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Revitalization Of Communication Policies And Regulations For Boarding School Communications In The Digital Era: Challenges, Innovations, And Implications For Boarding School Governance In Indonesia

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Abstract

Digital disruption has create fundamental problems in governance communication Islamic boarding school, where the pattern communication hierarchical and based compliance traditional clash with culture participatory and transparency brought by digital media. The absence of specific and contextual regulations cause response Islamic boarding school to phenomenon This tend reactive, extreme between total ban or neglect, and bring up gap digital literacy between caregivers and students. Research This use method study literature with data sources consisting of from book scientific, articles journal national and international reputable, and report research. Data analysis techniques used is analysis content qualitative which includes data reduction, data presentation, and data extraction conclusion. Research results show that transformation landscape communication Islamic boarding school cause challenge Serious in the form of gap regulation and conflict mark tradition with digital ethos. As response, Islamic boarding school do revitalization norm through codification ethics media social and development system moderation content based community santri. Innovation structural appear in form the formation of professional public relations units, media laboratories, and formulation models policy participatory involving santri. Implications from revitalization This is awakening robust digital reputation, capacity management measurable crisis, as well as openness network collaboration strategic that guarantees sustainability Islamic boarding schools. Implementation results study This covers formulation guide participatory digital ethics, integration curriculum digital literacy, the formation

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of a public relations unit, and expansion partnership strategic.

Keywords: Revitalization Policy; Regulation Communication; Digital Islamic Boarding School; Islamic Boarding School Governance; Digital Literacy of Students.

INTRODUCTION

Islamic boarding school as institution The oldest Islamic education in the archipelago has long been moral fortress and center transmission relationship - based science sacred between kiai and santri. The communication pattern that is built within it is very hierarchical, based on values obedience (sami'na) wa atho'na), exemplary behavior, and interaction direct in daily life. During centuries, communication models This effective in form character and maintain cohesion social community Islamic boarding schools. However, the wave massive digitalization in One decade final has fundamentally change landscape social where the Islamic boarding school exist. The presence of the internet and social media No Again just urban phenomenon, but rather has penetrate until to remote areas villages and chambers room students, creating reality communication the same new very different from pattern traditional that has established. Islamic boarding school now at a crossroads history: between maintain tradition his distinctive communication or open self completely on digital streams that are not unstoppable (Arifin, 2022).

Penetration digital technology in the environment Islamic boarding school bring up profound paradox. In one side, technology offer opportunity outside normal For expand range preaching, increasing efficiency administration, and opening access to treasury previous global science difficult reachable. On the other hand, the current information that is not filtered bring as well as conflicting content with values Islamic boarding school, starting from pornography, radicalism, to culture eroding individualism Spirit collectivity. Paradox This demand existence clear regulations For maximize benefit at a time minimize harm. Without existence policy adaptive communication, Islamic boarding school risky lost control on the formation process character students who have been This become the main raison d'être its existence (Hasanah & Maulana, 2023).

More further, the reality on the ground show that response Islamic boarding school to digital disruption is very diverse and often nature reactive. Some Islamic boarding schools choose policy insulating with total ban on use gadgets and internet access in the environment cottage. Policy this, although aim protect students from impact negative, often No effective Because push subterfuge behavior and make students stuttering technology. Some others precisely ignore and

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let students using social media without guide adequate ethics, so that cause various problem new like bullying cyber, spread hoaxes and conflict inter- individual spread to digital realm. Second spectrum response extreme This signify existence the absence of an ideal and contextual policy model For Islamic boarding schools in the digital era (Nugroho & Lestari, 2021).

Complexity challenge This the more increase with existence gap striking digital literacy between generation caregivers and generations students. Many senior kiai and ustaz have authority highest in formulation policy Islamic boarding school precisely is group with level understanding lowest technical and cultural to dynamics of digital media. Meanwhile that, the santri who was born as digital natives have expectations and habits very different communication. The gap understanding This often produce policies that do not down to earth, or on the contrary, total neglect because inability caregiver For understand what is the truth occurs in the digital world of Islamic boarding school students. Consequently, it is necessary A effort systematic For bridge gap This through revitalization policies based on understanding together (Rahmawati, 2024). Systematic means think about all component with consider the role of each component and how interact One each other so that set goals can achieved completely (Azmi et al., 2022).

In the middle various challenge said, appears innovations interesting from a number of Islamic boarding schools that are starting formulate policy digital communication in more structured. Some Islamic boarding school big has pioneering codification ethics media integrated social with curriculum, forming a professional public relations unit, to establish media laboratory as vehicle learning and production content positive preaching. Innovations This are the early shoots from what is called as revitalization policy communication Islamic boarding schools, namely effort aware For review repeat, adjust, and strengthen framework rules and practices communication to be relevant with context contemporary without lost the spirit and fundamental values of Islamic boarding schools. Practices Good This need reviewed in a way deep For find patterns, principles, and models that can replicated in a way more wide (Wahid, 2023).

Urgency For do revitalization policy communication this is also getting more and more strengthened by the crisis reputation that befell a number of Islamic boarding school consequence inability manage communication public in the digital era. Viral cases involving individual Islamic boarding schools, such as suspicion violence or intolerance, often aggravated by the bad management crisis communication. Instead dampen issue, silence or response that is not professional precisely amplify sentiment negative and tarnishing Name Good institution. Event This become lesson valuable that reputation is asset not invaluable must protected through governance modern, transparent, and accountable communication (Fitriyani & Hidayat, 2022).

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Overall dynamics This culminates in a question big about how is governance Islamic boarding school must transformed to remain relevant and empowering competitiveness. Regulation communication is not separate entities, but rather an integral part of governance institutions in a way overall. Changes to the policy communication will implications directly on the structure organization, relations power between actor, culture institutions, to leadership models. Therefore that, study about revitalization policy communication must placed in more framework area, namely governance transformation Islamic boarding school towards a more model participatory, professional, and adaptive to changing times (Aziz, 2023).

Problems main study This located in yet existence framework policies and regulations systematic and contextual digital communication in the environment Islamic boarding schools, which resulted in response institutional to digital disruption tends to reactive, extreme, and not optimal in protect students at a time push innovation Identified analysis gap from review literature show that study about digital transformation of Islamic boarding schools during This more focus on aspects learning and curriculum, while dimensions policies, regulations, and governance communication as A system holistic still very little researched in a way in-depth, especially those that integrate perspective challenges, innovations, and implications at the same time. Urgency study this is very high remember Islamic boarding school with millions his students is the nation's vulnerable moral fortress to excess negative digital era, so that without regulations revitalized communication, the process of formation character and moderation religion in institutions This will Keep going face threat serious. Research This aim For study in a way comprehensive challenges faced Islamic boarding school in landscape digital communication, identifying innovations policies that have been pioneered, as well as analyze the implications to governance transformation Islamic boarding schools in Indonesia.

METHOD

Study This use type study literature or library research, which focuses on collection, study and analysis deep to various source relevant literature with theme revitalization policies and regulations communication Islamic boarding school in the digital era. Study literature chosen Because characteristic problems studied demand understanding deep conceptual mapping comprehensive theoretical, as well as ability For synthesize findings from various study previously. Through approach this, researcher can browse root historical, foundation theoretical, as well as development latest from policy communication in institutions Islamic education without must jump direct to field (Zed, 2021). Internal data sources study This consists of from three category

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main, namely book scientific, articles journal scientific, and reports results research that has relevance direct with topic revitalization policy communication Islamic boarding schools in the digital era. Books scientific methods used covers literature national and international issues that discuss about theory policy public, communication organization, management Islamic boarding schools, and digital transformation in institutions Islamic education (Creswell & Creswell, 2023).

Data collection techniques in study literature This done through method systematic and planned documentation. The first step taken is do identification and inventory sources relevant literature using keywords specific like policy communication Islamic boarding schools, Islamic boarding school digital literacy, governance Islamic boarding schools, and digital transformation of institutions Islamic education. Search done through various academic databases such as Google Scholar, Scopus, Web of Science, and journal portals national such as Garuda and Moraref. After the sources potential collected, done selection beginning based on suitability title, abstract, and table of contents. Sources that pass selection Then collected in form digital copy or print For read in a way comprehensive and carried out recording information important related with formulation problem research. This data collection process nature iterative, meaning can return done search source new along with development understanding researchers to topics studied (Sugiyono, 2022).

Data analysis techniques used in study This is analysis content qualitative or qualitative content analysis is carried out in a way systematic through a number of stages. Stages First is data reduction, where researchers read all over data sources that have been collected, sorted relevant information, and discard information that is not related with focus research. Stage second is data presentation, namely compile findings important the to in scheme structured thematic in accordance with subtitles that have been designed, namely challenges, innovations, and implications regulations communication towards governance Islamic boarding school. Stage third is withdrawal conclusion, where the researcher do interpretation to patterns, relationships between themes and relationships logical from all data that has been presented. Analysis content qualitatively very precise used in study literature Because allows researchers For catch meaning the depth contained in text, not just count frequency the appearance of words or theme specific (Krippendorff, 2022).

Testing techniques validity of data in study literature This done through four criteria main criteria, namely credibility, transferability, dependability, and confirmability. Credibility test done with method increase perseverance reading and studying sources literature in a way repeatedly until reach deep understanding, as well do triangulation source with compare findings from books,

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articles journals and reports study For ensure consistency information. Transferability test done with method serve very detailed, clear, and contextual description to every findings, so that reader can understand with good and assess Alone to what extent are the results study This can applied to the context different Islamic boarding schools. Dependability test guaranteed through compilation notes study or an audit trail that documents the entire research process, starting from search source, selection literature, up to taking decision analytical, so that the research process can audited and replicated by researchers others. Meanwhile that, confirmability test done with method ensure that all over findings and conclusions truly originate from the data collected, no from bias or subjectivity researchers solely, which is proven with always include clear citations and references in each claims filed in discussion (Moleong, 2023).

RESULTS AND DISCUSSION

Transformation Landscape Communication Islamic Boarding Schools and Challenges Regulation in the Digital Age

fundamental shift in ecosystem communication Islamic boarding school No can released from penetration digital technology that has change pattern interaction between kiai, ustaz, santri, and the community in a way wide. Islamic boarding schools which are traditional depend on communication verbal, exemplary, and instruction hierarchical now faced with reality where are the students ? own access direct to diverse source information through gadgets and social media platforms. Transformation This create room more communication democratic However at a time bring up tension between mark compliance traditional and cultural digital participatory. In context this, policies and regulations communication that applies in Islamic boarding schools often Not yet Ready accommodate complexity relationships mediated by technology, so bring up various challenges that require response Serious from stakeholders interests. Understanding deep about How institutions religious traditional negotiate with digital modernity becomes key For identify gap necessary regulations revitalized (Albrecht et al., 2022).

Studies library to literature contemporary disclose that one of the most fundamental challenge is absence framework law specific regulations that regulate in a way comprehensive about ethics and governance digital communication in the environment Islamic boarding schools. Existing regulations tend nature common and not yet touch aspects special like manufacturing content by students, limitations interaction between teachers and students on a private platform, or mechanism settlement conflicts that arise from digital miscommunication. Emptiness law This creating a gray zone that can utilized For actions that are not in accordance with values Islamic

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boarding schools, such as distribution information No accurate, bullying cyber, or even online radicalization. Therefore that, the need will clear and contextual regulations become very urgent use give guide definite behavior for all over element Islamic boarding schools in digital space (Hefner, 2023).

More continue, collision between tradition compliance that becomes foundation culture Islamic boarding school with ethos transparency and criticism brought by the digital era creates dilemma complex regulations. Concept sami'na wa atho'na which emphasizes compliance absolute to kiai and ustaz clash with habit students who are accustomed to do verification cross, voice opinions, and questions authority through digital platforms. Conditions This No seldom trigger internal friction due to considered as disobedience, even though on the other hand it is manifestation from growing digital literacy. Challenges for maker policies in Islamic boarding schools is How formulate fixed rules honor hierarchy scientific and spiritual without turn off Power critical as well as creativity students who are skills important in the 21st century (Arifin & Zuhri, 2022).

The gap digital literacy between various generations in the environment Islamic boarding schools also become factor significant that makes things worse challenge regulations communication. Many senior kiai and ustaz have authority highest in taking policy precisely is group with understanding lowest technical and cultural to dynamics of digital media. Meanwhile that, santri as users active and guardian students as stakeholders interest external own expectation tall to speed and transparency information. Gap This often give birth to reactive and repressive policies like total ban on carrying gadgets, which instead finish problem precisely push behavior stealth and widen canyon communication between administrators and students. A effective policies must based on understanding equivalent digital literacy to be able to become bridge, not barrier (Woodward, 2024).

Discussion more deep to findings This highlight that transformation landscape communication Islamic boarding school is part from global phenomenon in which institutions religious traditional experience disruption consequence new media logic. According to studies conducted in various context religion, digitalization No only change tool communication but also fundamentally configures repeat connection authority between religious leaders and their followers. In Islamic boarding schools, kiai No Again become the only one source knowledge and truth Because students can access lectures, digital books, and discussion forums Islam in a way independent. Disintermediation authority This demand existence negotiation repeat roles and functions internal communication that must be accommodated in A framework adaptive and

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respectful policies dynamics new (Anderson & Eickelman, 2021).

In tune with matter that, the gap identified regulations in context Indonesian Islamic boarding schools have similarity with problems faced by religious schools in various parts of the world. Research about madrasas in South Asia and schools Catholicism in Europe show that institutions education religion -based often left behind in formulate policy appropriate use of the internet and social media with their spiritual mission. Delay This often caused by the view dualistic view technology as threat to morality, not as tools that can managed and integrated in a way positive. This global perspective strengthen argument that Islamic boarding school need a more approach proactive and based proof in compile regulations communication, not just counterproductive prohibition (Halstead & McLaughlin, 2022).

Implementation policy Communication in Islamic boarding schools is also greatly influenced by the context Indonesia's unique socio-cultural landscape, where Islamic boarding schools No just institution education but also the center empowerment community involvement active Islamic boarding school in economic and social community make communication they No only both internal and external to partners, government and public wide. Inability manage communication public in a way professional through digital platforms can impact on reputation and loss trust society. Therefore that, study about governance communication in organizations based mark confirm importance develop capacity institutions so that Islamic boarding schools capable become effective and credible communicator in the era of openness information this (Wijayanti & Hidayat, 2023).

Revitalization of Islamic Boarding School Internal Norms and Policies as Response to Digital Disruption

Face onslaught digital disruption, many Islamic boarding schools in Indonesia are starting take step strategic For revitalize their internal norms and policies. Response This No just reaction defensive, but rather A awareness new that digital technology is reality that is not Can avoided and instead can utilized For strengthen mission preaching and education. Revitalization process This involving reinterpretation values traditional Islamic boarding school like morals good manners, manners and blessings knowledge to in context practice media social efforts This mark shift paradigm from rejection to technology going to management risk and optimization benefits, which in turn give birth to various innovation policy unique that integrates treasury classic with demands modernity (Nasution, 2023).

One of form the most prominent revitalization is emergence codification ethics media

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social which is specific compiled by and for community Islamic boarding school. Different with guide general digital literacy, guidelines digital ethics of Islamic boarding school students This in a way explicit linking every rule with religious principles and values Sufism. For example, the prohibition gossip on social media, orders tabayyun before spread information and manners communicate with against type explained No only from side risk social but also spiritual responsibility. Codification This is a form of policy ijtihad that bridges jurisprudence classic with reality contemporary digital interactions, so that give runway solid theology for students in behave in cyberspace (Rasyid, 2024).

Besides that, innovation policies are also visible in development system moderation content based community that involves in a way active participation santri. Instead of applying rigid and often top-down censorship No effective, some Islamic boarding school big form the cyber team of students on duty filter content negative at a time produce contents positive that represents Islamic values of moderate moderation. Policy This push students For become agent moderation and not just object supervision. They given training about digital security, engineering oppose narrative radical, and method produce content creative and appropriate preaching with appetite generation young. Approach participatory This proven more effective in build healthy digital culture Because foster a sense of ownership and responsibility moral responsibility in the students (Madjid, 2021).

Revitalization policies also touch fundamental aspects of the relationship between kiai and santri in context digital communication. Some Islamic boarding school start formulate the rules that govern how, when, and through channel What a students can communicate direct with religious teacher or religious teacher use digital devices. The goal is For guard manners and privacy without remove accessibility guidance. Policy this, for example, regulates that question around problem personal and spiritual remains must through face face, while question administrative or academic simple can delivered through message short on working hours certain. With Thus, technology become tool help that makes things easier communication without damage a system of respect and upheld boundaries tall in tradition Islamic boarding school (Baso, 2023).

Discussion to phenomenon revitalization policy This underline that What is being done Islamic boarding school is example real from institutionalization contextual and data-based digital ethics wisdom local. Research about development policy content on global platforms shows that guidelines effective community is the one that is arranged with consider nuances culture and language local. What is considered offensive or dangerous in one culture Possible No applies in culture other. With formulate Alone ethics digital that is rooted in values morals and manners,

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Islamic boarding schools in fact currently apply principle moderation very advanced and nuanced content, far beyond system reporting stiff and generic content from global platforms (Gillespie, 2022).

Success system moderation based communities in Islamic boarding schools are also parallel with findings latest about effectiveness approach participatory in internet governance. Study about counter-speech and counter- strategies online extremism shows that messages delivered by colleagues peer -to-peer has Power far- reaching influence more strong compared to a campaign launched by a distant and impersonal authority. When senior students and colleagues they active alone speak out narrative moderate and critical content provocative, message the more easy accepted and internalized. Innovation policy Islamic boarding school in form santri cyber team This in harmony with global best practices in create a positive and resilient digital environment to influence negative (Saltman & Furlow, 2022).

More far, the process of negotiation and adaptation norm communication between kiai and santri in this digital era can read through lens theory accommodation communication. In situation intergenerational and interhierarchical, parties will adapt style communication they For get approval, efficiency, or show identity. Policies that regulate channels and time communication is form accommodation structural in which Islamic boarding schools No force completely old pattern, but also not surrender to the total informality of digital media. This is compromise creative who maintains essence connection sacred teacher-student while adopt practicality technology. Policy This If executed with Good will create room more communication healthy and productive for second split parties (Safitri & Nuraini, 2023).

Innovation Structural in Communication Governance: From Centralization Kiai Towards a Participatory Model

Revitalization policy communication in the digital era is not only occurs at the level of norms and rules, but also encourage change significant on structure organization Islamic boarding school. During this, governance Islamic boarding schools, including those policy communication, is very centralized on the figure religious teacher as holder authority highest. This model own excess in matter speed taking decisions and unity command, but become not enough adaptive in face dynamics demanding digital communication response fast, professionalism management content, and participation various parties. Innovation structural present as answer on need For distribute not quite enough answer communication in a way more effective without grind values exemplary behavior and spiritual authority are the core of Islamic boarding schools (Mastuhu,

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2022).

One of innovation the most obvious structural is the formation of a special unit or division that handles connection society and digital media in the environment Islamic boarding school. This unit, which often called as Public Relations and Digital Media, filled by personnel who have competence in the field journalism, design graphics, and social media management. Tasks they No only spread information positive about Islamic boarding schools, but also manage communication crisis, monitoring sentiment public, and build connection Good with mass media. The existence of this unit mark professionalization function previous communication executed in a way incidental by the management with skill limited. With thus, Islamic boarding schools capable build narrative structured, consistent and capable public compete in the middle the flood digital information (Kuntowijoyo, 2023).

In line with that, the emergence of the policy co-creation model communication show shift participatory in governance Islamic boarding school. In this model, the kiai No Again become the only one formulator rules, but rather act as giver directions value and validation end, while the process of formulating detailed policies involving religious teacher young, administrators, and even representative santri. Involvement multi-party This produce more policies realistic, understandable together, and have legitimacy strong in the eyes those who will carry it out. The students involved in formulation rule ethics media social, for example, no will see rule the as burden, but rather as commitment the collective they follow wake up. This is evolution important towards better governance inclusive and modern (Van Bruinessen, 2021).

Innovation structural others who don't lost important is integration curriculum digital literacy to in system education Islamic boarding schools and creation media laboratory as room practice. Islamic boarding school start realize that policy No will effective without support improvement capacity source Power human beings. Therefore that, it was founded a functioning media laboratory as center production content, podcast studio, and space digital training for students. Curriculum digital literacy in which covers material verification facts, personal data security, ethics content, and techniques creative media production integrated to in activity extracurricular mandatory. This step transform policy communication from just the rules above paper become A movement empowerment that provides students with skills 21st century in harmony with Islamic values (Azra, 2024).

Discussion about innovation structural This find its relevance with global trends about importance management communication strategic in the organization religion- based research show that organization successful religious maintain its relevance in space digital public is those

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who invest in infrastructure communication professional. They No Again depend on charisma leader only, but build capable team manage issue, telling story successful, and involved in conversation public in a way Sustainable. Establishment of Public Relations and Digital Media units by Islamic boarding schools is form from adoption practice management strategic this, which allows they For come on stage as a modern, open and trusted institution (Lundby, 2023).

The phenomenon of policy co-creation is starting to emerge. practiced by some Islamic boarding schools are also reflection from governance principles increasingly collaborative recognized its effectiveness in various sector. Research about management source Power owned by together show that designed rules in a way participatory by its users tend more adhered to and sustainable Because accommodate needs and context local. In context Islamic boarding school, digital space is a " space owned by together " the new, where the rules the game will be most effective If formulated together by kiai, ustaz, and santri. This process at a time become laboratory democracy educational deliberative students in skills negotiate, arrange arguments, and reach consensus (Ostrom, 2021).

Investment Islamic boarding schools in the media and curriculum laboratory digital literacy is appropriate understood as step strategic in build community digital resilience. Study about digital resilience in groups teenager show that giving skills technical just No enough ; more important is integrate it with system values and support strong social skills. The Islamic boarding school media laboratory model combines hard skills training such as video editing with soft skill development such as ethics preaching and responsibility answer social is approach rare and worthy holistic exemplified. This model No only create savvy digital users, but also producers content that has integrity and is capable preaching in a way effective in cyberspace (Wahyudi & Pratiwi, 2024).

Implications Revitalization Regulation to Reputation and Sustainability Islamic Boarding Schools in the Digital Public Space

Revitalization governance policies and innovations communication carried out Islamic boarding school bring very significant implications to reputation institutions in the eyes public. In an era where information flow without stop and opinion public can formed in hours, ability manage communication become equivalent assets importance with quality curriculum and integrity teachers. Islamic boarding schools that are capable in a way proactive manage narrative about himself on the digital platform will own superiority competitive in interesting students new, build trust guardian students, and establish partnership strategic with various parties. On the

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other hand, Islamic boarding schools that fail adapt risky sink in negative stigma or forgotten by generations increasingly young selective in choose institution education. Managed reputation with good in the digital realm is a protective fortress Islamic boarding school from crisis and become foundation for growth sustainable (Anwar, 2023).

One of the most concrete implications is awakening capacity management reputation and response a fast and measurable crisis. With the existence of a professional public relations unit, policies moderation clear content, and social media channels official, Islamic boarding school now own tool For do clarification direct when happen news negative or the crisis that hit institutions. Speed and transparency in respond issue like suspicion violence, intolerance, or violation others are very crucial For dampen wild speculation and recovery trust public. Instead of remaining silent and letting issue develop become a destructive snowball reputation, Islamic boarding school with governance mature communication capable come on stage lead narrative with serve facts, shows accountability, and communicating step improvements taken (Fauzi, 2024).

Revitalization regulations communication also has implications for the development of image Islamic boarding school as modern, open and adaptive institutions to developments of the times. The public, in particular urban and class circles middle class Muslims, now the more look for institution education that is not only teach religious knowledge in general deep but also provide children they with relevant skills for the future. Presence media lab, informative social media accounts, and content creative results work students become very convincing portfolio. This image in a way direct counter stereotypes Islamic boarding school as closed, old-fashioned, and anti - technology institutions. With Thus, the policy proper communication functioning as a powerful rebranding strategy For broaden the support base and demonstrate that education Islamic boarding school is a superior and visionary choice (Thompson, 2021).

More far, the most fundamental implications is to sustainability of Islamic boarding schools That themselves in the future. Sustainability Islamic boarding school No Again only depends on endowments and donations, but also on his ability build networking and collaboration strategic at the level national and global policies openness controlled and managed information in a way professional become key For interesting interest partners strategic, such as foreign universities, donor agencies, and companies technology. Potential partners will more believe For invest and collaborate with institutions that have governance transparent and accountable communication. With Thus, revitalization policy communication become an important pillar in build ecosystem collaboration that will support development curriculum, improvement human resource capacity, and expansion impact social economy Islamic boarding school (Hidayatullah, 2022).

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Discussion critical to implications This put digital reputation of Islamic boarding schools in framework theory trust public. In an increasingly competitive education market competitive, trust is the most valuable social capital that can be determine choice of parents and participants education. Research show that transparency and responsiveness communication is two factor main builder trust public to A institutions. When Islamic boarding schools in a way routine publish activities, achievements, and even confess lack in a way open, they currently build record honest and authentic digital footprint. Accumulation from interaction positive This create a solid and unwavering reputation easy wavered by one or two incident negative. This is a development process trust term very strategic length (Kurniawati & Raharjo, 2022).

Success Islamic boarding school in rebranding through digital content can also analyzed from perspective marketing education. Study about marketing strategies college tall religion-based shows that strong differentiation and narrative is key For win heart candidate participant educate. Content that displays life modern and creative students, facilities a sophisticated media laboratory, as well as moderate and inclusive Islamic teachings is proposition very strong and differentiating values Islamic boarding school from its competitors. This No just imaging empty, but communication authentic from a truly value proposition developed. Narrative This If communicated in a way consistent and creative will form identity a strong Islamic boarding school brand identity that is remembered by the public (Rahmawati & Maulana, 2023).

Finally, the implications to sustainability Islamic boarding school through network collaboration confirm shift paradigm from isolated institutions become part from ecosystem global education and empowerment. Research about the partnership model cross sector For development sustainable emphasize that No There is One institutions that can finish problem complex alone. Islamic boarding school, with all uniqueness and its network at the root grass, is a very valuable partner for development programs government and international. However, the potential This only Can activated If Islamic boarding school capable communicate vision, programs and accountability with global standards. Capabilities This built through policy revitalized and managed communications in a way professional, which in the end ensure Islamic boarding school No only endure but also develop and contribute in a way significant on the world stage (Prasetyo & Fitriani, 2024).

CONCLUSION

Conclusion of results study studies library This confirm that revitalization policies and regulations communication Islamic boarding school in the digital era is moving inevitability in a

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way evolutionary from response reactive going to adaptation proactive. Transformation landscape communication has create gap regulation and conflict between tradition compliance as well as culture digital participatory, which is exacerbated by the gap digital literacy among generation in Islamic boarding schools. As the answer is Islamic boarding school do revitalization internal norms through codification ethics media social integration mark morals Karim as well as develop system moderation content based community students, which fundamentally strengthens governance from the beginning centralized on figures religious teacher towards a more model participatory and professional. Innovation structural in the form of establishment of public relations units, media laboratories, and curriculum digital literacy has transform policy communication become movement empowerment that provides students with skills 21st century. The most significant implications from the entire revitalization process This is awakening robust digital reputation, capacity management measurable crisis, as well as image Islamic boarding school as modern and open institutions that become key sustainability through expansion network collaboration strategic at the level national and global.

Implementation from results study This can realized through formulation quick guide contextual and based digital ethics for students values Islamic boarding school, the process of compiling which involving participation active kiai, ustaz, and santri as form of governance collaborative. Islamic boarding school need forming a professional public relations and digital media unit whose duties include manage communication public and content preaching, supported full with establishment media laboratory as center training and production content creative students. Curriculum mandatory digital literacy integrated to in system education Islamic boarding school For close gap literacy and building community digital resilience. Openness managed information Good must become the main strategy For build reputation institutions and respond crisis in a way fast, transparent, and accountable. Peak from all over implementation is expansion collaboration strategic with various the party requiring modern governance standards, so that Islamic boarding school No only sustainable but also appear as driving force moral digital civilization.

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