

ENHANCING ISLAMIC EDUCATION INSTITUTIONS' QUALITY TO CAPTURE PUBLIC INTEREST (A MULTI-SITE STUDY AT MTS DARUL HIKMAH AND MTS MAMBA'UL ULUM TULUNGAGUNG)

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Abstract: Science development of modern knowledge brings a significant impact on Islamic education. On one side, must capably compete with the education public who have together high and on the other hand, not let go of existence as a moral basis. Therefore, this research seeks to uncover effort enhancement together as well as a strategy for creating interest Public through multi-site research in two institutions of Islamic education. Using qualitative data excavated description through technique Interview deep, observation participatory and documentation to prayer institution namely MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung. Informant look for sources from the head of the madrasa, Deputy Head of Public Relations, Deputy Head of Guarantee quality, teachers, and guardians of students. The result of this research shows that strategy in attracting public interest held at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung is implementing system total quality management, where the second institution by sustainable increase together power educators, facilities and infrastructure, management education, learning process, competence graduate, evaluation education and financing. To increase public interest, MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung publish some self image through social media and mass media. This publication aims to know the public thought about the existence of a madrasa. Efforts to build the quality of the institution on an ongoing basis have implications for the increasing number of new student applicants every year.

Keywords: Quality, Public Interest, Islamic Education Institution.

Introduction

Education is a system and method to increase the quality of life in all aspects. In the history of mankind, almost no group of people who don't use education as a tool for quality cultivation and improvement, even in a community that is still retarded. Education is the most effective and efficient

means for transforming knowledge, culture, etc from one generation to generation next in scope society. Essen Sucuoğlu state *Education aims to improve the welfare of society through individual development*.¹ In this case, the institution of education gives an important role in shaping resource reliable human in the community fill in any field.

Islamic education is one of the components important in progress education in Indonesia. Start establishment of education in the form of Islamic schools, Madrasas, and even educational models *Boarding Schools* follow Islamic education models. An exciting development has prayer significant impact; *First*, a lot popping up in Islamic-based education and institutions Islamic education gives various variety choices of education to Public Muslims who will have adequate education. The form of the educational model that operates many and varied precisely gives birth to a positive competition between the institution of education to give the service best for user education. *Second*, institutions of Islamic education give characteristic typical stick more different from non-Islamic education, so that have power pull alone in the eyes general. residence institutions with good Islamic education in the area as well as in urban have the same access to repair sustainable quality for interesting attention society. Opportunity Islamic education in giving service much-needed education remember part big Indonesian population is Muslim.

At the time, the institutions of Islamic education in Indonesia with its Muslim majority population faces two challenges; *First*, the Islamic education institution's readiness for competing with other established educational institutions, especially the scientific-based institution. *Second*, the sustained improvement to the institution's quality internally, both improvements in the field of human resources, as well as non-human. To level up the Islamic educational institutions to become branded schools and to draw the *stakeholders'* attraction needs continuous improvement of the education's quality. The public trust and impression of the value and excision of Islamic educational institutions will increase with these improvements.

To gain the attraction and interest of a very heterogeneous society requires internal improvement of the institution. Internal improvement for quality refers to efforts to curriculum's upgrade, enhancement in facilities, and infrastructure, and leveling up the educators' and staff's qualities. Meanwhile, to attract people to join Islamic educational institutions is to introduce themselves to the public as institutions that are ready to

¹ Esen Sucuoğlu and Gülümser Erdem, "Effects of Sustainable Strategic Planning Applications in Primary Schools on the Effectiveness of Total Quality Management Practices," *Sustainability* 13, no. 18 (September 7, 2021): 9998, <https://doi.org/10.3390/su13189998>.

accommodate and carry out the teaching process to students so that they become a superior generation.

An Islamic educational institution must be managed with good management and introduced to the wider community in innovative and modern ways. It is these innovative ways that will interest the public in the existence of Islamic educational institutions. The ability to attract public interest followed by the ability to build achievements and adequate educational services proves Islamic educational institutions can compete positively based on achievements and academic services.

In this study, the researcher will investigate the efforts of Islamic educational institutions in attracting public interest, especially in two institutions, namely MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung. The locations of the two institutions are very attractive for researchers to dig deeper into their way of attracting public interest. Because These two institutions are in different locations. MTs Darul Hikmah Tulungagung is an Islamic Educational Institution located in the urban sphere, while MTs Mamba'ul Ulum Tulungagung is an Islamic Educational Institution located in the rural environment. Of course, their efforts in attracting public interest are also very different.

Linking the quality of institutions with increasing public interest through creative-innovative efforts in Islamic education is *new* from the many studies on increasing the capacity of institutions. The author has searched several national and international journals. Suryawahyuni Latief (2021) researched the development of Islamic education to increase public interest in Madrasah Aliyah Agama (MAK), but the results of her research did not find strategies and efforts to improve quality. Development only on curriculum aspects.² So did Zuhaeriah and Moh. Ali (2020), researched the development of the quality of Islamic education by increasing the competence of madrasah teachers, but Zuhaeriah's research emphasizes the quality of learning, this improvement effort is not enough for the development of quality categories.³ Amiruddin (2021) researched the role of teachers and students in society to absorb interest, but this research forgets

² Suryawahyuni Latief et al., "The Development of Islamic Education and Strengthening of National Education System of Indonesia," *International Journal on Advanced Science, Education, and Religion* 4, no. 2 (July 5, 2021): 86–99, <https://doi.org/10.33648/ijoaser.v4i2.105>.

³ Zuhaeriah Zuhaeriah, Moh. Ali, and Yusra Yusra, "The Role of Islamic Education Teachers Competency in Improving the Quality of Education," *INTERNATIONAL JOURNAL OF CONTEMPORARY ISLAMIC EDUCATION* 2, no. 1 (August 1, 2020): 108–30, <https://doi.org/10.24239/ijciied.Vol2.Iss1.15>.

internal quality so the research results focus on preparing external roles only.⁴ There is still a lot of cutting-edge research, which the authors say is partial. Therefore, this research seeks to comprehensively combine the improvement of quality and interest in attending Islamic educational institutions.

To obtain valid and reliable research, this research takes data directly into the field and is qualitative, where researchers explore and describe the efforts of Islamic educational institutions in attracting public interest. This research uses a multi-site study design approach, where this research explores in depth the two Islamic Education Institutions' locations which are considered to have similar characteristics and similarities in the objects studied.

In this study, the researcher collected data in steps: (1) engaged observations: the researcher made observations about activities that have an impact on efforts to attract public attention to Islamic educational institutions such as religious activities and commemorations of national holidays, daily activities in the school environment and so on which emphasize more on the impact of forming public interest in MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung; (2) In-depth interviews: Researchers conducted interviews with madrasah public relations, madrasah quality assurance waka, madrasah heads, several student parents, councils of teachers, staff, and madrasa's security officers; (3) documentation: the data taken is from photos of activities, films of all madrasah activities, meeting results, agenda activities related to the efforts of the two institutions in attracting public interest both into their institutions (madrasah residents) and in the outside community. This study uses two data analyses, namely; in-site data analysis and cross-site data analysis.

An Effort to Build the Quality of Education for Attracting Public Interest in MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung

With the rapid development of the world of education, it is interesting Attention and interest of the community becomes part of educational activities in widening the wings of an educational institution for getting amount participant to educate every year. Attracting public interest is very important, as the findings at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung that public interest in Islamic educational

⁴ Amiruddin Amiruddin, Nurdin Nurdin, and Moh. Ali, "Islamic Education Teacher Communication Strategy in Increasing Students 'Learning Interest,'" *INTERNATIONAL JOURNAL OF CONTEMPORARY ISLAMIC EDUCATION* 3, no. 1 (June 20, 2021): 41–61, <https://doi.org/10.24239/ijced.Vol3.Iss1.31>.

institutions starts from the institution by continuously improving the quality and services of the institution.

An indication of the success of MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung in attracting public interest is the increasing number of new student registrants and the introduction of madrasas to the wider community. Some of the concepts that have been found in the research are parallel to the concepts that have been put forward by Suyanto in Suryadi that the schools of interest have the following characteristics: (1) have a strong academic culture, (2) have a curriculum that is relevant to the development of science and technology, (3) have a school community that always creates innovative ways or learning to learn, (4) develops a balanced development of *hard knowledge* and *soft knowledge*, (5) a learning process to develop students' potential holistically, (6) develops a process of developing abilities and competencies communicate globally.⁵

The six aspects described by Suyanto can be seen from the findings of observation and documentation, seen by the discipline and responsibility given by the madrasa residents in carrying out their respective activities, an interesting learning system, and a sense of comfort for students, a balance between knowledge and skills. students' skills, and the ability of madrasa residents to communicate with guests and the wider community. MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung have employees who are very participatory in the progress and efforts to improve the quality of educational institutions. This can be seen when teachers can make innovative breakthroughs in learning activities, can replace each other's positions in tasks and obligations, and together help each other in work.

The attractiveness of an educational institution certainly cannot be separated from the existence of an institution to the views of its consumers.⁶ People who have trust and interest in Islamic educational institutions will certainly not think long about registering and entrusting these Islamic educational institutions to be a place to educate their children, and it is even possible that these communities have high loyalty to provide more support for education at the institution.⁷ From the research findings in MTs Darul

⁵ Suryadi, *Manajemen Mutu Berbasis Sekolah* (Bandung: PT Sarana Panca Karya, 2019), 12–16.

⁶ Agung Sutiadi et al., "Meningkatkan Kepemimpinan Efektif dan Manajemen Mutu Pendidikan Dalam Menghadapi Tantangan Global," *Journal of Information System and Management* 02, no. 1 (2023): 7, <https://doi.org/10.4444/jisma.v2i1.234>.

⁷ Etie Novia Rizki and Wahyu Kurniawati, "Use of Quizizz Applications and Its Impact on Higher-Level Thinking Skills of Elementary School Teacher Education Students in Elementary Science Learning," *International Journal of Basic Education* 6, no. 2 (2022): 8, <https://doi.org/10.23887/ijee.v6i2.47686>.

Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung, it can be seen that in building the attractiveness of institutions to always be in demand by the public, Islamic educational institutions must build a sustainable quality as a whole from the internal institution first.

MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung build the internal quality of the institution first as a way of attracting public interest. Both institutions carry out an increase in the quality of learning materials and an increase in the core competencies that will be achieved in the content standards. In this case, the madrasah formed a work team as a curriculum developer consisting of teachers, madrasah heads, experts (lecturers), and committees. Furthermore, the team compiles a complete curriculum draft starting from the vision and mission of the education unit, education calendar, curriculum content structure, and syllabus, to lesson plans that are ready to be actualized in learning. The preparation of the education curriculum is part of the madrasah planning activities.⁸ This activity can take the form of a madrasah work meeting or madrasa group held before the new school year. The final stage of curriculum preparation is revision and finalization where the curriculum team sets the task of each teacher in developing learning tools at the beginning of the school year, this gives the impression that MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung are very disciplined in preparing the learning process.

In the data presented at MTs Darul Hikmah Tulungagung, good learning is learning that demands student activity.⁹ Learners are no longer placed in a passive position as recipients of material delivered by the teacher, but as subjects who actively carry out the process of thinking, seeking, parsing, inferring, and solving problems. According to Umiarso, the material is selected, compiled, and presented to students by the teacher meaningfully, according to the needs and interests of the learners, and as close as possible connected with reality and its usefulness in life, in this case, the learning process requires behavioral empowerment between the teacher and the learner. In addition to this, the learning atmosphere is one of the

⁸ Agus Purwanto et al., "Peningkatan Kualitas Produk dengan Pelatihan ISO 9001:2015 Sistem Manajemen Mutu Pada Industri Packaging di Tangerang," *Journal of Community Service and Engagement* 01, no. 02 (2021): 7, <https://doi.org/10.9999/jocosae.v1i02.12>.

⁹ A. Permana, H.H. Purba, and N.D. Rizkiyah, "A Systematic Literature Review of Total Quality Management (TQM) Implementation in the Organization," *International Journal of Production Management and Engineering* 9, no. 1 (January 29, 2021): 25, <https://doi.org/10.4995/ijpme.2021.13765>.

components that will have a significant influence on producing graduates.¹⁰ A conducive learning atmosphere is one of the attractions for the community that must always be improved and improved on an ongoing basis. The learning atmosphere is not a physical component that has dimensions that can be measured with a clear benchmark, but a comfortable learning atmosphere (such as the findings of research in MTs Mamba'ul Ulum Tulungagung) will be able to be recognized and felt by anyone in the madrasa. However, the learning process that makes students feel comfortable and interested is still very dependent on the educator (teacher).

The findings in MTs Darul Hikmah Tulungagung show that teachers with high discipline can complete their tasks well, including planning and implementing the learning process, assessing learning outcomes, conducting guidance and training, conducting research, and community service. In this case, the teacher must be competent, in the sense that he has met the requirements of pedagogic competence, personality competence, social competence, and professional competence. In carrying out their professional duties, teachers are obliged to: (1) plan learning, carry out interesting learning processes, provide comfort to students, and assess and evaluate learning outcomes, (2) improve and develop academic qualifications and competencies on an ongoing basis in line with the current development of science, technology, and art, (3) act objectively and non-discriminatorily based on considerations of gender, religion, ethnicity, race, and certain physical conditions or family background, and the socioeconomic status of learners in the learning process.¹¹

From this description, a common thread can be drawn with the findings in MTs Mamba'ul Ulum Tulungagung about the importance of improving the quality of madrasah teachers in line with the development of education in the current 4.0 era. Madrasah teachers as the spearhead of Islamic education should continue to increase their knowledge by participating in training, and workshops, and if necessary, at this time the minimum madrasah teacher education is qualified in master grade.¹² Thus, the wider community will have the impression that madrasah teachers have reliable quality and can keep up with current educational developments.

¹⁰ Ana Fitrotun Nisa et al., "Basic Science Module as a Resource for Independent Learning for Elementary Teacher Education Students in the Pandemic Covid-19," *International Journal of Elementary Education* 6, no. 2 (2022): 10, <https://doi.org/10.23887/ijee.v6i2.44444>.

¹¹ Suryadi, *Manajemen Mutu Berbasis Sekolah*, 104.

¹² Izzatun Nimah and Nanik Suntarti, "Manajemen Mutu Pendidikan di Era Revolusi Industri 4.0 dan Society 5.0," *International Journal of Disabilities and Social Inclusion* 01, no. 02 (n.d.): 9, <https://www.ijodasi.org/index.php/ijodasi/article/view/20>.

A teacher needs facilities and infrastructure when carrying out learning.¹³ Facilities and infrastructure function as learning support tools so that the educational process can run smoothly, regularly, effectively, and efficiently. Adequate facilities and infrastructure must meet the minimum requirements outlined in the standards of facilities and infrastructure: (1) minimum criteria for facilities consisting of furniture, educational equipment, educational media, books, and other learning resources, information, and communication technology, and other equipment that must be owned by each madrasah, (2) minimum criteria for infrastructure consisting of land, buildings, spaces, and the installation of power and services that must be owned by every madrasa.¹⁴ For facilities and infrastructure to make a meaningful contribution to the course of the educational process, they should be managed properly. Good management is managing by understanding the management of facilities and infrastructure which includes: (1) planning, (2) procurement, (3) inventory, (4) storage, (5) structuring, (6) use, (7) maintenance, and (8) elimination.¹⁵ Thus the completeness of facilities and infrastructure greatly affects the success of learning. More important than that is how to keep the facilities and infrastructure maintained and durable. According to the results of research at MTs Darul Hikmah Tulungagung that making every madrasah resident feel that they have existing facilities and infrastructure is very important so that existing facilities are maintained and the learning process runs smoothly.

For education to run smoothly, Islamic educational institutions need good management so that the vision and mission of the madrasa can be achieved. The management of madrasahs can be realized by planning madrasah programs, implementing work plans, supervision and evaluation.¹⁶ The management of madrasahs must show openness, partnership with the public, accountability, and community participation. According to the findings of research in MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung, it is clear that in the management of madrasahs, a clear

¹³ Retno Mangestuti et al., "The Successful of Student Well-Being Development Through Child-Friendly School Programs," *International Journal of Elementary Education* 6, no. 2 (2022): 10, <https://doi.org/10.23887/ijee.v6i2.46019>.

¹⁴ Barnawi, *Manajemen Sarana Dan Prasarana Sekolah* (Yogyakarta: Arruz Media, 2018), 14.

¹⁵ Arie Wibowo Khurniawan et al., "An Analysis of Implementing Total Quality Management in Education: Succes and Challenging Factors," *International Journal of Learning and Development* 10, no. 2 (June 29, 2020): 44, <https://doi.org/10.5296/ijld.v10i2.17270>.

¹⁶ Husnul Khotimah and Nandang Hidayat, "Interactive Digital Comic Teaching Materials to Increase Student Engagement and Learning Outcomes," *International Journal of Elementary Education* 6, no. 2 (2022): 14, <https://doi.org/10.23887/ijee.v6i2.46038>.

organizational structure and close partnership relationship between madrasahs and the community are needed.

Another very important thing in the educational process is the sufficiency of madrasa financing. Education financing is one of the instrumental components that are very important in the implementation of education in schools.¹⁷ Tuition fees consist of investment costs, operating costs, and personal costs. The target of developing education financing is the fulfillment of sources of education funding and funding following national education standards so it is necessary to develop several programs, including (1) socialization of the main sources of education, (2) extracting sources of funds from outside the school, (3) extracting potential school resources, (4) preparing education budgets, (5) developing other business units, and (6) collaborating with the business world/industry.¹⁸ From the description above, it is known the importance of Islamic educational institutions to obtain self-financing sources that are not only dependent on sources of funds from the government and students, so that Islamic educational institutions have the impression of cheap schools but high quality.

To measure the extent to which all educational goals are achieved requires evaluation. Educational evaluation in principle consists of three things, namely learning evaluation, program evaluation, and evaluation system.¹⁹ Evaluation is needed by teachers in measuring the extent of learning outcomes, program evaluations to measure the effectiveness of programs that have been implemented, and system evaluations to measure all aspects of institutions.²⁰ According to the results of research at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung, the evaluation method is carried out by holding regular meetings and school year meetings. The most important part of the evaluation is the education system, in which the visible assessments are: the value of intelligence as seen from learning outcomes, spiritual values that can be seen from the level of students' piety to Islamic teachings, and the value seen from the daily behavior of students.

¹⁷ Manarbek Gulden et al., "Quality Management of Higher Education: Innovation Approach from Perspectives of Institutionalism. An Exploratory Literature Review," ed. Pantea Foroudi, *Cogent Business & Management* 7, no. 1 (January 1, 2020): 1749217, <https://doi.org/10.1080/23311975.2020.1749217>.

¹⁸ Matin, *Manajemen Pembiayaan Pendidikan: Konsep Dan Aplikasinya* (Jakarta: Rajawari Presss, 2019), 91.

¹⁹ Puspita Dwi Ananda and Setyo Eko Atmojo, "The Impact of the Discovery Learning Model on Problem- Solving Ability and Scientific Attitude of Elementary School Teacher Education Students," *International Journal of Elementary Education* 6, no. 2 (2022): 9, <https://doi.org/10.23887/ijee.v6i2.47684>.

²⁰ Rusdiana, *Manajemen Evaluasi Program Pendidikan* (Bandung: Pustaka Setia, 2017), 19.

However, nowadays many educational institutions are trapped in only judging morals in terms of intelligence without paying attention to the value of students, even though it is clear that Islam has emerged as a religion that perfects human morals. This is where the role of Islamic educational institutions is to implement a spiritual, spiritual, and moral assessment system for students.

The ultimate goal of education is for graduates who gain learning experiences to demonstrate logistical, critical, and innovative thinking skills in decision-making.²¹ This is under the results of research at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung that the two madrasas are very concerned about providing knowledge, *ubudiyah* values, and hard skills to students. Islamic educational institutions should now pay attention to *skills* students' *skills* because all students will live not only relying on science. The findings at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung instilled the impression to the wider community that madrasas also teach *hard skills* so that consumers will not worry about what skills are obtained from Islamic educational institutions.

The Strategies to Attract Public Interest in MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung

An Islamic educational institution certainly wants to have consumers for the educational services it produces, and for that madrasas need to introduce themselves to be known by the wider community. From the research findings at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung, the institution currently uses the media social media, mass media, and print media as a means of publication. This media is very important to use considering that it is useful as a tool to introduce madrasas to the public, the media can also be used as a means of disseminating information about the achievements of the institution, as a means of educating the public, and also as a means of entertainment. Publication of madrasas can also be carried out directly, for example through social service activities, religious social activities, and national holidays. Publication of madrasas both using the media and directly with the community will have implications for Islamic educational institutions that are in demand by the public.²²

²¹ BAN Sekolah/Madrasah, *Perangkat Akreditasi* (Jakarta: BAN Sekolah/Madrasah, 2009), 11.

²² Gina A Fontanilla, "NEW NORMAL EDUCATION IN THE MID-WAY OF CHRISTIAN AND MUSLIM COMMUNITY: ITS HIP AND VALLEY IN THE DIGITALIZATION CHALLENGE," *International Journal of Education and Pedagogy* 4, no. 3 (2022): 11, <https://doi.org/10.24054/ijep.v4i3.19621>.

MTs Darul Hikmah Tulungagung dan MTs Mamba'ul Ulum Tulungagung dalam mengenalkan diri dihadapan masyarakat luas dengan tujuan memperoleh simpati dan daya tarik maka tidak hanya mempublikasikan diri tetapi juga mengetahui pandangan masyarakat atas keberadaan madrasah. Pandangan masyarakat yang selanjutnya disebut opini publik bermanfaat untuk memperoleh informasi secara menyeluruh atas keinginan masyarakat yang kemudian dapat difungsikan untuk merencanakan program hubungan antara madrasah dengan masyarakat.²³ The findings at MTs Mamba'ul Ulum Tulungagung explained that by knowing public opinion the institution could also find out objective data about the benefits and weaknesses of a component of the madrasa in question.

Several benefits can be taken by madrasas in understanding opinions, including: (1) madrasas know about what is going on in the public regarding the implementation of education, which is necessary for planning madrasa activity programs, (2) madrasas can plan how to understand the community about madrasa programs; or student behavior or teacher behavior and so on, (3) madrasas know about satisfactory things and unsatisfactory things about madrasa administration, (4) madrasas can translate about population habits, (5) madrasas can plan to teach programs that effective or needed by the community, (6) madrasas can position public opinion proportionally and objectively, (6) madrasas can determine problems that must be solved before completing meetings with parents, or meetings with teacher councils and so on.²⁴

From the research findings at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung, Islamic educational institutions must know public opinion on the existence of the institution so that Islamic educational institutions have basic guidelines for implementing programs in the community. For example, when the *public* wants skills for students at MTs Darul Hikmah Tulungagung then this is responded to by organizing *skill activities skills* for life provision in the form of designing graphics, operating computers, language foreigners, journalists, etc.

From the results of research at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung, it can be seen that the reason Islamic

²³ Mazarul Hasan Mohamad Hanapi and Maizura Komari, "KESEDIAAN GURU PENDIDIKAN ISLAM DALAM PELAKSANAAN PEMBELAJARAN ABAD KE-2," *International Journal of Education and Pedagogy*, 2, no. 2 (2020): 9, <https://myjms.mohe.gov.my/index.php/ijeap/article/view/9167>.

²⁴ Norma Jusof, "KEMAHIRAN GURU PENDIDIKAN ISLAM DI SEKOLAH RENDAH TERHADAP PELAKSANAAN PENGAJARAN BERPUSATKAN MURID: SATU ANALISA," *International Journal of Education and Pedagogy*, 2, no. 3 (2020): 26, <https://myjms.mohe.gov.my/index.php/ijeap/article/view/10380>.

education is still in demand by consumers is that these institutions need to market their education, the marketing function of Islamic educational institutions is to attract the public and bind customers of education as well as graduate recipients.²⁵ The interesting education in society is education that : (1) has a product as a commodity, (2) has standards, specifications, and packaging, (3) has clear goals, (4) has networks and media, (5) has marketing personnel.²⁶ From the description above, it can be said that Islamic educational institutions must produce superior products, whose graduates have knowledge and skills that are under the times.

The Efforts of MTs Darul Hikmah Tulungagung in Attracting Public Interest and Its Implications for the Existence of the Institution

The efforts to attract public interest carried out by MTs Darul Hikmah Tulungagung are more inclined to the type of *total quality management*, namely continuous improvement of overall quality. The system of realizing a quality culture to attract the community carried out by MTs Darul Hikmah Tulungagung starts from the internal institutions that are built thoroughly on all sides of the institution. The quality of the institution that is built requires loyalty, innovation, commitment, and continuous hard work for all madrasah residents. This is as stated by Dimitrios Kokaridas *that the implementation of total quality management is based on innovation and quality improvement.*²⁷ The results of interviews and observations show a high level of discipline from all madrasah members, besides that in every madrasa member, the participation rate of madrasah members is very high, which can foster a sense of familiarity and closeness among the madrasa academic community. For the sincerity of madrasa work, it is not surprising that MTs Darul Hikmah Tulungagung remains a favorite Islamic educational institution in the city of Tulungagung even though there are many schools around MTs Darul Hikmah Tulungagung at the same level.

²⁵ Asmawati Suhid et al., "Pendidikan untuk Semua: Amalannya dalam Sistem Pendidikan Islam di Malaysia," *International Journal of Education and Training* 1, no. 2 (2015): 7, <http://www.injet.upm.edu.my/images/journal/issue2>.

²⁶ Venosha Ravana and Sarala Thulasi Palpanadan, "THE STAKEHOLDER REQUIREMENTS OF 21ST-CENTURY SCHOOL SCIENCE EDUCATION IN MALAYSIA: A SYSTEMATIC REVIEW," *International Journal of Education and Pedagogy* 4, no. 3 (2022): 9, <https://myjms.mohe.gov.my/index.php/ijeap/article/view/19528>.

²⁷ Christos Karageorgos et al., "PLANNING AND IMPLEMENTING TOTAL QUALITY MANAGEMENT IN EDUCATION: THE CASE OF CYPRUS," *International Journal of Educational Management and Innovation* 2, no. 1 (January 20, 2021): 1, <https://doi.org/10.12928/ijemi.v2i1.2627>.

MTs Darul Hikmah Tulungagung introduced themselves to the public to attract public interest by utilizing social media (YouTube, Instagram, Facebook, and tweeters), mass media, electronic media, and print media. This is according to Bilgin's research that *social media marketing activities are an effective factor in people's attractiveness*.²⁸ These things are used as a means of information about the existence of institutions for the wider community. Information in the form of the vision and mission of the madrasah, madrasah achievements, madrasah activities, and the state of the madrasah will be captured by educating consumers as a consideration when consumers will register for school at the institution. The findings at MTs Darul Hikmah Tulungagung stated that students not only came from the Tulungagung city area but also from Trenggalek regency, Kediri, and some came from outside Java. This is an indication that MTs Darul Hikmah Tulungagung has succeeded in attracting widespread public interest and attention. On the other hand, activities that are directly related to the community in the form of social services, religious holidays, and commemorations of national holidays will have implications for the attractiveness and attention of the wider community so madrasas are always in demand and it is proven that the number of registrants is increasing every year.

The Efforts of MTs Mamba'ul Ulum Tulungagung in Attracting Public Interest and Its Implications for the Institution.

To attract public interest, the first thing to do is to monitor and monitor the quality of learning services and administrative services in all areas that intersect with the institution. MTs Mamba'ul Ulum Tulungagung carries out intensive monitoring of the learning process, student achievement, customers, cooperation of all components of the madrasah, as well as the hard work of educators/educators in the educational institution. This is following what was conveyed by Hadari Nawawi in Umiarso about quality management in educational institutions: (1) focus on customers, both internal and external customers, (2) have a high obsession with quality, (3) use a scientific approach in decision making and problem-solving, (4) require teamwork, (5) improve processes sustainably, (6) there is employee engagement and empowerment.²⁹

Madrasas and communities have mutually beneficial relationships to maintain the sustainability and progress of civilization. Madrasah will become

²⁸ Yusuf BiLgiN, "THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY," *Business & Management Studies: An International Journal* 6, no. 1 (April 25, 2018): 128–48, <https://doi.org/10.15295/bmij.v6i1.229>.

²⁹ Matin, *Manajemen Pembiayaan Pendidikan: Konsep Dan Aplikasinya*, 169.

independent and have a strong appeal if its existence is recognized and supported by the community.³⁰ However, the forms of support given to madrasahs are very diverse. The findings of the study stated that forms of support in the form of cooperation and partnership are always given by residents of the surrounding community to MTs Mamba'ul Ulum Tulungagung in several activities such as commemorations of religious holidays, national holidays, and social services. According to Rohiat, the school is organized to be able to preserve the positive values of the community, with the hope that the school can pass on the values of the community properly and correctly.³¹ This is to the findings from observations and interviews that the location of MTs Mamba'ul Ulum Tulungagung which is in an area that requires the impression of cooperation and getting along well, helping each other, also colors the partnership between the madrasah and the community.

Therefore, there are three efforts to attract public interest made by MTs Mamba'ul Ulum Tulungagung, namely: *first*, approaching the needs of the phenomenon that befalls the community. In daily life, every member of the community often carries out activities concerning tradition and spirituality, such as *haul*, *slametan*, *tawassul*, commemorating Islamic holidays, in that condition, teachers and devices of MTs Mamba'ul Ulum Tulungagung are active in helping to become driving force. So that it creates a high emotional connection between the school and the community. This is recognized as effective, considering that education must be at the forefront of supporting and solving problems in society. It is recognized as effective, remember education of course must be at the forefront to support and solve problems in society.³²

Second, the madrasah is present as a problem solving for any problems in society. In this case, MTs Mamba'ul Ulum Tulungagung conducts a coaching program and strengthens the role of schools in social assets, including carrying out community service functions by utilizing local potential. Students are played as *agents* to explore problems as well as solve

³⁰ Yuli Azmi et al., "Pemberdayaan Kompetensi Pedagogik Berbasis Kemampuan Reflektif untuk Peningkatan Kualitas Interaksi Pembelajaran," *International Journal of Community Service Learning* 4, no. 2 (2020): 14, <https://doi.org/10.23887/ijcs.v4i2.25657>.

³¹ Rohiat, *Manajemen Sekolah: Teori Dasar dan Praktik*, (Bandung: Refika Aditama, 2017), 28.

³² Rizkika Lhena Darwin and Lidya Lidya, "PENDIDIKAN DAN PARTISIPASI POLITIK DALAM MASYARAKAT KOMUNITARIAN DI ACEH SINGKIL," *Al-Ijtima': International Journal of Government and Social Science* 4, no. 2 (April 30, 2019): 179–94, <https://doi.org/10.22373/jai.v4i2.456>.

them. This role is in line with Locke's expression that education has a participatory function to stand integrally with society.³³

Third, MTs Mamba'ul Ulum Tulungagung participates and even become an integral part of community organizations both religious and social. There is NU and its Autonomous Bodies, PKK, Farmer Groups, and so on, through this organization teachers, students, alumni, and other educational devices actively participate to provide their thoughts and contributions. This model is called *quality empowerment of egalitarianism*, where education not only mingles with social but also social assets such as organizations.³⁴ From these three models, MTs Mamba'ul Ulum Tulungagung can attract the interest of the community to entrust their children to be educated and overlaid with knowledge.

Conclusion

The strategy in attracting public interest carried out at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung is to use a *total quality management* system, where from the results of the study it can be seen that to attract the public, the two madrasas improve their quality continuously in all aspects of the institution. The quality that is built is then captured in the minds of the public and made a deep impression on the existence of Islamic educational institutions. MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung in the implementation of building public interest begins with building the internal quality of the institution by carrying out a comfortable and interesting learning process for students, improving the quality of teacher and staff resources on an ongoing basis, careful preparation of learning tools by teachers, continuous program evaluation, maintaining the integrity of facilities and infrastructure as a means of supporting learning, equipping students not only with science but also hard skills and Islamic values, implementing partnership relationships with agencies outside the madrasah, maintaining harmony with the wider community, and reducing tuition fees to students as cheaply as possible but providing good service.

³³ Nur Eka Kusuma Hindrasti, Azza Nuzullah Putri, and Erda Muhartati, "Peningkatan Kemampuan Guru dalam Menyusun RPP Terintegrasi Adiwiyata Berbasis Isu-isu Kritis Lokal pada Calon Sekolah Adiwiyata di Tanjungpinang," *International Journal of Community Service Learning* 3, no. 3 (July 27, 2019), <https://doi.org/10.23887/ijcs.v3i3.16271>.

³⁴ Dewa Nyoman Sudana, "Pelatihan dan Pengembangan Perangkat Pembelajaran Berdasarkan Permendikbud Nomor 22 Tahun 2016 pada Guru-Guru di Gugus V Kediri, Kecamatan Kediri Kabupaten," *International Journal of Community Service Learning* 2, no. 1 (March 6, 2018): 22, <https://doi.org/10.23887/ijcs.v2i1.13680>.

MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung continue to improve their services in attracting the sympathy of their consumers. MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung have been able to build an institutional brand for the wider community by self-publicizing, knowing public opinion on the existence of institutions, and marketing institutions to the public. Madrasah publication carried out by MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung aims to introduce the institution in general to the wider community in a direct way (meetings with the community and related agencies, through madrasah bazaars, social activities) and indirect ways or using media such as social media, mass media, electronic media, and print media. Another form of effort to attract public interest carried out by MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung is to find out public opinion on the existence of Islamic educational institutions, this is important to find out what the wider community thinks about organizing education. The next effort to attract public interest is marketing, which aims to introduce service products to the public so that MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung remain the first choice of their customers.

The research that has been conducted at MTs Darul Hikmah Tulungagung and MTs Mamba'ul Ulum Tulungagung proves that efforts to attract public interest need to be carried out in every Islamic educational institution. The implication of public interest in Islamic educational institutions is the increasing number of customers marked by the increasing number of registrants each year and the increasing recognition of institutions in the community, not only domestically but also abroad.

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