Branding of Islamic Boarding Schools as New Edutourism in Madura

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Abstract. The potential number of Islamic Boarding Schools or also known as *Pesantren* in Madura is very large, this is what characterizes the region in East Java. Edutourism is a program where participants make a tourist visit to a place to direct learning from the location visited. So far, Islamic boarding schools have only been seen as religious institutions that only fulfill learning matters related to religious knowledge. This study inform how tourism in terms of education is understood by the public and opportunities for the development of Islamic boarding schools in the Madura region. The existence of Islamic boarding schools can be an attraction for tourists in understanding religious-based educational institutions as well as the culture that is rooted in them. How Madura boarding school carry out branding and become a new educational tourism destination in Madura. This research utilize branding and Integrated Marketing Communication theory. The attraction of its has become a new force in the tourism industry in Madura. This is because Islamic Boarding Schools have their own uniqueness in science education and character building in society. This study is a new view that Islamic Boarding Schools are not exclusive institutions only for students who study religion but can also be used as new educational destinations or Edutourism in Madura. Synergy from the caretakers from Islamic boarding schools, then another informant viztour guide, tourism actors, and the Madura Tourism Association (ASPRIM) supports the process of developing branding as a chance to new edutourism in Madura.

Keywords: Branding, Islamic Boarding School, Pesantren, Edutourism, Madura

1 Introduction

The existence of Islamic boarding schools in Madura is one of the tourism attractions for formal and non-formal educational institutions for the realm of edutourism. Formal educational institutions adhere to a teaching and learning system that is well known to many people, but for education such as Islamic boarding schools their teaching and learning experience is something new that can be offered to the realm of tourism. Tourism in Madura itself is still more or less experiencing debate and has a negative stigma. Actually the element of character education instilled in Islamic boarding schools has the ability to change the negative tourism stigma in Madura.

Previous studies related to Islamic boarding schools discussed about Pesantren As Halal Tourism Co-Branding: Halal Industry For Sustainable Development Goals this

study approach that the increasing number of request for halal tourist destinations is uunfollowed by readiness of all stakeholders in welcoming the euphoria of the world community towards the development of halal tourism in Indonesia. This study uses a qualitative phenomenological descriptive method. Even Islamic boarding schools can become facilitators in providing views on their existence as educational institutions, social institutions, and da'wah institutions that are able to bring change and even movement into the realm of halal tourism and also industry [1]. On the other side, the previous studies discussed about Model Branding Image Sekolah Berbasis Pesantren di SMA Nurul Jadid Paiton Probolinggo, tells that marketing communication, consumption experience, social influences and figures and charisma of kyai become the model of branding [2]. The ability to build a branding image in Islamic boarding schools is needed to improve the image in the public sight.

However, in the educational side, Islamic boarding schools are still very few looking in that direction. Because the focus in introducing Islamic boarding schools is religious values and character building. In fact, if it is related to tourism, the experience of living in Islamic boarding schools can be a selling point and an educational side for tourists. Islamic boarding schools can also be used as a form and part of religious tourism. Through this research the concept of communication through branding not only present in the strategy but rather describes the interaction in the culture of the Islamic Boarding School. Almost every village on Madura Island has an Islamic Boarding School, for example in Pamekasan Regency and Sumenep Regency. The concept of education offered through various activities packaged in Islamic boarding schools has its own unique value which is actually a great potential for Madura in tourism in the realm of edutourism or tourism education.

 Tourism Education in Islamic Boarding Schools is a concept of daily activities at Islamic boarding schools are the basic values in educational tourism. Not only the concept of formal and religious education which is the basic thing in pesantren, but also the form of moral education. Activities that start in the morning, namely praying in congregation, start the day, which can be categorized as character building through experiences that are applied in daily activities. For local tourists from various parts of Indonesia, their desire to go to Islamic boarding schools is sometimes due to their curiosity about life in the Islamic boarding schools. Especially for international tourists, the atmosphere at the Islamic boarding school is an expensive thing that they can experience as a form of educating.

The higher education sector has much to gain from the benefits of successful branding, which is already well-established in the private sector, but more research is needed that specifically relates to the branding efforts of public sector organizations, including non-profit colleges, public and private universities [3]. Beside of that, in IMC there is four stages development such as: tactical coordination of marketing communications, redefining the scope of marketing communications, application of information and financial strategic integration [4]. This study inform how tourism in terms of education is understood by the public and opportunities for the development of Islamic boarding schools in the Madura region. The purpose of this study is to see how Islamic boarding schools can bring non-formal education as a new branding for Madura Island in educational tourism destinations.

2   Method

This study used a qualitative descriptive method by describing some of the data collected through direct observation at Islamic boarding schools in the Madura region, namely Pamekasan Regency and Sumenep Regency. This research approach to get a comprehensive, in-depth picture of the perceptions and experiences of individuals in the potential for developing sustainable Islamic boarding schools as community-based tourism destinations (attractions) and a new edutourism [5].

The stages of method in this study are observing Islamic boarding schools that have special criteria and readiness in the branding process as tourism education destinations. Further interviews were conducted as well as through direct interviews with several key informants, caretakers from Islamic boarding schools. Then another informant viztour guide, tourism actors, and the Madura Tourism Association (ASPRIM).

The primary data of the research is the result of in-depth interviews with pesantren actors or caregivers as well as administrators related to the process of developing a sustainable pesantren heritage potential as an edutourism in Madura. While secondary data is the result of reading literature and document notes that support primary data so that it can be processed into a new finding in the development of edutourism destinations in Madura, after directly observing the current process of developing Islamic boarding schools.

3   Result and Discussion

In the Islamic Boarding School itself as an Education industry on Madura Island, Islamic Boarding Schools are unique in the combination of cultural, customs and socio-economic elements. Character building in Islamic Boarding School Education can be found in their activities starting in the morning, starting from praying in congregation, reciting Al-Qur'an, and exercising.

3.1   Results

Islamic boarding schools are open to the existing Tourism Education concept, because for Islamic boarding schools whose facilities and infrastructure are already qualified they need them *branding* in addition to increasing the number of students and female students or also known as *Santriwan* and *Santriwati*. It is also to expand the reach and introduce religion-based education in the realm of tourism. It is not only called religious tourism, but can be developed through educational elements offered by Islamic boarding schools. Especially for parents of prospective students or female students who need an introduction to the location of the Islamic boarding school and the concept of education offered.

Rumors that Islamic boarding schools will become part of educational tours have actually been heard. In fact, there are a number of Islamic boarding schools in the

Pamekasan area where the facilities and infrastructure and systems are sufficiently qualified to offer this educational concept. Moreover, there is a big possibility that Islamic boarding schools have different unique concepts that are offered in the Islamic Boarding School *branding* this educational tour. Anything that needs to be offered in *branding* Islamic boarding schools: their daily activities, the process of interaction and socialization in groups, non-formal teaching and learning experiences, activities to support and strengthen religion.

Screening Islamic boarding schools that are ready for edutourism branding requires a feasibility study and strategic location mapping. There are 3 Islamic boarding schools that have the potential to be developed in the data that have been collected. Two Islamic boarding schools are in Sumenep Regency, and one pesantren is in Pamekasan Regency. In terms of the facilities that are ready, preparing the branding strategy concepts that are trying to be offered, such as tour packages, guiding processes, and so on.

Integrated marketing communications (IMC) as the theory itself and also the strategy that takes Islamic Boarding School maintain their marketing department from disparate functions to one interconnected approach. Islamic Boarding School in the IMC era will takes your various marketing collateral and channels — from digital, to social media and professional Public Relations. Islamic Boarding School in this era, can use social media as their platform to introduce edutourism concept. In order to follow up every stage of IMC, Islamic boarding schools that can control their media will have a great opportunity to attract the interest and attachment of various stakeholders in their branding process.

Tourism has become a new trend in the tourism industry, many products and services appear with various names for Muslim tourists ranging from Islamic tourism, Syari'ah tourism, travel, friendly tourism destinations, Muslim-friendly travel destinations,and lifestyle where everything has a different concept [6]. the same, namely meeting the nofs for Muslim tourists for all activities carried out during their stay in a new place for a limited time [7].

In the end, this research answers the four stages in IMC Development namely through; the internal communication process of the Islamic Boarding School Foundation and Kiai as the first opinion leader at the Islamic Boarding School. Then the interaction of students and female students and caregivers who interact directly every day and understand the interesting elements for branding in the Islamic boarding school environment. Furthermore, in the third stage, namely the position of the tour guide as a communicator in applying information in technology, having the ability to map content developed in edutourism and attracting it with the help of social media.

The climax of the involvement of the Islamic Boarding School Foundation in attracting tourists is also positively supported by the stakeholders, namely the Regent of Pamekasan Regency. This synergy is the first step to building educational tourism into Islamic boarding school branding which depicts Madura Island as being friendly to religious-based educational institutions and can even combine them in the form of tourism. Likewise with the Madura Tourism Association (ASPRIM), which really supports the process of developing edutourism to other areas, which means readiness is needed for Islamic boarding school foundations that are interested in joining the edutourism scheme.

3.2 Discussion

Through this Edutourism, the experiences that their children will feel can also be felt by parents, so that the decision whether to enter the Foundation or not is more or less influenced by the process *Islamic boarding school educational tourism branding.* Domestic local tourists who come from Sabang to Merauke usually have special assessments of several Islamic boarding schools that already have names and popularity. Therefore, several stages of Branding are needed as below;

Brand Purpose. Is the first stage that needs to be done in doing *branding* and as a marketing process. Here it needs to be done in the stage of analyzing what users want and mapping competitors. In addition, another important thing that needs to be done in *brand purpose* is decisive *user persona. User persona* is the ideal target consumer. First task in order *branding* this Islamic boarding school must emerge from the tourism office and tourism association. Even though the desire arises from tourists who want to know about the life of Islamic boarding schools, as a matter of law, there must be someone who initiates it.

The main segments of the edutourism market are students and the general public. It is important to provide an explanation and general description of pesantren life, so that it has an impact on the wishes of students who want to study at Islamic boarding schools. In addition, tourists who want to know the life of Islamic boarding schools can use the tour package facilities just to enjoy Islamic boarding school life.

Brand Identity. As an educational identity based on Madurese local wisdom, this pesantren has finally succeeded in building a positive image in the eyes of the public as an open educational institution that is unique to the Madurese education system.

Brand Image. As explained above, the image that has been built in the public eye is that Islamic boarding schools are not exclusive and closed institutions. By making Islamic boarding schools as educational tours, indirectly educational tourism in Madura is an educational tourism package for Islamic boarding schools.

Brand Experience. Based on *user persona* this pesantren education tour is among students, and the general public. However, the great hope is that with Islamic boarding school educational tours, we are able to make tour packages that introduce the life of Islamic boarding schools to students who want to study at Islamic boarding schools.

Brand Engagement. Until now, because this educational tour package is still a new idea, there is no media used in marketing. But in the future the concept of development and marketing will be initiated by the Madura tourism association (ASPRIM). Marketing communications related to the above stated the opinion of Kotler and Keller[8] about the six communication mix which can be used as dimensions in this study, namely:

Publicity and public relations. As explained above, the Islamic boarding school educational tour package needs to be accommodated directly by the Islamic boarding school, or through a travel agent and through the Madura tourism association.

Sales Promotion. Sales Promotion on the first point if this tour package has been opened by agents and associations with support from the local tourism office then the development of edutourism can run well.

Events and experience. Events and experience this activity can be a new program in introducing new destinations in Madura. Usually there is an annual event in which each region participates in tourism exhibitions at both the provincial and national levels.

Direct marketing. Direct marketing if later the system is running well, the manager needs to design an IT team to help with marketing so that they can do direct marketing through social media.

Interactive marketing. Every year Islamic boarding schools have big activities such as imtihan. This activity is usually the center of public attention, here it is an opportunity to market directly, or it is carried out by Kyai in Islamic boarding schools when filling out recitations in various areas that in Madura there are Islamic boarding school tour packages with the aim of introducing Islamic boarding school activities to the community. outside students.

Personal selling. The culture in Madura greatly respects the figure of the kyai, this is a point in introducing the Islamic boarding school education tour package. With the kyai carrying out promotions when filling out recitations on various occasions, that is proof that the kyai has done it *branding* and indirectly it will also be disseminated by the recitation congregation.

The involvement of several of these sectors is evidence that synergy between parties can be developed towards edutourism, support from the district head can be a trigger in moving internal and external structures in comparing Islamic boarding schools. While the role of the opinion leader is also quite important for the Madurese community in building perceptions. The facts found in these Islamic boarding schools show the reality of Islamic boarding schools in the Madura Region, especially in Pamekasan and Sumenep Regencies as educational institutions, which also have various levels of readiness.

Pesantren is a place that is believed by students or Muslim tourists to be able to provide hospitality with the services and facilities provided and the involvement of the community around the pesantren can support their welfare both morally, socially, and economically [9]. The meaning contained in a brand is something that has a deep relationship, there is a sense of trust and loyalty so that it gives birth to consistent benefits [10].

Further research is needed in dissecting edutourism branding, namely the process of disseminating understanding of the edutourism concept to two other districts on Madura Island, namely Sampang and Bangkalan Regencies. Then the support from the Madura

Pariwsata Association in branding Islamic boarding schools in edutourism has become a positive value in minimizing the negative stigma of tourism in the community in Madura.

4 Conclusion

This research found the facts of the synergy of elements from the government and also foundations in developing regional potential into the national and international realms through edutourism. Such as internal communication process by the opinion leader in Islamic Boarding School, then the interaction between santriwan and santriwati. Tour guide as the part of marketing communication to form the new technology that can developed the edutourism. Then the synergy between stakeholders supports the process of developing edutourism to other areas.

This educational tour is represented by Islamic boarding schools which not only instill religious values and character education but also experience in interacting and developing through elements of culture, social society and customs. Islamic boarding school education is not an exclusive institution but can be accessed by anyone in order to introduce it as a form of new tourism in Madura through the concept of Edutourism. The readiness of several Islamic Boarding Schools in Pamekasan Regency and Sumenep Regency can be an example in developing edutourism branding to motivate other Pesantren.

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