

ABSTRAK

Novita Nur Azizah. 220101050567. Manajemen *Branding* Pondok Pesantren Terpadu Nurul *Musthofa* Tanjung Kabupaten Tabalong. Pembimbing Skripsi Dr. Ahmad Salabi, S.Ag., M.Pd, pada Program Manajemen Pendidikan Islam Fakultas Tarbiyah dan Keguruan UIN Antasari Banjarmasin 2026.

Kata Kunci: Manajemen *Branding*, Pondok Pesantren Terpadu, *Branding* Pendidikan, Citra Lembaga.

Manajemen *branding* merupakan salah satu strategi penting dalam meningkatkan citra, kepercayaan masyarakat, dan daya saing lembaga pendidikan, termasuk pondok pesantren. Pondok Pesantren Terpadu Nurul Musthofa Tanjung Kabupaten Tabalong memiliki karakteristik berupa integrasi pendidikan agama dan pendidikan umum yang didukung oleh berbagai program unggulan. Namun, dalam pelaksanaan *branding* masih ditemukan beberapa kendala, seperti pengelolaan media *branding* yang belum optimal dan keterbatasan sumber daya manusia di bidang publikasi. Penelitian ini bertujuan mendeskripsikan perencanaan, pengelolaan, dan pengembangan manajemen *branding* di Pondok Pesantren Terpadu Nurul Musthofa Tanjung Kabupaten Tabalong.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian lapangan. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis dengan reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa manajemen *branding* dilaksanakan melalui tiga tahapan, yaitu perencanaan, pengelolaan, dan pengembangan. Perencanaan dilakukan melalui penyusunan visi, misi, dan identitas pesantren yang tercermin pada program unggulan Tahfidz Al-Qur'an, Takhasus Al-Qur'an, Takhasus Kitab, dan Nurul Musthofa Ekselensia, yang diterjemahkan melalui *content plan* dan *Brand Guidelines*. Pengelolaan dilakukan melalui pembagian tugas, verifikasi akurasi informasi, dan evaluasi berkala. Pengembangan dilakukan melalui peningkatan kualitas program dan intensitas publikasi digital berdasarkan agenda kegiatan tahunan pondok.

Penelitian ini menyimpulkan bahwa manajemen *branding* yang terencana, sistematis, dan berkelanjutan mampu memperkuat citra lembaga serta meningkatkan kepercayaan masyarakat terhadap Pondok Pesantren Terpadu Nurul Musthofa Tanjung Kabupaten Tabalong.

ABSTRACT

Novita Nur Azizah, NIM. 220101050567. *Management Branding at Pondok Pesantren Terpadu Nurul Musthofa Tanjung, Tabalong Regency. Thesis Supervisor: Dr. Ahmad Salabi, S.Ag., M.Pd. Islamic Education Management Study Program, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University Banjarmasin, 2026.*

Keywords: *Branding Management, Integrated Islamic Boarding School, Educational Branding, Institutional Image.*

Branding management is a crucial strategy for enhancing the image, public trust, and competitiveness of educational institutions, including Islamic boarding schools. The Nurul Musthofa Tanjung Integrated Islamic Boarding School in Tabalong Regency is characterized by the integration of religious and general education, supported by various flagship programs. However, challenges persist in branding implementation, such as suboptimal management of branding media and limited human resources in the field of publication. This study aims to describe the planning, management, and development of branding strategies at the Nurul Musthofa Tanjung Integrated Islamic Boarding School.

This study employs a qualitative approach through field research. Data were collected via interviews, observation, and documentation, and subsequently analyzed through data reduction, data presentation, and conclusion drawing. Data validity was verified using source and technique triangulation.

The research findings indicate that branding management is executed in three stages: planning, management, and development. Planning involves formulating the school's vision, mission, and identity reflected in flagship programs such as Quran memorization, Quran specialization, classical text specialization, and which are translated into action through content plans and brand guidelines. Management is carried out through task allocation, verification of information accuracy, and periodic evaluations. Development is achieved by enhancing program quality and increasing the intensity of digital publications aligned with the school's annual activity agenda.

The study concludes that planned, systematic, and sustainable branding management can strengthen the institution's image and boost public trust in the Nurul Musthofa Tanjung Integrated Islamic Boarding School.