

ABSTRAK

NASRI BOHARI: "*Brand Image Management School Leader Radhiyatan MTs Mardhiyyah Putra*", Thesis, Department of Islamic Education, Islamic Education Management Concentration, Antasari State Islamic Institute, under the guidance of (I) Prof. Dr. Saifuddin Sabda, M.Ag and (II) Dr. Salamah, M.Pd, 2017.

Kata Kuncinya: Manajemen, *brand*, *image*, school, and leader.

Public image to madrasah is a disadvantaged and low quality education. Generally, the students of madrasah come from lower middle class. This image also comes to MTs Raadhiyatan Mardhiyyah Putra. The management and publication system of this school was not professional. Therefore the people are not interested in applied their child in this madrasah. Based on this situation, the management tries to improve school image and reputation. And reconstruct it become an advantaged madrasah by "School of Leader" program.

This research aims to reveal about branding management of Leader School in MTs Raadhiyatan Mardhiyyah Putra and elaborated on the concept and the plan of branding School of Leader. Further elaborated on the management, implementation strategy, coordination and evaluation system of this brand image.

This research used a qualitative method with case study approach. The subject of this study consists of Headmaster, vice headmaster, teacher, school staff, foundation officer and Baitul Maal Hidayatullah manager. Object of this study management of curriculum, student, and human resource, infra structure, coordination and evaluation system. The data are collected by depth interview, observation and documentation. This research instruments are researcher, interview guide, observation and document analysis. The data analyze consists of data reduction, data description, and conclusion.

Base on the result of study, concludes that; first, the improving of school quality is done by selecting the appropriate brand. School of Leader is an interested and a unique brand to improved quality of madrasah. Second, management and coordination system of Leader School brand image by empowering management madrasah internally and cooperate with Baitul Maal Hidayatullah externally. Third, the result of brand image evaluation of Leader School pointed that this brand success in improving school quality and created a positive image for MTs Raadhiyatan Mardhiyyah Putra