

Digital-based Education Marketing in Achieving Customer Satisfaction in Madrassa Tsanawiyah

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Abstract:

The process of providing data information in an easy, fast, meaningful, global, sustainable and meaningful way by madrasas to customer satisfaction which is really needed through a digital basis. This study aims to analyze and describe digital-based communication, distribution and educational services in madrasa tsanawiyah. The approach used is naturalistic phenomenology, with descriptive qualitative methods. Collecting data with interview techniques, observation and documentation. Data analysis by reducing data, displaying data and drawing conclusions. Test the validity of the data by using triangulation techniques and sources. The results of this study indicate that Madrasa Tsanawiyah Negeri 2 Bandar Lampung has carried out digital marketing of education in the form of related information 1) Communication of MTs N 2 Bandar Lampung is carried out by paying attention to what is the customer's need, in which communication is published through information on student achievements and is useful for archiving data the basic considerations are the values that exist in the vision and mission and goals of the madrasa by forming a team. 2) Distribution by publishing on digital media regarding the location and strategic location of madrasas, the use of places and locations for positive activities which are carried out by developing the use of information technology-based facilities. 3) The service focuses on accepting new students for the publication of MTs N 2 Bandar Lampung service programs, which are in the form of digital registration, manual registration and then announcements via digital. Digital marketing at MTs N 2 Bandar Lampung has also carried out digital marketing of education according to Islam where the head of the madrasa implements the traits exemplified by the Prophet Muhammad in doing business, including sidiq, amanah, tabligh and fatonah accompanied by ethical principles.

Keywords: Marketing; Communication; Education; Distribution; Education; Service

Introduction

During the COVID-19 violence and after the COVID-19 pandemic, recent changes and developments occurred, especially in the field of education (Cahyani et al., 2020). In educational institutions or institutions, the digital era has indirectly brought modern social civilization that is very dependent on technology, and digital processes and the internet have become social friends in everyday life (Suryatni, 2019). This changes the old way an organization or company communicates information to the public (Amiruddin et al., 2021). Even though the internet world continues to grow, it cannot be denied that there are still people who are not used to using it, especially when people turn on the internet (computer or cell phone) or promotions or advertisements start appearing one after another (Arkiang, 2021). This is due to everyday life the days people spend on the internet (Siregar et al., 2021).

The current forces and changes are very dynamic, especially in the era of the Industrial Revolution 4.0 or what is known as the digital revolution which is marked by major changes in all technology-based fields (Hudjimartso et al., 2021). Therefore, do not be surprised if internet marketing is mostly done by individuals, let alone organizations, so that every time we turn on internet services, promotions or advertisements appear on our device's home screen (Sahi, 2021). As times change, the problems faced by educational institutions will become more difficult, ranging from gaps in educational opportunities, low quality of education, governance, education management and others around the world (Fahman, 2018; Ristanti, 2023). Ups and downs, not to mention the stuttering of school members in dealing with the rapid development of science and technology, the existence of educational institutions can be found through the realization of school quality (Afifi & Susilo, n.d.).

Digital marketing or digital marketing is marketing that uses internet access, social media and other digital devices. Digital marketing can help business people such as micro, small and medium enterprises to market and promote their products and services and enable access to new markets that were previously closed or limited due to lack of time, distance and means of communication (Prabowo, 2018). Online media that are widely used for product marketing include Facebook, Youtube, Instagram and other social networks. The advantages gained through digital marketing create unlimited sales space and time, as well as the ability to reach a wider market and targeted marketing costs. In addition, digital marketing takes place in real time, entrepreneurs can quickly see the target market's interests and responses and can immediately decide to adjust strategies related to advertising content and achieve better results (Hendriadi et al., 2019). According to Science in their 2013 book *Digital Marketing: Concepts and Strategy*, Teller and Keller distinguish three marketing channels, including communications. Educational digital marketing is a program that aims to develop educational institutions where plans to develop educational institutions will be better known by the public so that as consumers of education, people are reluctant to choose quality educational institutions for fear that their children will not be able to compete in the globalization era (Hasanah et al., 2021).

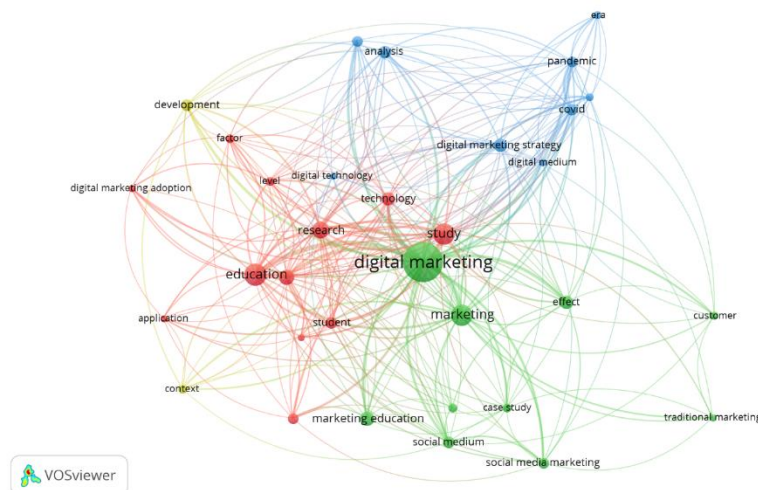
Therefore, the importance of using digital marketing in educational institutions is certainly in line with the 2021 Ministry of Education and Culture (Kemendikbud) master plan, one of which is school digitalization (Hermawansyah, 2021) In the digital era, having technology and systems is a necessity (Tulungen et al., 2022). So the use of systems and technology in this century is a strategy to survive (Pratiwi, 2020; Wahyudi & Sunarsi, 2021). The use of technology in marketing is an advantage to maintain and increase unlimited market share (Ariwibowo, 2019). From the several paragraphs or expressions above, the importance of digital marketing in educational institutions, especially in Islamic schools, is related to the image or interests that exist in society,

in this case the vision, aims and objectives to be achieved by parents. school residents will work more to meet their needs and of course it will be managed properly (Mukmin, 2020).

Although there is previous research which is similar to the marketing study for Customer Satisfaction, with the difference that the marketing mix is the marketing strategy for Parana Cristian High School, the aim of this research is to create high-quality private education. Institutions that are able to compete with state schools (Suryani et al., 2021). The marketing strategy involved is the existence of suitable marketing conditions and the ability to influence the school itself, society and consumers (Mukmin, 2020). The aim of the education services marketing department is to facilitate marketing institutions of their educational services to the public. The research method used is qualitative with a descriptive approach. According to the results of research conducted at Parana Christian High School, the marketing strategy used is a marketing mix which consists of two steps, namely planning and implementation. Planning includes market identification, market segmentation, objectives and applications, including product, pricing, location, promotion, human resources and operations (Prayudi & Yulistria, 2020).

The importance of the commercialization of digital education is also in line with the three pillars of the Director of UIN Raden Intan Lampung to realize the big vision of UIN Raden Intan Lampung, namely internationalization, digitalization and recognition of campus independence as a center for educational services for Wan Jamaluddin Z Ph.D, one of which has three pillars, namely digital presence in educational institutions (<https://www.radenintan.ac.id/Jadikan-visi-uin-raden-intan-mulaistepinternasionalisasi/digitalisasi>, 2022). In line with the priority programs of the ministry of education and culture (Kemendikbud) in 2021, one of which is school digitalization and is proven by research related to digital marketing, especially digital education marketing, below is a summary or search results for journals related to digital marketing education (Hermawansyah, 2021).

Figure 1.
Search results from journals related to national education digital marketing



Based on some of the explanations related to the questions above, the researcher argues that education customer satisfaction can be created or maintained through the use of digital educational advertising in the digital era, the purpose of which is to find educational information and communicate easily, religious schools, lead to public interest, development and improvement in higher education institutions or religious schools (Muis, 2021).

Methods

This research uses an illustrative model and a qualitative descriptive method. Although the method used is a common phenomenon (Murtafiah, 2022). The researcher attempted to obtain data about the participants' domestic opinions through focused attention, empathic understanding and the suspension or suppression of preconceived notions about the subject in question. The techniques used to answer the research questions related to the data were interviews, observations and the preparation of literary narratives. Therefore, to explain well the method and type of research.

Data collection was carried out through interviews, observation and recording. The stages that researchers went through in the process of conducting this research were: 1) Substantive problems, when researchers saw a large number of topics in a research program related to current events, these topics were widely discussed and the researcher goes through several stages 2) Pre-study, i.e. the first study which includes: a) Planning and preparation of permits for the pre-field study b) Listing issues related to digital marketing to generate more public interest in the school itself c) Survey research during the period leading up to the research, where supporting data was obtained regarding digital education marketing and related data that influence the best interests of society 3) data analysis techniques (Sukma, 2020).

The next step in achieving more than real and reliable data is for researchers to use reliability and binary triangle techniques, which are consistent with the qualitative data analysis method guidelines, SAGE publications, requiring analysis to be reliable and determined by the point of view managed centrally enough so that the entire view data in one place, systematically organized to answer existing research questions. Of course, a complete data set does not mean complete interview transcripts, field notes, transcripts. Instead, data collected and filtered from the various people, events and processes studied are presented. In the extended text, selective data collection is easy to achieve (Johnny Saldana et al., eds., 2014).

Berikut ini digambarkan proses pada penelitian ini yaitu pada gambar 2.

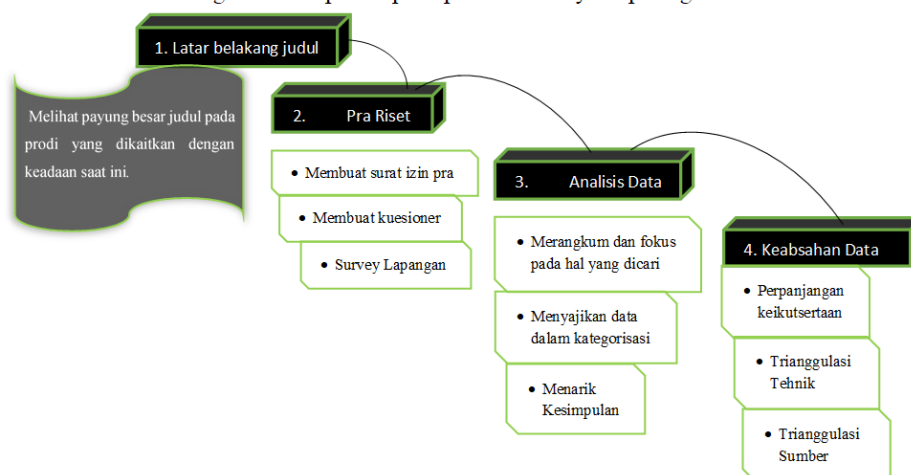


Figure 2. Stages of the Research Method

Results and Discussion

The final result of this research is the formation of a digital marketing education model at Madrasah Tsanawiyah Negeri 2 Bandar Lampung by linking the development of information

and communication technology or digitization which was widely used during or after the Covid-19 pandemic. The sub-focus of this research relates to marketing digital education through marketing channels, namely communication about digital marketing education. Digital Communication for Education (Huda, 2013). digital education services (Fradito, 2008). Nowadays, communication must be used because you need to do better communication to keep up (Mustofa et al., 2021). Where this is also clarified regarding the importance of digitization or digital at this time, which is in accordance with the three main pillars of realizing the big vision of UIN Raden Intan Lampung, namely internationalization, digitization and realizing campus independence as an educational service institution by the Chancellor of UIN Raden Intan Prof Wan Jamaluddin Z. PhD (<https://www.radenintan.ac.id/Jadikan-visi-uin-raden-intan-mulai-stepinternationalization/digitalization>, 2022).

The following are the stages or explanations from the research stage in increasing education customer satisfaction at the 2nd elementary school of Bandar Lampung related to digital education marketing communications, namely: 8

Educational Digital Marketing Communications

First, on digital marketing communication patterns by starting from forming effective communication, paying attention to human values, paying attention to what the customer needs. Regarding this effective communication, N as the head of the madrasa conveyed that "This madrasa is also one of the madrasas that also conveys communication in the form of publication of achievements from social media and on the MTs web, this is also carried out intensely if there is or is an excess on the new achievements obtained by the madrasa or the community itself.

The above was also reinforced by N as the deputy head of the madrasah public relations, who said that "Achievements and advantages over what was achieved by the madrasa itself, are indeed published through social media and web-based digital media where the aim is also to store and archive existing data so that it is easy for us to retrieve or check the data we want. Likewise by Z as the head of administration, who said that "Something related to marketing without introducing what is superior is the same as people who want to work but don't display what is a cv for their experience and skills, meaning that marketing is certainly related to what you sell". Regarding paying attention to human values this was also conveyed by N as the head of the madrasa which said that "This madrasa also has an education marketing team, where this team was created specifically with the aim of achieving information and communication, especially in the form of digital marketing, now this team is called PPID (Information and Documentation Management Officer) chaired by Mr. Nusirwan as deputy head of the madrasah in the field of public relations. Even though this stage is still in development where it is only done by coming directly to the madrasa but the team's performance in carrying out digital marketing especially through the media is very helpful, so it is important to pay attention to good language and ethics in writing.

The above is supported by M's statement as administrative staff as well as the PPID team, that "The formation of the PPID team was directly led by the head of the madrasah himself as the director and the head of administration as the person in charge, making it easier for us to communicate and provide information ranging from what is needed to how evaluation that will be carried out, especially to bring up information related to the publication of achievements on the achievements achieved by madrasas by taking into account the vision, mission and objectives of the madrasa.

Regarding paying attention to what the customer needs, N as the head of the madrasah conveyed that "In paying attention to customers, madrasah education only focuses on paying more serious attention to what is the need of the community or the customer itself by always updating information in the form of activities and achievement of madrasahs through social media or with digital media in the form of the web.

Strengthened by S as the head of administrative staff, said that "In analyzing the needs of the community or education customers, the head of the madrasah uses the PPID team and uses the results of the TIM meeting no later than 1 semester from the acceptance of new students". Second, on the elements that affect communication patterns by paying attention to curriculum and extra-curriculum academic services, Islamic communication strategies and communication according to norms and ethics.

Regarding curriculum and extra curriculum academic services, N as the head of the madrasah conveyed that "In academic services, madrasahs always try to convey social media or web media related to superior class program services, special class program services, boarding program services, and regular program services. Where something new for madrasahs is related to the romance program because it was just released or opened in 2021. Then the extra curriculum here, madrasahs also always try to convey information and communication related to 19 programs outside of academic or learning programs, maybe osis, spiritual, scout, music, dance, skills, tahfizh Quran, Paskibra, KKR (Youth Health Group), Futsal, Badminton, Table Tennis, Taekwondo, Volleyball, Physics Olympiad, Biology Olympiad, Mathematics Olympiad, UKS/KKR, Entrepreneurship. Yes, both of them are related to the development of madrasahs.

The above statement is in accordance with N's statement as deputy head of public relations, which said that "Yes, from the past MTs n 2 bandar lampung has long implemented a service program from superior classes, special and regular classes which initially only divided class types but over time it became a superior program. in terms of the academics themselves, especially in 2021 yesterday the boarding program has been carried out even though it is only a dormitory for women only, in the future there are plans to have a male dormitory."

Regarding the Islamic communication strategy also conveyed by N as the head of the madrasah said that "communication and information are the most important part in all processes in everything that is done, whether directly or indirectly where it is necessary to pay attention to ethics or the way to convey or write it, of course Islam has reminded to us in surah an nur paddy verse 11 it is a great sin to lie in the delivery of communication and information and I have said to all the people of MTs N 2 Bandar Lampung in conveying it there is no need for positive things with lies, especially in carrying the name of the madrasah".

The above words were reinforced by Y as the head of the madrasah administration, which said that "Madrasahs in communication and information by working together with all those in the madrasah environment, where implementing the tabayyun orders namely thorough, observant and careful in all matters, especially in matters social media in order to convey information and communication properly and correctly"

This was also supported by N's statement as the deputy head (Waka) of public relations, which said that "In all fields, communicate and convey information in a good way and language, which emphasizes good values, this has also been conveyed by the head madrasah when he first entered to replace Mr. Tarmadi as the head of the madrasah in 2021 ago".

Regarding communication in accordance with norms and ethics, this was also explained by N as

the head of the madrasa, namely that "In terms of conveying information and communication, it is certainly important to maintain the quality of the information and communication, now the communication and information carried out in this madrasa is not regardless of what is the vision, mission and objectives of the madrasa, where one of the visions mentions together building an image, which means that the entire school community must still carry out their duties and responsibilities according to what is their duty and responsibility to achieve even better madrasah development.

Added by N as the deputy head (Waka) of public relations that "These norms and ethics have actually been conveyed in the madrasa service announcement that they will work in accordance with their duties and responsibilities, so indirectly the madrasa community uses it in conveying information and communication in a professional and appropriate manner. with what is the standard language and paying attention to good and correct writing spelling.

Based on the results of interviews related to educational digital marketing communications, it can be understood that in increasing customer satisfaction the most important thing is to publish intensely on what is the attraction or strength of the achievements achieved, prioritizing the needs of education customers, and based on the basic values humanity. Based on the results of interviews related to educational digital marketing communication patterns, it can be understood that in increasing customer satisfaction the most important thing is to publish intensely on what is the attraction or strengths of the achievements achieved, prioritizing the needs of educational customers and based on basic values humanity. This is in accordance with the statement however, this school has not been able to fully maximize this potential to promote itself or introduce itself to a wider audience. This is proven by the many achievements that have been achieved, but there is no publication that serves as a forum for all this information. In fact, if this information is conveyed to the general public, it is possible that this educational institution will grow rapidly in terms of the number of interested students.

Education Digital Marketing Distribution

First, on the location of the madrasa or the educational institution itself, where regarding the location of this madrasa, namely according to an interview with N as the head of the madrasa, who said that "In terms of building digital communication, what is no less important is how to place the madrasa in a strategic location, in terms of this madrasah tsnawiyah Negeri 2 Bandar Lampung has a strategic location where stable internet availability, proximity to strategic location points and the usefulness of madrasa infrastructure for the surrounding community are related to existing madrasa programs.

This was also reinforced by N as the deputy head (Waka) of public relations, who said "Because our place and school are MTs, madrasas carry out religious programs related to the community, moreover the environment is not far from community access and other educational institutions, then indirectly it will bring community interest by itself for example visiting activities, Dharma Wanita activities, competition activities and others.

From the two statements above, it is also supported by B's statement as a parent of a class 7C student, which said "MTs N 2 bandar lampung has been around for a long time, I used to only know information from people's mouths, but I know a lot of information Yes, through online too, especially when my child registers, I have to fill in online, so I know a lot from online. I don't think it's ever wrong to choose MTs N 2 as a place for my child's school, especially now that there is a need for a school that really pays attention to religion with many madrasah activities and programs.

Second, regarding the development of information technology-based facilities where in an interview conducted with N as the head of the madrasa who said that "perhaps related to the development of existing facilities, more emphasis is placed on the needs for teaching and learning process facilities in madrasas, starting from procuring LCDs and projectors in every class, strong internet, there is wifi in the madrasa and urgent matters needed on the web, as well as repairs if there is damage to madrasa facilities such as absence of fingerprints, presences, LCD and related wifi".

In the statement by N also, namely as the deputy head (Waka) of public relations, said that "Of course there will be situations where there will be improvements and developments carried out by every field of work, especially education, these improvements are in order to support the teaching and learning process. This is the same as us providing facilities at the madrasa, the procurement of goods will be reported and will be reported later as the final report of the existing facilities."

From the two interviews above, it is also supported by an interview by S as the head of administration of the madrasa which said "development and improvement is usually carried out by the madrasa by holding meetings between the head of the madrasa, the head of administration, and the existing waka-waka by referring to the prefix where we analyze the needs of existing teachers and education staff, and usually this meeting is held once every 3 months."

Based on the results of interviews related to the distribution of digital education marketing, it can be understood that in increasing customer satisfaction the most important thing is to pay attention to the publication of places and the development of information technology-based facilities in madrasas or certain educational institutions, where this information is published through digital media, both social media or web-based media. This is certainly in accordance with the statement that at this time, the education office makes rules for admitting new students based on zoning, which means that the distance between the place of residence and the school is the main weight for admitting prospective students. With this system, it is hoped that prospective students will be able to choose and see the position of the location of their residence with the location of the school they are interested in, and make it easier to choose the intended school (Wijonarko & Retna Mulya, 2020).

Educational Digital Marketing Services

First, intracurricular services and extracurricular services, which are in accordance with the interview with N as the head of the madrasa, said that "Intracurricular is a habit during the learning process at the madrasa, so the madrasa has given assignments to the homeroom teacher for each class given a picket schedule, assigned the deputy student to every Monday, morning exercise and national holidays to return to see the condition of students in each class, as well as assign teachers when hours are finished in worship to control the class they teach to go to the mosque to carry out worship and of course other things that are included in the learning process in madrasa. Then these extracurricular activities are activities outside the hours of the teaching and learning process, so the program for this hour is outside the hours of the learning process with the aim of not disturbing the learning process itself.

The above was also supported by H as deputy head (Waka) curriculum, who said that "In madrasah digital education services this refers to national curriculum standards, both from the ministry of Education and Culture and from the ministry of Religion," there are two curriculum service programs, namely intracurricular and extracurriculars where this service is divided into two, namely full day school (superior class programs, special class programs, and boarding

programs) and not full day school (regular classes) where the difference is only in developing the number of face-to-face hours on certain subjects and quantity of other activities.

From the two interviews above, this was also explained by C as an education customer, namely the parents of class 7G students, saying that "The complete information obtained is on the school's Web, especially the school's achievements on the success of students uploaded using social media. Of course, every parent wants their child to enter a superior class or special class, I support the strict requirements and rules for entering a class program with achievements, but it is a natural thing about the strict requirements process to determine the best students who will enter in it".

Second, administrative services where this was explained by N as the head of the madrasa who said that "Acceptance of students at MTs Negeri 2 Bandar Lampung is a process carried out by every institution, especially at educational institutions which is useful for determining students who are eligible to carry out the process of carrying out their educational process. at MTs Negeri 2 Bandar Lampung. So every year every madrasa always conducts deliberation activities from the head of the madrasa and all elements of the madrasa community to determine the committee related to the acceptance of new students. In this committee a general chairman, chief executive, secretary, treasurer and other members are formed to properly organize the acceptance of new students. The first stage carried out by parents is to register their students online and register directly at the madrasa to complete all predetermined requirements up to the announcement of the administrative selection stage.

In accordance with the interview conducted with Y as the head of administration, that "Digital administration of education is focused on the acceptance of new students, which begins with administrative registration by students and will later carry out a selection stage with three stages, namely judging from the results of the written test, then seen from what are the talents and skills of students, and finally seen from the results of elementary school National Examination scores for prospective students, which in the future for students who have passed must re-register and bring administrative requirements for data completeness purposes students at MTs Negeri 2 Bandar Lampung."

The statement above was also complemented by M as administrative staff, who said "the service that starts at the beginning is the use of the web as a medium for disseminating link information for prospective new student applicants by conveying related information such as what requirements must be brought when re-registering automatically. direct and so on."

From the three interviews above, it was also supported by R as an education customer or parents of students from class 7F, who said that "This administrative service provided by the madrasa is very useful and makes it very easy for us to get information regarding how, when and what steps to take to registering our children to mts n 2 bandar lampung through the madrasa web related to PPDB (Acceptance of New Students) up to the stage of passing the selection without having to come to the location in person. Changes in students during school at MTs N 2 can be seen in changes in attitude and diligence and a lot of memorization related to religion.

Third, regarding the facilities and infrastructure services where in an interview with N as the head of the madrasa who said that "regarding the facilities and infrastructure services provided by MTs N 2 Bandar Lampung you can see for yourself starting from the LCD in class, projectors, teaching aids, computer practicum equipment, dance and art equipment, madrasa head room, class room, administration room, PTSP room (One Door Integrated Service), teachers room, library, UKS, mosque, library room, science lab, computer lab, skills and arts room, cooperative

room , halls, girls dormitories, basketball courts, Futsal courts.

The above statement was supported by N as the deputy head (Waka) of the madrasa which said that "yes the facilities and infrastructure services available at MTs N 2 Bandar Lampung are quite complete to support the teaching and learning process of students".

The same thing was said by T as a madrasa crafts teacher, who said that "madrasah education services have provided quite good services, because the examples of small things are related to craft and art facilities in the form of tools which currently have a large enough room and the tools complete".

Based on the results of interviews related to digital education marketing services, it can be understood that in increasing customer satisfaction the most important thing is how madrasas or educational institutions prioritize extracurricular and extracurricular services, administrative services and facilities and infrastructure services published through digital media, both social media and social media. Web-based. Of course this is also in accordance with the journal that the implementation of Online New Student Admissions (PPDB) makes it very easy to register in terms of time, accurate, effective and efficient data.

The end goal of this research is to give birth to a digital marketing pattern in educational institutions that functions as a tool or media to disseminate and facilitate (communication information) related to quality (quality) so that in the end it will bring a positive image to the educational institution itself, and indirectly will directly achieve customer satisfaction (community) in an educational institution, especially madrasah, both internal and external. Looking back from the results of the preliminary research and several steps of the research method (interviews, observation and documentation) conducted with the madrasah head, deputy head of the madrasah public relations, deputy head of the madrasah curriculum, educators at the madrasah, education staff, and parents of students through interviews and looking directly at the field, digital marketing was found, which really helps the community (internally or externally) from digital communication processes, digital distribution and digital services at MTs N 2 Bandar Lampung. However, there are still other data that are incomplete (not shown on the digital web media) because there are still more important things that are prioritized by the madrasah. This fact can be seen when we look at web pages on the madrasa web where there are services or things that are not filled in or incomplete so the results of this research analysis show that digital communication is good with incomplete digital information, good use of digital distribution, and good digital services too, continue to have a positive impact related to digital education marketing. Another fact found is that there are madrasa program services that are quite attractive to the public, namely superior class programs, special class programs and boarding programs which are published on various social media and media in the form of the web. So that with these quality and published programs, it will be a better educational digital marketing solution than before. This is in accordance with, "The use of media in terms of promoting a school we must see the target of the SMK to support the success process in a promotion. Without a promotion, the school will not be known by the public.

As a form of marketing responsibility, the maximum implementation must always be sought by schools, both in the form of learning services and other services as delivered when carrying out marketing, therefore schools need to study and have initiatives in increasing customer satisfaction by guardians and students. The need for marketing to be applied in the world of education is a logical consequence to respond to the impact of globalization that continues to grow. The presence of a marketing paradigm is not intended as an effort to commercialize

education, but rather as a strategy for educational institutions, so that they continue to exist in responding to challenges and changing times that continue to grow, change, and develop (S Labaso, 2018). In this era of online media, in this case, the school website is an interactive medium in the form of giving suggestions, impressions and messages, electronic mail or friendly media between educators, students, alumni, parents and the surrounding community. Accelerate the delivery of information both between schools, agencies or parents (community). The following figure is related to educational digital marketing patterns and strategies in the form of digital media, especially service programs.

Conclusion and suggestion

Digital marketing of education in achieving customer satisfaction for Madrasah Tsnowiyah (MTs) Negeri 2 Bandar Lampung is carried out intensely and planned with the aim of achieving the vision and mission of the madrasa itself.

The process of this digital marketing activity needs to pay attention to the publication of information through digital communication, digital distribution and digital services that are intense on what is the attraction or advantage of student achievement and positive things related to madrasas, prioritizing what the needs of education customers are, based on the basic human values, paying attention to the publication of madrasah places or locations, developing information technology-based facilities, prioritizing extracurricular and extracurricular services, administrative services and finally facilities and infrastructure services which are entirely published through digital media, both social media and other web-based media.

Digital marketing at MTs N 2 Bandar Lampung has also carried out digital marketing education from an Islamic point of view where the madrasa head implements the traits exemplified by the Prophet Muhammad in doing business both for himself and the madrasa community in general which consists of *sidiq*, *amanah*, *tabligh* and *fatonah* accompanied by existing marketing ethical principles.

It is important for each field to carry out stages or programs that are used to balance what is part of the development of the times, especially in the field of education, both in terms of objectives within the educational institution itself or outside of the educational institution community (educational customers).

Related to digital marketing, it is important to assign duties and responsibilities to specific people in that field, collaborate or collaborate among the community or madrasah residents regarding building positive interest in digital marketing, and finally there are supporting facilities and infrastructure for the development of information and communication technology, especially in terms of marketing of madrasas or educational institutions.

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