

LITERATURE REVIEW OF PUBLIC RELATIONS MANAGEMENT STRATEGIES IN ENHANCING STUDENT ENROLLMENT IN ISLAMIC EDUCATIONAL INSTITUTIONS

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Abstrak

Dinamika persaingan yang semakin ketat dan pergeseran preferensi masyarakat di era disrupsi digital menuntut lembaga pendidikan Islam untuk merekonstruksi strategi komunikasi publiknya. Banyak madrasah dan sekolah Islam mengalami stagnasi jumlah peserta didik akibat pendekatan kehumasan yang masih konvensional dan belum terintegrasi. Kondisi ini memunculkan urgensi untuk segera merumuskan pedoman komunikasi strategis agar institusi dapat keluar dari stagnasi pendaftaran peserta didik. Penelitian ini bertujuan menyintesis strategi manajemen Hubungan Masyarakat (Humas) yang terbukti efektif dalam meningkatkan animo calon siswa baru. Melalui metode Systematic Literature Review (SLR) model Kitchenham, dikumpulkan dan diekstraksi 10 artikel jurnal empiris terpublikasi (2021–2025). Berdasarkan analisis tematik, ditemukan empat pilar strategi utama: (1) optimalisasi manajemen humas berbasis digital (Cyber Public Relations) guna memfasilitasi komunikasi interaktif; (2) perencanaan strategis yang melibatkan partisipasi pemangku kepentingan (komite, orang tua, masyarakat); (3) sinergi sosialisasi langsung dengan jejaring kemitraan; serta (4) penguatan branding melalui diferensiasi layanan dan nilai-nilai religius. Kesimpulan dari penelitian ini menegaskan bahwa peningkatan jumlah peserta didik sangat bergantung pada transformasi peran humas dari sekadar pelaksana teknis menjadi fungsi manajerial strategis yang mampu mengadaptasi inovasi teknologi tanpa kehilangan identitas keislaman institusi.

Kata kunci: Manajemen humas, perencanaan strategis, branding, diferensiasi

Abstract

The escalating competitive dynamics and shifting public preferences in the era of digital disruption necessitate Islamic educational institutions to reconstruct their public communication strategies. Numerous madrasahs and Islamic schools are experiencing stagnant student enrollment due to conventional and fragmented public relations approaches. This situation highlights the urgency to formulate strategic communication guidelines, enabling institutions to overcome enrollment stagnation. This research aims to synthesize Public Relations (PR) management strategies proven effective in boosting the interest of prospective students. Employing the Kitchenham model of Systematic Literature Review (SLR), 10 published empirical journal articles (2021–2025) were collected and extracted. Based on thematic analysis, four primary strategic pillars were identified: (1) optimizing digital-based PR management (Cyber Public Relations) to facilitate interactive communication; (2) strategic planning involving stakeholder participation (committees, parents, community); (3) synergizing direct outreach with partnership networks; and (4) strengthening branding through service differentiation and religious values. The findings assert that increasing student enrollment heavily relies on transforming the PR role from a mere technical implementer to a strategic managerial function capable of adapting to technological innovations without compromising the institution's Islamic identity.

Keywords: Public relations management, strategic planning, branding, differentiation

INTRODUCTION

Contemporary educational dynamics require institutions to focus not only on instructional quality but also on their capacity to communicate institutional added value to the broader public. Within this highly competitive landscape, Islamic educational institutions such as madrasas, Islamic boarding schools, and integrated Islamic schools face substantial challenges in maintaining their existence and attracting prospective students. Public perception and a positive institutional image have become vital intangible assets. Consequently, public relations (PR) management serves a strategic function as a two ways communication bridge aligning institutional objectives with public expectations. Effective PR strategies are necessary to capture the attention and interest of external parties, particularly stakeholders, toward the educational institution.¹

Given the escalating competition in the education sector, cultivating positive community relations has grown increasingly critical. Community support and alignment with educational goals play a fundamental role, making the PR function as a cornerstone of Islamic educational management. The primary objective of PR is to disseminate information while establishing, maintaining, and strengthening positive relationships to cultivate a favorable institutional image.²

Although the urgency of public relations (PR) has been widely acknowledged, empirical observations indicate that many educational institutions, including Islamic ones, continue to experience stagnation in promotional and outreach efforts. A primary issue is the persistence of conventional, sporadic Public Relations approaches that lack integration with digital transformation. As a result, numerous institutions suffer significant declines in new student enrollments, failing to compete with schools that deploy more structured and expansive branding strategies.³ Research by Rahmawati and Suminar suggests that 65% of secondary schools in Indonesia lack a professional public relations division with a systematic work program. This highlights a considerable gap between the theoretical understanding of public relations management's importance and its practical implementation.⁴

A review of prior research indicates that while studies on educational PR management are abundant, the majority remain partial. They frequently focus on isolated promotional methods or highlight general school image without specifically correlating these factors to improved enrollment metrics. A distinct literature gap exists regarding how to construct a comprehensive, thematic, and specific public relations strategy framework tailored to the characteristics of Islamic educational institutions one that adopts modern communication tactics rather than relying solely on religious values.

Consequently, this study carries significant urgency in providing evidence-based strategic guidance for principals and public relations practitioners within Islamic

¹ Laily Nuril Ayunisa and Muhamad Sholeh, "Strategi Lembaga Pendidikan Formal Dalam Meningkatkan School Branding Pada Masa Pandemi Covid-19," *Inspirasi Manajemen Pendidikan* 10 (2022).

² Wellty Mely Betesda Br Sinaga, Nur Hidayati Gultom, and Bradley Setiyadi, "Peran Komunikasi Dan Organisasi Humas Pada Lembaga Pendidikan," *Jurnal Ilmiah Universitas Batanghari Jambi* 24, no. 3 (2024): 2594–2600, <https://doi.org/10.33087/jiubj.v24i3.5107>.

³ Doni. Setiawan, Romlah., and Septuri, "Effective Strategy of Madrasah Public Relations : Building Image and Encouraging Educational Program Innovation," *Journal of Advanced Islamic Educational Management* 5, no. 1 (2025): 35–48, <https://doi.org/10.24042/sqj3pe09>.

⁴ Harditia and Sudadi, "Strategi Manajemen Humas Dalam Membangun Reputasi Sekolah Di Mata Publik," *AL-MARSUS: Jurnal Manajemen Pendidikan Islam* 3, no. 1 (2025), <https://doi.org/http://dx.doi.org/10.30983/al-marsus.v3i1.9560>.

educational institutions, enabling them to survive and thrive amidst a competitive educational market. The objective of this research is to synthesize findings from recent empirical studies on public relations practices and identify the most effective strategic patterns for increasing public interest and new student enrollments. The novelty of this research lies in its thematic analysis approach, which dissects and integrates conventional strategies with digital optimization customized to Islamic identity values, thereby offering a novel, holistic framework for institutional development.

This study is expected to provide theoretical contributions to the development of Islamic educational management, alongside practical benefits for principals and public relations teams in formulating strategies to elevate student enrollment in their respective schools or madrasas.

METHOD

This study employs a Systematic Literature Review (SLR) approach, adopting the model developed by Kitchenham. The Kitchenham SLR model consists of three primary, structured phases: planning, conducting, and reporting. During the planning phase, research questions were formulated alongside a review protocol focusing on public relations management strategies to increase new student enrollment in Islamic educational institutions. SLR is used because the aim of the research is not to test the influence of new variables, but rather to synthesize the findings of published articles to obtain a more comprehensive conceptual map.⁵ When making evidence-based decisions, it's logical to rely on the highest quality information available. In most cases, systematic reviews that comprehensively evaluate all relevant research provide the strongest foundation for these choices.⁶

In the conducting phase, comprehensive data collection was executed by searching scientific literature across reputable academic databases, including Google Scholar, ResearchGate, SINTA, DOAJ, and university journal portals. To ensure data relevance, validity, and quality, strict inclusion and exclusion criteria were established. The inclusion criteria encompassed: (1) empirical journal articles utilizing either qualitative or quantitative research methods; (2) publications from the last five years (2021-2025); (3) a focus on PR strategies, programs, and managerial functions in primary to secondary educational institutions (schools/madrasas); and (4) an explicit discussion of their impact on new student recruitment or school branding development. Conversely, the applied exclusion criteria were: (1) articles lacking full text access; (2) secondary literature such as books, opinion pieces, or non-journal documents; and (3) research situated outside the context of formal education.

Following the application of these filters and screening criteria, 10 eligible scientific articles were obtained for further review as primary data sources. The synthesis of these 10 data sources was conducted using thematic analysis. Each article underwent in depth extraction to map specific data regarding methodology and key

⁵ Matthew J Page et al., "PRISMA 2020 Explanation and Elaboration: Updated Guidance and Exemplars for Reporting Systematic Reviews," *BMJ*, March 2021, n160, <https://doi.org/10.1136/bmj.n160>; Hannah Snyder, "Literature Review as a Research Methodology: An Overview and Guidelines," *Journal of Business Research* 104, no. March (2019): 333–39, <https://doi.org/10.1016/j.jbusres.2019.07.039>; John W. Creswell and Cheryl N. Poth, "Qualitative Inquiry & Research Design: Choosing Among Five Approaches" (California: Sage Publication, Inc., 2018).

⁶ Andrew Booth, Anthea Sutton, and Diana Papaioannou, *Systematic Approaches to a Successful Literature Review*, 2nd ed. (London: SAGE Publications Ltd, 2016), <https://doi.org/10.5596/c13-009>.

findings, which were subsequently categorized into several core themes. This process aims to present comprehensive conclusions regarding promotional tactics, communication management, and public relations innovation within educational environments.

RESULT AND DISCUSSION

Results

To elucidate the findings of this study, the collected and thoroughly analyzed data will be presented to outline applicable public relations management strategies for Islamic educational institutions, aimed at enhancing school image and student enrollment in madrasas or other Islamic based schools.

Based on the data selection and thematic analysis of the 10 scientific articles, a variety of successfully implemented public relations strategies by educational institutions were identified. These findings demonstrate that public relations play a central managerial role in building school appeal. A summary of the extracted findings from each data source is detailed in Table 1 below to facilitate strategy identification.

Table 1. Results of Analyzed Article Findings

Author (Year)	Article Title	Main Strategy	Impact/Implication
Habibah & Fitri (2022)	Strategi Hubungan Masyarakat Dalam Upaya Meningkatkan Penerimaan Siswa Baru Di SMA Muhammadiyah 5 Yogyakarta	Quality selection program planning; Service improvement, new student enrollment strategy. Promotion via social media; Provision of merit scholarships.	Creation of a strong positive image and an increase in enrollment figures.
Hakim & Fahrur Rozi (2024)	Strategi Manajemen Humas dalam Meningkatkan Animo Masyarakat Terhadap Pendidikan Madrasah	Utilization of publication media; Strengthening religious and extracurricular programs; Empowering alumni networks and collaborating with external parties.	Elevation of madrasa popularity, institutional reputation strengthening, and enhanced public preference, leading to increased enrollment.
Sucik Indrawati (2024)	Manajemen Humas Berbasis Cyber dalam Meningkatkan Minat Peserta Didik Baru di TK At-Taqwa Bondowoso	Integration of cyber public relations strategies (WA, FB, IG, YouTube) with offline activity programs.	Increased school visibility, sustained public trust, and consistent growth in new student enrollments.
Novitasari, Fitri & Rohmah (2022)	Peran Manajemen Humas dalam Meningkatkan Kualitas Promosi Penerimaan Peserta Didik Baru di TK Dharma Wanita Singgahan Tuban TP. 2021/2022	Mature program and team planning; Institutional cooperation; Utilization of promotional media: brochures/banners, social media.	Improvement in promotional quality and parental interest, resulting in an upward trend of new students over the last 5 years
Lina, Zebua & Pohan (2025)	Optimalisasi Strategi Hubungan Masyarakat dalam Meningkatkan Citra dan Daya Saing Sekolah	Active promotion via social media; Public Participation: Active involvement of parents, the community, and alumni in the school ecosystem.	Enhanced public participation, fortified institutional image and competitiveness, yielding a positive impact on applicant

			volume.
Masrufa (2024)	Strategi Manajemen Hubungan Masyarakat Sebagai Upaya Meningkatkan Mutu Pendidikan	Optimization of website and social media; Stakeholder Involvement: Engaging programs and community participation; Building positive relations with alumni.	Increased applicant quantity and strengthened institutional image in the public eyes.
Rofiki & Siska (2025)	Strategi Hubungan Masyarakat dalam Meningkatkan Penerimaan Peserta Didik Baru	Social media optimization as a communication and promotional tool. Activity Programs and Collaboration: Hosting Open Houses and partnering with related educational institutions.	Significant growth in new student quantity, acceleration of competitive advantage, and reinforcement of school quality standards.
Zachrofi, Fatimah & Wilianda (2021)	Strategi Manajemen Humas dalam Penerimaan Peserta Didik Baru (Studi Kasus di MTsS Al-Washliyah Simpang Marbau, Labuhanbatu Utara)	Program planning and team formation; Promoting madrasa excellence programs through social media; Fostering harmonious relationships with stakeholders.	Fostered positive responses from the community and prospective students, accompanied by an increase in applicant quantity.
Sarjono & Hanif (2023)	Strategi Humas untuk Promosi Penerimaan Peserta Didik Baru di Smp Islam Al Irsyad Gandrungmangu	Internal public strategy; External public strategy; Branding strategy via social media and Website.	Improved quality of new student admissions and favorable community responses.
Febryan & Syahfitri (2025)	Strategi Manajemen Humas Pendidikan dalam Peningkatan Penerimaan Peserta Didik di Madrasah Aliyah Pondok Pesantren Modern Taajussalam Langkat	Direct outreach strategy: Visits to feeder schools, brochure distribution; Social Media Optimization; Public participation and inter student competitions.	Effective in capturing the interest of prospective students and increasing enrollment figures.

Source: Results of data processing by researchers

Discussion

Synthesizing the 10 selected journal articles reveals that the success of Islamic educational institutions in increasing student enrollment relies heavily on mature planning and the Public Relations team's adaptability. Superior Public Relations practices do not rely on a singular strategy; rather, they concurrently integrate conventional and digital approaches. Thematic analysis of the literature indicates four primarily effective strategic pillars:

Optimizing Digital Based Public Relations Management (Cyber Public Relations)

The predominant issue faced by many madrasas is their reliance on conventional promotional styles. The literature suggests that the most impactful current strategy is the transition toward cyber public relations. This strategy serves as a fundamental response to shifts in public behavior, which now heavily depends on digital platforms for educational information. Findings from Indrawati's study confirm that optimizing social media (WhatsApp, Facebook, Instagram, YouTube) consistently integrated with offline

programs can significantly enhance visibility and applicant volume.⁷ Research by Rofiki and Siska further corroborates that optimizing social media as a communication and promotional tool positively impacts the growth of new student quantity.⁸ Beyond social media, the utilization of an informative and engaging madrasa website also increases applicant quantity and strengthens institutional branding in the public eyes.⁹

This aligns with the perspective of Setiawan et al., who argue that the structured use of digital media allows Public Relations not only to disseminate information unidirectionally but also to facilitate effective two ways communication with the public.¹⁰ Digital transformation accelerates the dissemination of a positive image,¹¹ where information transparency on digital media such as publishing academic and non-academic achievements fosters strong trust among prospective parents.

Sustaining digital engagement requires educational institutions to develop a consistent content calendar that highlights student success stories, faculty expertise, and campus culture through visually compelling formats. When PR practitioners leverage analytics to monitor audience behavior, they can tailor messaging that resonates with specific demographic segments, particularly millennial and Gen Z parents who prioritize accessibility and responsiveness. Implementing automated chatbots for instant inquiry resolution and hosting virtual campus tours further streamline the decision-making process for prospective families. By treating digital platforms as dynamic relationship-building ecosystems rather than static bulletin boards, Islamic educational institutions can effectively convert online interactions into tangible enrollment commitments while reinforcing their institutional credibility in an increasingly saturated digital marketplace.

Strategic Planning and Stakeholder Engagement (Public Participation)

Public Relation in Islamic educational institutions positions practitioners in strategic decision-making roles rather than as mere technical executors. Literature reviews indicate that institutions experiencing an upward trend in student enrollment possess mature program planning and a clear division of labor within the PR team. Recruitment program planning must commence with a community needs survey and environmental potential mapping via SWOT analysis. As articulated in the studies by

⁷ Sucik Indirawati, "Manajemen Humas Berbasis Cyber dalam Meningkatkan Minat Peserta Didik Baru," *Ihtisrom: Jurnal Manajemen Pendidikan Islam* 3, no. 1 (2024): 69–85, <https://doi.org/https://doi.org/10.70412/itr.v3i2.122>.

⁸ Moh. Rofiki and Nur Siska Aprilia Putri, "Strategi Hubungan Masyarakat dalam Meningkatkan Penerimaan Peserta Didik Baru," *Pendas : Jurnal Ilmiah Pendidikan Dasar* 10, no. 1 (2025): 221–33, <https://doi.org/https://doi.org/10.23969/jp.v10i01.23405>.

⁹ Binti Masrufa, "Strategi Manajemen Hubungan Masyarakat Sebagai Upaya Meningkatkan Mutu Pendidikan," *At Tadbir: Islamic Education Management Journal* 2, no. 1 (2024): 46–55, <https://doi.org/https://doi.org/10.54437/attadbir.v2i1.1585>; Moh. Badruddin Amin and Hilmi Qosim Mubah, "Aligning Management of Applied Education Programs in Information and Communication Technology With Graphic Design Industry Needs to Enhance Student Competencies," *Re-JIEM (Research Journal of Islamic Educ Ation Management)* 8, no. 2 (2025): 168–89.

¹⁰ Setiawan, Romlah., and Septuri, "Effective Strategy of Madrasah Public Relations : Building Image and Encouraging Educational Program Innovation."

¹¹ Sarjono and Muh. Hanif, "Strategi Humas Untuk Promosi Penerimaan Peserta Didik Baru Di SMP Islam Al Irsyad Gandrungmangu," *Al-Ihda': Jurnal Pendidikan Dan Pemikiran* 18, no. 1 (2023): 926–39, <https://doi.org/https://doi.org/10.55558/alihda.v18i1.134>.

Novitasari et al.¹² and Zachrofi et al.,¹³ robust program planning and effective team formation can elevate promotional quality and parental interest, resulting in a positive impact on increasing of new student amount.

Stakeholder involvement remains a key strategy. Engaging parents, committees, and community leaders in school events such as Open Houses or religious holiday observances has proven to foster emotional proximity. Open House programs provide an opportunity for prospective students and parents to obtain direct information regarding various school aspects, including facilities, curriculum, and learning activities.¹⁴ Research by Wahyudi et al. emphasizes that Public Relation serves as a relationship builder, managing not only internal publics (teachers and staff) but also embracing external publics (parents and the wider community) to forge a solid school reputation.¹⁵ This public support frequently acts as a free promotional agent through Word of Mouth marketing. Additional studies explain that public participation such as the active involvement of parents, the community, and alumni in the school ecosystem reinforces the school's image and competitiveness, positively impacting the surge in applicants.¹⁶

Direct Socialization and Partnership Based Marketing (Networking)

Despite digital dominance, personal and face to face approaches remain crucial instruments for capturing prospective student interest, particularly in solidifying local trust. Research literature demonstrates that direct approaches are still highly vital, especially in semi-urban or rural areas. The study by Febryan and Syahfitri posits that direct visits to feeder schools, (for example MTs/Junior High Schools visiting SD/Islamic Primary Schools) and the distribution of high quality printed brochures are reasonably effective in recruiting students. Establishing partnerships with relevant educational institutions and hosting inter-student competitions are also effective in attracting prospective students and increasing enrollment numbers.¹⁷

¹²Nurul Novitasari et al., “Peran Manajemen Humas Dalam Meningkatkan Kualitas Promosi Penerimaan Peserta Didik Baru Di TK Dharma Wanita Singgahan Tuban TP . 2021 / 2022,” *JECED*, 4, no. 2 (2022): 129–42, <https://doi.org/https://doi.org/10.15642/jeced.v4i2.2136>.

¹³Shazrin Syafiq Zachrofi, Tri Fatimah, and Wilianda Munthe, “Strategi Manajemen Humas Dalam Penerimaan Peserta Didik Baru (Studi Kasus Di MTsS Al-Washliyah Simpang Marbau, Labuhanbatu Utara),” *Edu Society: Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat* 1, no. 2 (2021): 276–83, <https://doi.org/https://doi.org/10.56832/edu.v1i2.101>.

¹⁴Manuputty et al., “Availability of Facilities Supports Education Across All School Levels: Case Study of SDN 1 Sabaru,” *Journal of Instructional and Development Researches* 3, no. 3 (2023): 86–100, <https://doi.org/https://doi.org/10.53621/jider.v3i3.228>; Hilmi Qosim Mubah and Riski Di Aprilia Pasiro, “STEM Integrated Curriculum Management in Optimizing Accessibility at Inclusive Education,” in *Proceedings of the 9th International Conference on Islamic Studies (ICONIS) 2025* (Pamekasan: Universitas Islam Negeri Madura, 2025), 297–314, <https://conference.iainmadura.ac.id/index.php/iconis/article/view/964/224>.

¹⁵Ilham Wahyudi, Syahril Yusuf, Rustam, dan Syafaruddin, “Peran Hubungan Masyarakat dalam Membangun Citra Sekolah,” *El-Idare: Journal of Islamic Education Management* 11, no. 2 (2025), <http://jurnal.radenfatah.ac.id/index.php/El-idare>.

¹⁶Resti Zantia Lina, Ali Marzuki Zebua, and Muhammad Munawir Pohan, “Optimalisasi Strategi Hubungan Masyarakat Dalam Meningkatkan Citra Dan Daya Saing Sekolah,” *Jambura: Journal of Educational Management* 6, no. 1 (2025): 161–70, <https://doi.org/https://doi.org/10.37411/jjem.v6i1.3757>.

¹⁷Rio Febryan and Diani Syahfitri, “Strategi Manajemen Humas Pendidikan dalam Peningkatan Penerimaan Peserta Didik di Madrasah Aliyah Pondok Pesantren Modern Taajussalam Langkat,” *JIA: Jurnal Idarah At-Ta’lim* 4, no. 1 (2025): 1–8.

Cultivating sustainable alumni networks transforms former students into powerful brand ambassadors who naturally endorse institutional values to prospective families. When educational leaders systematically engage alumni through mentorship initiatives and community service projects, they create organic referral pipelines that significantly reduce marketing costs while enhancing credibility. These grassroots connections foster a sense of belonging that transcends conventional advertising, particularly in communities where personal recommendations heavily influence educational choices. Consequently, institutions that prioritize relational networking over transactional outreach consistently report higher retention rates and more stable enrollment cycles. By embedding partnership development into their long-term strategic vision, Islamic educational institutions can build resilient community ecosystems that continuously attract new learners through authentic, trust-based interactions rather than superficial promotional campaigns alone.

Strengthening Branding Based on Religiosity and Premium Services

For Islamic educational institutions, highlighting identity superiority is imperative to differentiate themselves from general schools. Strategies that communicate religious routines (such as Quranic memorization/tahfiz, habitualizing sunnah worship) and merit-based scholarship programs serve as primary attractions for parents seeking a balance of intellectual and spiritual intelligence for their children.

This is corroborated by Harditia and Sudadi, who note that integrating local values and an authentic narrative approach regarding institutional character is highly effective in resonating with public emotion and trust.¹⁸ Habibah and Fitri's research discovered that providing merit scholarships positively impacts the increase in new student registrations.¹⁹ Additionally, religiosity based programs, such as routine religious reinforcement and the enhancement of extracurricular activities, are vital strategies for elevating madrasa popularity and reputation, as well as public preference for the institution.²⁰

The sustainable success of these public relations initiatives fundamentally depends on continuous evaluation and adaptive leadership. Institutions must implement robust monitoring systems to track enrollment metrics, analyze audience engagement across digital platforms, and assess stakeholder feedback regularly. Without data-driven adjustments, even well-designed promotional campaigns risk becoming obsolete amid rapidly shifting educational market trends. School leaders play a pivotal role in institutionalizing this evaluative culture by allocating dedicated resources, fostering cross-departmental collaboration, and empowering PR practitioners to make agile strategic decisions. Ultimately, transforming public relations into a dynamic, evidence-based management function ensures that Islamic educational institutions can consistently attract prospective students while maintaining their core religious identity and academic excellence in an increasingly competitive landscape.

¹⁸Harditia & Sudadi. "Strategi Manajemen Humas dalam Membangun Reputasi Sekolah di Mata Publik." *Al-Marsus: Jurnal Manajemen Pendidikan Islam* 3, no. 1 (2025). <http://dx.doi.org/10.30983/al-marsus.v3i1.9560>.

¹⁹Alifia Habibah and Fitri Nur Mahmudah, "Strategi Hubungan Masyarakat dalam Upaya Meningkatkan Penerimaan Siswa Baru di SMA Muhammadiyah 5 Yogyakarta," *EDUGAMA: Jurnal Kependidikan Dan Sosial Keagamaan* 08, no. 02 (2022), <https://doi.org/https://doi.org/10.32923/edugama.v8i2.2666>.

²⁰Muhammad Nur Hakim and Fahrur Rozi, "Strategi Manajemen Humas Dalam Meningkatkan Animo Masyarakat Terhadap Pendidikan Madrasah," *JoIEM* 5, no. 1 (2024): 28–45, <https://doi.org/https://doi.org/10.30762/joiem.v5i1.2675>.

Overall, this thematic analysis indicates that recruitment weaknesses in Islamic educational institutions can be overcome if school leadership is willing to position the PR function at a strategic management level, rather than treating it merely as an administrative complement. This study acknowledges several inherent limitations. *First*, the reliance on only 10 empirical articles published between 2021 and 2025 may restrict the generalizability of findings across diverse Islamic educational contexts globally. *Second*, the exclusive focus on Indonesian-language and English-language journals potentially excludes valuable insights from regional publications in other languages. *Third*, as a qualitative synthesis, this review cannot establish causal relationships between specific PR strategies and enrollment outcomes with statistical precision.

Additionally, the rapidly evolving digital landscape means that some technological recommendations may require continuous updates to remain relevant. Despite these constraints, the thematic patterns identified provide a foundational framework that future research can expand through mixed-methods approaches and cross-cultural comparative studies to strengthen evidence-based PR management in Islamic education.

CONCLUSION

This study acknowledges several inherent limitations. The reliance on 10 empirical articles published between 2021 and 2025 may restrict the generalizability of findings across diverse Islamic educational contexts globally. The exclusive focus on Indonesian and English language journals potentially excludes valuable insights from regional publications in other languages. As a qualitative synthesis, this review cannot establish causal relationships between specific PR strategies and enrollment outcomes with statistical precision. The rapidly evolving digital landscape means that some technological recommendations may require continuous updates to remain relevant. Despite these constraints, the thematic patterns identified provide a foundational framework that future research can expand through mixed-methods approaches and cross-cultural comparative studies to strengthen evidence-based PR management in Islamic education.

Public Relations (PR) management strategies constitute an essential pillar in efforts to increase new student enrollment in Islamic educational institutions. Based on the conducted literature review, it can be concluded that proven effective public relations strategies can no longer rely on singular methods. A holistic integration is required, encompassing (1) the optimization of digital media (cyber public relations) for broad and interactive reach, (2) strategic planning and active community/stakeholder engagement, (3) direct marketing via visits and alumni networking, and (4) the strengthening of school branding that accentuates religious values and academic service quality. Islamic educational institutions that adopt a two ways communication model adaptable to technological dynamics have proven to be more resilient and possess high-competitive advantage.

Based on these findings, it is recommended that principals and Islamic educational foundations prioritize enhancing the digital competencies of their PR teams and establish PR as an independent managerial division with adequate funding. For future research, it is advisable to conduct quantitative assessments on the effectiveness of specific social media platforms such as TikTok or Instagram Reels concerning student enrollment decisions, thereby complementing this qualitative literature review with measurable data.

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