

ABSTRAK

MIRA NURUL MILAH, 2026. “***Strategi Digital Branding Dalam Meningkatkan Jumlah Santri Di Pondok Pesantren Sabilul Huda Kota Tasikmalaya***”. Program Studi Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Pentingnya penggunaan teknologi digital sebagai metode untuk memperkuat keberadaan lembaga pendidikan, khususnya pondok pesantren, di era digital yang terus berkembang. Pesantren Sabilul Huda, salah satu lembaga pendidikan berbasis agama, mulai menggunakan media digital sebagai alat branding untuk menarik perhatian calon santri. Namun, efektivitas strategi yang diterapkan saat ini belum sepenuhnya diketahui. Tujuan dari penelitian ini adalah menganalisis strategi *Digital Branding* yang mencakup perencanaan, pelaksanaan, dan evaluasi, serta pengaruhnya terhadap peningkatan jumlah santri di Pesantren Sabilul Huda. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Subjek penelitian terdiri dari pimpinan pondok pesantren, pengurus media sosial, dan santri. Temuan penelitian strategi *Digital Branding* di Pesantren Sabilul Huda telah dilaksanakan dengan memanfaatkan berbagai media sosial seperti Instagram, Facebook, YouTube, dan TikTok. Pada tahap perencanaan pesantren telah menetapkan tujuan dan platform yang digunakan, tetapi perencanaan konten mereka belum sistematis. Dalam tahap pelaksanaan, kegiatan *Digital Branding* telah berjalan melalui penyebaran konten, tetapi belum konsisten dan terhambat oleh keterbatasan sumber daya manusia. Tahap evaluasi, strategi yang diterapkan masih belum menggunakan indikator yang dapat diukur. Hasil dari strategi branding digital menunjukkan adanya peningkatan dalam eksistensi, serta ketertarikan masyarakat terhadap pesantren, tetapi peningkatan jumlah santri masih sedikit. Dari hasil penelitian ini, bahwa strategi branding digital di Pesantren Sabilul Huda telah diterapkan namun belum maksimal. Oleh karena itu, diperlukan pengelolaan manajemen lembaga lebih terencana, konsisten, dan berkelanjutan agar dapat memberikan dampak yang lebih berarti terhadap peningkatan jumlah santri.

Kata Kunci: *Digital Branding*, Media Sosial, Pesantren, Santri.

ABSTRACT

MIRA NURUL MILAH, 2026. ***“Digital Branding Strategy to Increase Student Enrollment at Pondok Pesantren Sabilul Huda, Tasikmalaya.”*** Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University.

The importance of using digital technology as a method to strengthen the presence of educational institutions, especially Islamic boarding schools, in the ever-evolving digital era. Sabilul Huda Islamic Boarding School, a religious-based educational institution, has begun using digital media as a branding tool to attract prospective students. However, the effectiveness of the current strategy is not yet fully understood. Therefore, the purpose of this study is to analyze Digital Branding strategies, including planning, implementation, and evaluation, and their impact on increasing the number of students at Sabilul Huda Islamic Boarding School. The approach used in this study is qualitative with a descriptive research type. Data collection techniques were carried out through in-depth interviews, observation, and documentation. The research subjects consisted of Islamic boarding school leaders, social media administrators, and students. The research findings show that the Digital Branding strategy at Sabilul Huda Islamic Boarding School has been implemented using various social media platforms such as Instagram, Facebook, YouTube, and TikTok. During the planning stage, the Islamic boarding school has established goals and platforms to use, but their content planning is not yet systematic. During the implementation stage, Digital Branding activities have been carried out through content distribution, but have not been consistent and are hampered by limited human resources. For the evaluation phase, the implemented strategy still lacks measurable indicators. The results of the Digital Branding strategy indicate an increase in the presence and public interest in the Islamic boarding school, but the increase in the number of students remains small. From this research, it can be concluded that the Digital Branding strategy at Sabilul Huda Islamic Boarding School has been implemented but is not yet optimal. Therefore, more planned, consistent, and sustainable institutional management is needed to have a more meaningful impact on increasing the number of students.

Keywords: *Digital Branding, social media, Islamic Boarding School, Student enrollment.*