quranic Literacy,* and *Market Day* ;
- Increasing teacher creativity in digital publications and social media;
- Active involvement of parents through collaborative activities and parenting classes; and
- Establishing a school culture that is religious, disciplined, and virtuous. With this strategy, SDIT DARUSSALAM PALEMBANG has been able to build a positive image in the community as an integrated Islamic school that excels, has character, and is trustworthy.

2. Challenges and obstacles for school management in improving branding encompass several internal and external factors. Internal factors faced by schools include limited human resources (HR) for digital content management, limited promotional budgets, and the lack of a dedicated professional branding team. External factors include increasing competition among Islamic schools, changing societal expectations, and technological developments that require schools to continuously adapt. Nevertheless, school management demonstrates a strong commitment and innovative spirit by continuing to provide teacher training, improving communication with parents, and expanding digital publications as a promotional tool based on Islamic character and values.
3. Overall, SDIT DARUSSALAM PALEMBANG's branding is built through a combination of strategic management, school culture, and community participation. Branding success is determined not only by facilities, but also by the values, behaviors, and character excellence of the school community, which consistently reflect the institution's vision. This demonstrates that effective branding in the context of Islamic schools is not simply about external image, but also about how educational values are sincerely implemented within the school.

REFERENCES

Arifin, M. (2024). *Excellence programs as determinants of school quality perception: A study of integrated Islamic schools* . Journal of Educational Development Studies, 12(1), 44–58. https://doi.org/10.24123/jeds.v12i1.4521

Azizah , Y., & Halwati , U. (2023). School branding strategy in increasing public awareness . *Dirasah : Journal Studies Islamic Education Science and Management* , 6(2), 250–257.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

https://doi.org/10.58401/dirasah.v6i2.899 ejournal.iaifa.ac.id

Creswell, J. W. (2021). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.

Hartono, S. (2022). *Visual identity consistency and institutional image in educational organizations* . Journal of Communication and Education Strategy, 7(3), 77–89. https://doi.org/10.24815/jces.v7i3.3721

Irdiyanti, DT, Haryono, H., Oktorina, N., & Awalya, A. (2023). Qualitative study on private school branding in Indonesia: Identifying barriers and strategies for school branding. *International Journal of Advanced and Applied Sciences* , 10(12), 100-108. https://doi.org/10.21833/ijaas.2023.12.012 Science Gate+1

Lestari, D. (2022). *Parent–school collaboration and its impact on public trust in educational institutions* . Journal of Educational Partnerships, 4(2), 93–108. https://doi.org/10.36709/jep.v4i2.4022

Miles, M.B., Huberman, A.M., & Saldaña, J. (2021). *Qualitative data analysis: A methods sourcebook* (4th ed.). SAGE Publications.

Moleong, LJ (2021). *Qualitative research methodology* (Revised edition). Rosdakarya Youth.

Mulyadi, A. (2024). *Branding innovation in competitive educational environments* . Global Journal of Educational Innovation, 11(1), 15–29. https://doi.org/10.31219/osf.io/edv421

Mulyunto , W., Hidayati , D., & Sukirman, S. (2024). School branding strategies in the digital era in increase public interest through Utilization of digital marketing. *Academy of Education Journal* , 15(2), 1260-1271. https://doi.org/10.47200/aoej.v15i2.2419 jurnal.ucy.ac.id+1

Nanda Pratama, F., Nugroho, P., Rifa Zakaria, A., Dani Rohmatulloh, N., & Rifatul Muna, L. (2025). Branding management strategy of Islamic boarding school: An innovative approach to increase educational competitiveness. *Dirasah: Journal of Islamic Education Science and Management Studies* , 8(1), 263-276. https://doi.org/10.58401/dirasah.v8i1.1641 ejournal.iaifa.ac.id

Ngibad , K., Farkhan , M., Anam, K., & Vito, MSKP (2023). School branding via the website. *Friday Education: Journal Community Service* , 4(3), 109–114. https://doi.org/10.32764/abdimaspen.v4i3.3938 ejournal.unwaha.ac.id

Nugroho, F. (2022). *Adaptive and innovative management for effective Islamic school branding* . Journal of Islamic Educational Management, 3(4), 120–134. https://doi.org/10.33899/jiem.v3i4.2842

Rahmawati, D. (2022). *Research trends of branding in the context of education: A bibliometric*

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

analysis. Al-Ishlah: Jurnal Pendidikan, 14(4), 5933-5944. https://doi.org/10.35445/alishlah.v14i4.2101 STAI Hubbulwathan Journal

Rizal, S., & Wahyuni, HC (2024). Creative branding transforms school management in Indonesia: Creative branding change management schools in Indonesia. *Journal of Islamic and Muhammadiyah Studies* , 7(1), [page No displayed]. https://doi.org/10.21070/jims.v7i1.1612 jims.umsida.ac.id

Supriyono, B. (2023). *School Educational Organization Management* . Jakarta:

Taufik, M. (2023). *Utilizing Digital Media to Improve School Branding* . Jakarta: Media Edukasi.

Ufik Rohmatul Fitria, U., Chotimah, C., & Sulistyorini, S. (2024). The role of school branding in implementation management strategic For increase Power competition institution Islamic education . *Cendikia : Journal of Education and Teaching* , 2(12), 427-436. https://doi.org/10. Kolibi

Wahyudi. (2023) . Successful schools building branding in general own characteristics strong , good character in matter method learning , organizational culture, and school programs .

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License