

Branding Management in The Excellent and Islamic Schools

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Keywords: Branding Management, Islamic Superior School

ABSTRACT

This Education plays an essential part in human life and becomes an inseparable part of civilization. Each school competes with each other in showing its brand to each prospective student. This leads to branding management needed to make the school's best brand can be recognized by the public. This research is conducted with a qualitative research method and aims to describe brand management in Madrasah Tsanawiyah Yayasan Pondok Pesantren Modern Islamiyah (MTs YPPMI). The research procedure is carried out with interviews, observations, and documentation. The results show that MTs YPPMI has carried out brand management by planning, organizing, supervising, and evaluating three branding indicators. Their goals are to maintain a brand that has been strong, excellent, and unique in public and even increased from time to time. This is proven by the increasing number of students, and achievements from various levels of the Olympics, the excellent and Islamic branding amid society is maintained.

VIEW ARTICLE

PUBLISHED

2023-02-14

HOW TO CITE

Billini, A. H., & Fahyuni, E. F. (2023). Branding Management in The Excellent and Islamic Schools. *European Multidisciplinary Journal of Modern Science*, 15, 38–44. Retrieved from <https://emjms.academicjournal.io/index.php/emjms/article/view/872>

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ISSUE

[Vol. 15 \(2023\): European Multidisciplinary Journal of Modern Science](#)

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INDEX

