

The Influence of Instagram-Based Social Media Promotion of Educational Services on the Increase in the Number of New Students at MAN 2 Tulungagung

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Abstrak

Promosi layanan pendidikan yang efektif dapat memberikan dampak yang signifikan bagi lembaga pendidikan, terutama dalam meningkatkan jumlah siswa baru. Promosi layanan pendidikan menggunakan berbagai metode, dan dengan kemajuan teknologi, penggunaan media sosial telah menjadi pendekatan yang semakin efektif, terutama dalam menjangkau generasi muda. Banyak lembaga pendidikan sekarang memanfaatkan generasi muda sosial. Banyak lembaga pendidikan telah mengadopsi media sosial, termasuk Instagram, sebagai alat promosi. Berdasarkan fenomena ini, peneliti melakukan penelitian di MAN 2 Tulungagung sebagai subjek penelitian dengan tujuan untuk menentukan dan menganalisis apakah ada pengaruh antara promosi layanan pendidikan berbasis Instagram dan peningkatan jumlah siswa baru. Penelitian ini menggunakan pendekatan penelitian korelasional kuantitatif. Teknik pengumpulan data yang digunakan adalah dengan desain penelitian korelasional. Teknik pengumpulan data yang digunakan adalah kuesioner dan dokumentasi. Populasi dalam penelitian ini terdiri dari siswa dari MAN 2 Tulungagung di kelas X dan XI, yang berjumlah 857. Teknik pengambilan sampel menggunakan rumus Slovin yang diperoleh dari probability sampling, dan skala pengukuran yang digunakan adalah skala Likert. Teknik analisis data meliputi uji validitas, uji reliabilitas, uji prasyarat, uji analisis regresi linier sederhana, uji hipotesis, dan koefisien determinasi. Ukuran sampel yang digunakan dalam penelitian ini adalah 90 responden, yang terdiri dari 47 siswa dari kelas X dan 43 siswa dari kelas XI. Data diolah dengan menggunakan SPSS 27.0. Hasil penelitian ini menunjukkan bahwa (1) Promosi layanan pendidikan berbasis media sosial Instagram di MAN 2 Tulungagung berada dalam kondisi "baik" dengan skor uji TCR sebesar 82,1% (2) Peningkatan jumlah siswa baru di MAN 2 Tulungagung berada dalam kondisi "sangat baik" dengan skor uji TCR sebesar 86,6% (3) Terdapat pengaruh yang signifikan promosi layanan pendidikan berbasis Instagram terhadap peningkatan jumlah siswa baru di MAN 2 Tulungagung, artinya semakin baik promosi layanan pendidikan berbasis Instagram, maka peningkatan jumlah siswa baru akan semakin baik. Berdasarkan hasil penelitian, nilai signifikansi sebesar 0,01 dan nilai t sebesar 8,653, sehingga H_0 ditolak dan H_1 diterima. Besarnya efek sebesar 46% berdasarkan nilai R-Square.

Kata kunci: *Instagram, Promosi, Media Sosial*

Abstract

Effective promotion of educational services can have a significant impact on educational institutions, particularly in increasing the number of new students. Educational service promotion employs various methods, and with technological advancements, the use of social media has become an increasingly effective approach, especially in reaching the younger generation. Many educational institutions now utilize social younger generations. Many educational institutions have already adopted social media, including Instagram, as a promotional tool. Based on this phenomenon, the researcher conducted the study at MAN 2 Tulungagung as the research subject with the aim of determining and analyzing whether there is an influence between Instagram-based educational service promotion and the increase in the number of new students. This study employs a quantitative correlational research approach. The data collection techniques used are with a correlational research design. The data collection techniques used are questionnaires and documentation. The population in this study consists of students from MAN 2 Tulungagung in grades X and XI, totaling 857. The sampling technique used the Slovin formula obtained from probability sampling, and the measurement scale used is the Likert scale. Data analysis techniques include validity tests, reliability tests,

prerequisite tests, simple linear regression analysis tests, hypothesis tests, and determination coefficients. The sample size used in this study was 90 respondents, comprising 47 students from grade X and 43 students from grade XI. The data was processed using SPSS 27.0. The results of this study indicate that (1) The promotion of educational services based on Instagram social media at MAN 2 Tulungagung is in a “good” condition with a TCR test score of 82.1% (2) The increase in the number of new students at MAN 2 Tulungagung is in a “very good” condition with a TCR test score of 86.6% (3) There is a significant influence of Instagram-based educational service promotion on the increase in the number of new students at MAN 2 Tulungagung, meaning that the better the Instagram-based educational service promotion, the better the increase in the number of new students. Based on the research results, the significance value is of 0.01 and a t-value of 8.653, so H_0 is rejected and H_1 is accepted. The effect size is 46% based on the R-Square value.

Keywords: *Instagram, Promotion, Social Media*

Introduction

Social media is a group of internet-based applications built on the ideological and technological foundations of Web 2.0, enabling the creation and exchange of user-generated content.¹ Social media plays a significant role in people's daily lives and in business, given its widespread penetration and projected number of active users. Many companies utilize social media as a primary means of digitally promoting their products.

In the world of education, promotion plays a crucial role in demonstrating an institution's presence and increasing its competitiveness, especially amidst increasingly fierce competition. Consumers of educational services are increasingly critical and tend to seek information online before selecting a suitable institution.² Therefore, a creative and effective promotional strategy through social media is a key requirement for educational institutions. Consumers will behave toward an educational institution based on the information they obtain, thus forming their own perceptions.

Promotion has a significant impact on the institution concerned. For example, well-targeted promotion can influence the number of new student enrollments, increase public

¹ Amare Manfredo, “The Effectiveness of Using Social Media in the Learning Process,” *Articles, International Journal of Multidisciplinary Sciences* 1, no. 2 (2023): 125–31, <https://doi.org/10.37329/ijms.v1i2.2483>.

² M. Rasyid Alghifary and Youmil Abrian, “The Influence of Instagram Social Media Promotion and Religiosity on the Decision to Stay,” *Journal of Multidimensional Management* 2, no. 2 (2025): 182–87; Rukaeni Rukaeni et al., “Marketing Strategy for Educational Institutions During the COVID-19 Pandemic Based on Social Media,” *Articles, KnE Social Sciences* 7, no. 10 (2022): 234–42, <https://doi.org/10.18502/kss.v7i10.11225>; Anisa Dwi Apriliani, “Analisis Pengaruh Pemanfaatan Media Sosial Instagram Sebagai Media Promosi Online Terhadap Minat Pendaftaran Taruna Baru Di STTKD Yogyakarta,” *Jurnal Multidisiplin Madani* 2, no. 6 (2022): 2977–86.

awareness, and provide other benefits.³ The goal of promotion is not only to introduce the educational institution but also to attract as many potential students as possible.

Digital promotion can be done through websites, blogs, social media, or other internet-based platforms. Of all these alternatives, social media is the primary choice because it can reach a wide audience quickly and efficiently. Social media is used by individuals and companies to build their self-image or brand through profiles that represent their identity or promotional goals.

Social media is a medium used by individuals or companies as a promotional tool by creating profiles that reflect the user's desired image. Social media is a very popular digital promotional tool. Businesses can promote their products and services, interact with customers, and expand their reach.

Promotional activities through social media can increase product popularity, make it easier for businesses to reach a wider target market, increase traffic to institutional (school) websites in search engines, maintain good relationships with consumers, and enhance customer satisfaction. Social media can reflect a variety of new sources of online information created, analyzed, circulated, and used by consumers to educate each other about products, brands, services, personalities, and relevant issues.

One social media platform that plays a significant role in digital promotion is Instagram. Designed as a simple photo-sharing platform, it quickly gained popularity due to its unique features, such as photo filters that allow users to easily enhance their images. The Instagram app is designed for mobile use, allowing users to take photos directly on their mobile devices and then upload them "instantly" through the app.⁴

Instagram's popularity has soared in recent years and is expected to grow further as consumers increasingly embrace vertical video, live videos, and stories. With a large number of active users using the platform for these diverse needs, Instagram offers a

³ Cindy Cindy et al., "Strategi Promosi Dan Komunikasi Jasa Pendidikan," *DIAJAR: Jurnal Pendidikan Dan Pembelajaran* 4, no. 1 (2025): 25–36.

⁴ Sudirman Sudirman and Sri Wahyuni Mega Hastuti, "Strategi Promosi Berbasis Digital Marketing Dalam Meningkatkan Jumlah Peserta Didik Baru Di Lembaga Pendidikan LP3I Kota Kediri," *Otonomi* 21, no. 2 (2021): 181–88; Bagas Aji Pamungkas, "Pengaruh Promosi Di Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian (Studi Kasus Pada Kedai Bontacos, Jombang)," *Jurnal Komunikasi* 10, no. 2 (2017): 145, <https://doi.org/10.21107/ilkom.v10i2.2518>.

significant opportunity to build brand awareness in the minds of consumers, both generally and specifically targeted by segment.

Instagram offers a variety of features that can be utilized for effective promotional activities.⁵ Promotional activities through Instagram include creating an easily searchable and clear account name, uploading engaging and high-quality content, organizing your Instagram feed to attract customers, and creating trending challenges to boost sales. Furthermore, Instagram's features can be utilized to monitor the development of your business account and improve ways to promote your products or services as widely as possible on social media.

In the context of promoting educational services, social media, especially Instagram, offers enormous potential. Educational promotion has become a crucial part of the development of Islamic educational institutions in Indonesia. The role of educational institutions in managing promotions to attract students aligns with the mandate of Law Number 20 of 2003 concerning the National Education System. Article 3 states that national education functions to develop abilities and shape the character and civilization of the nation. To achieve these goals, educational institutions need to be competitive and gain public trust, which is built, among other things, through effective promotion.

Furthermore, Minister of Religious Affairs Regulation (PMA) Number 90 of 2013 concerning the Implementation of Madrasah Education also emphasizes that madrasahs are obliged to provide information on educational services to the public, including regarding the recruitment of new students, as part of their public accountability responsibilities.

Tulungagung itself is a regency in the southern region of East Java Province known for its strong educational development, with a significant number of secondary and religious educational institutions. This region is also strategically located, directly bordering several other regencies, such as Blitar, Trenggalek, and Kediri.

⁵ Apple Hiu Ching Lam et al., "Instagram for Student Learning and Library Promotions: A Quantitative Study Using the 5E Instructional Model," *Aslib Journal of Information Management* 75, no. 1 (2023): 112–30.

MAN 2 Tulungagung is a long-standing favorite madrasah with a high academic reputation in Tulungagung Regency. This institution is under the auspices of the Ministry of Religious Affairs and has a vision to produce graduates who excel in academics and Islamic character. MAN 2 Tulungagung is not only active in learning activities, but also in various scientific competitions, social events, and digital promotions through its official Instagram account, @man2tulungagung.

Based on the researchers' initial observations, the MAN 2 Tulungagung Instagram account regularly shares content about learning activities, PPDB information, student achievements, facilities and infrastructure, and extracurricular activities, presented in an engaging and creative manner. This promotional strategy has proven to have a positive effect on building the institution's image, as evidenced by the high user interaction and the steady number of new applicants each year.

Educational institutions in Tulungagung, particularly madrasahs, have played a vital role in the dissemination of Islamic knowledge and formal education. However, new challenges in the digital era require madrasahs to adapt, one way being to implement creative digital promotional strategies that are in line with current needs.

Promotion has a purpose and function in achieving marketing targets, as it is the starting point for a successful marketing program in an institution or company. Promotion can be a forum for information exchange between organizations and consumers, with the primary goal of providing information regarding the products or services being marketed.⁶ Promotional activities can be used to achieve one or more objectives. The objectives of promotion in a marketing context are:⁷

1. Building awareness and interest in the product or service provider.
2. Differentiating the services offered and the institution from competitors.
3. Communicating and describing the advantages of the service or service provider.

⁶ Luthfi Arroji and Widi Dewi Ruspitasari, "The Effect Of Social Media Promotion Instagram, Word Of Mouth (WOM), And Online Customer Review On Students' Decisions To Take Tutoring In Brits Indonesia Institutions," Articles, *International Journal of Science, Technology & Management* 3, no. 5 (2022): 1349–56, <https://doi.org/10.46729/ijstm.v3i5.619>; Ulfa Hidayati et al., "Influence Of Organizational Citizenship Behavior And Job Promotion On Employee Performance," Articles, *Maker: Jurnal Manajemen* 10, no. 2 (2024): 303–14, <https://doi.org/10.37403/mjm.v10i2.729>.

⁷ Siti Fatikhatus Sya'adah, "Strategi Promosi Berbasis Digital Marketing Dalam Meningkatkan Minat Calon Peserta Didik Baru Di Sekolah," *Dinamika Pembelajaran: Jurnal Pendidikan Dan Bahasa* 1, no. 4 (2024): 322–33.

- Persuading customers to purchase and use the service. This image plays a significant role in customer choice. Excessive promotion has a negative correlation with customer attraction.

Therefore, it is necessary to conduct research on testing the influence of promotion via social media-based Instagram channels on increasing student numbers at MAN 2 Tulungagung.

Research Method

In this study, the author chose a quantitative method because it involves collecting data in the form of numbers that are analyzed to reach conclusions about the problem under study, using statistics as an analytical tool.⁸ The research object is the entity chosen by the researcher to study to obtain relevant information. In this study, the subjects were 10th and 11th grade students at MAN 2 Tulungagung. The paradigm used in this study is positivism, which aims to confirm cause-and-effect relationships and predict general patterns in social phenomena or human activities.⁹

With this positivist paradigm, the researcher hopes to determine whether promotion through social media, specifically Instagram, influences the increase in the number of new students. This study uses a quantitative approach with a correlational research type. The study population was all 857 10th and 11th grade students at MAN 2 Tulungagung in the 2024/2025 academic year. The research sample was determined using the Slovin formula, resulting in 90 respondents, consisting of 47 10th grade students and 43 11th grade students.

Data were collected using documentation and questionnaires, the results of which were analyzed using simple linear regression analysis.¹⁰ Data analysis was performed using the T-test as a simple regression test using SPSS 27.0.

⁸ G.R. Hancock and R.O. Mueller, *Quantitative Methods in Education and the Behavioral Sciences* (Information Age Publishing Inc, 2007).

⁹ Sugiyono, *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (Alfabeta, 2017).

¹⁰ D.M. Mertens, *Research and Evaluation in Education and Psychology_ Integrating Diversity With Quantitative, Qualitative, and Mixed Methods* (Sage Publications, 2009).

Result and Discussion

1. Data Analysis

Table 1 Descriptive Statistics

Variable	N	Mean	Std. Deviation
Promotion of Educational Services Based on Social Media Instagram (X)	90	53.29	4.772
Increase in the Number of New Students (Y)	90	51.98	3.714

There are 90 samples in the descriptive statistics table. The Instagram Social Media-Based Educational Service Promotion variable (X) has an average value of 53.29 and a standard deviation of 4.772; the Increase in the Number of New Students variable (Y) has an average value of 51.98 and a standard deviation of 3.714.

To test the hypothesis about the influence of Instagram-based educational service promotion on the increase in the number of new students at MAN 2 Tulungagung, a simple regression analysis was conducted. The data used for this analysis were obtained using SPSS version 27. The results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.852	3.263		7.309	<.001
	Promosi Jasa Pendidikan	.528	.061	.678	8.653	<.001

a. Dependent Variable: Peningkatan Jumlah Peserta Didik

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.460	.454	2.746

a. Predictors: (Constant), Promosi Jasa Pendidikan

Based on the results of the table above, the correlation/relationship value (R) is 0.678, and from this output, the coefficient of determination (R Square) is 0.460, which means the influence of the independent variable X (Instagram-based

educational service promotion) on the dependent variable Y (increase in the number of new students) is 46%.

Based on the table above, the constant value (a) is 23.852, while the regression coefficient (b) is 0.528, so the regression equation can be written as:

$$Y = a + bX$$

$$Y = 23,852 + 0,528X$$

Based on the significance value from the coefficient table, a significance value of $0.01 < 0.05$ is obtained, so it can be concluded that variable X (Instagram Social Media-Based Educational Services Promotion) has an effect on variable Y (Increase in the Number of New Students) and the t value is known to be t-count of $8.653 > 1.991$ t-table with a t-table value of n-k (90-2) 88 so it can be concluded that variable X (Instagram Social Media-Based Educational Services Promotion) has an effect on variable Y (Increase in the Number of New Students).

The T-test is used to determine whether there is a significant or convincing difference between the two variables being compared and to determine whether there is a partial (own) effect given by the independent variable on the dependent variable. At a significance level of $\alpha = 0.05$ or 5%, the df value used is n-k (90-2), resulting in a t-table of 1.991. A significant value of 0.001 means <0.05 , so H_0 is rejected and H_a is accepted. The calculated t-value of $8.653 >$ t-table of 1.991, so H_0 is rejected and H_a is accepted. Thus, there is a positive and significant influence of the promotion of educational services based on social media Instagram on increasing the number of new students at MAN 2 Tulungagung.

The coefficient of determination is used to determine the extent of the independent variable's contribution to the dependent variable. Based on the output obtained, the R Square is 0.460. Therefore, it can be concluded that there is a 46% relationship between the promotion of educational services based on Instagram social media and the increase in the number of new students. Meanwhile, the remaining 54% is influenced by other factors not discussed in the study.

2. The Influence of Instagram-Based Social Media Promotion of Educational Services on Increasing the Number of New Students

This study aims to analyze the effect of Instagram-based educational service promotion on increasing the number of new students at MAN 2 Tulungagung. The Instagram-based educational service promotion used in this study includes providing an easily searchable and clear account name, uploading engaging and high-quality content, organizing the Instagram feed to attract customers, and creating trending challenges to increase the number of new students. This is further enhanced by utilizing Instagram's features.

The results of the study indicate a significant effect of Instagram-based educational service promotion on increasing the number of new students at MAN 2 Tulungagung. This is evidenced by the results of a simple linear regression analysis, which showed a significance value of $0.01 < 0.05$, indicating that H_0 is rejected and H_1 is accepted. Furthermore, the calculated T value was $8.653 > 1.991$, with a T value of 1.991 (n-k) of 88, indicating that H_0 is rejected and H_1 is accepted. It can be concluded that there is a significant influence between Instagram-based educational service promotion and the increase in the number of new students at MAN 2 Tulungagung.

The significant influence is obtained from the correlation value (R), which is 0.678. The coefficient of determination (R Square) is 0.456, indicating that the Instagram-based educational service promotion variable has a 46% influence on the increase in the number of new students, while 54% is influenced by other factors not included in this study.

Based on the above research results, Instagram-based educational service promotion has an impact on the increase in the number of new students. Therefore, schools should consider this issue to further optimize digital promotional activities based on Instagram by utilizing existing features on Instagram so that schools become more widely known.¹¹ In the world of education, competition between educational institutions is a challenge for education providers. Educational

¹¹ Apriliani, "Analisis Pengaruh Pemanfaatan Media Sosial Instagram Sebagai Media Promosi Online Terhadap Minat Pendaftaran Taruna Baru Di STTKD Yogyakarta"; Lam et al., "Instagram for Student Learning and Library Promotions: A Quantitative Study Using the 5E Instructional Model."

institutions need to utilize advanced information technology, especially in marketing aspects, to promote themselves and provide information to the public.

Research findings demonstrating the significant influence of Instagram-based educational service promotion on increasing the number of new students at MAN 2 Tulungagung can be understood through the perspective of the promotion mix theory and the AIDA model.¹² Within the context of the promotion mix, Instagram functions as a medium that simultaneously combines elements of advertising, public relations, direct marketing, and electronic word of mouth. Through visual content in the form of photos, videos, infographics, and activity stories, Instagram serves as an effective digital advertising platform for building public awareness of MAN 2 Tulungagung's identity and excellence. At the same time, various posts about social activities, achievements, and student activities serve as a public relations strategy that strengthens the school's positive image and increases public trust in the school. Furthermore, the direct messaging (DM) feature, registration links, and PPDB announcements make Instagram a form of direct marketing, making it easier for prospective students to obtain information and register. Equally important, user interaction through comments, shares, and tagging school accounts creates a space for electronic word of mouth,¹³ which organically expands the reach of promotions. All of these activities demonstrate that Instagram is not just an information medium, but a strategic instrument in the educational service promotion mix.¹⁴

When linked to the AIDA (Attention, Interest, Desire, Action) model, Instagram's effectiveness in increasing the number of new students becomes even

¹² Adinda Syafitri et al., "Analisis Elemen Aida Pada Media Sosial Instagram Sebagai Media Promosi Upt Perpustakaan Proklamator Bung Hatta Bukittinggi," *Scinary* 3, no. 1 (2025): 07–12.

¹³ Jindan Alwifaqi and Rita Ambarwati, "The Role of The Word of Mouth Mediate The Effect of The Marketing Mix on The Decision of Student Parents to Choose Muhammadiyah School: Peran Word of Mouth Memediasi Pengaruh Marketing Mix Terhadap Keputusan Orang Tua Siswa Memilih Sekolah Muhammadiyah," Policy on Islamic Education, *Adabiyah: Jurnal Pendidikan Islam* 5, no. 0 (2022): 10.21070/adabiyah.v5i0.1674, <https://doi.org/10.21070/adabiyah.v5i0.1674>.

¹⁴ Moh Suhri Rohmansyah et al., "Marketing Mix in Educational Services Marketing in the Digital Age," Articles, *Journal of Scientific Research, Education, and Technology (JSRET)* 2, no. 4 (2023), <https://doi.org/10.58526/jsret.v2i4.302>; Siti Nurhasanah et al., "Educational Marketing Mix Innovation To Increase Student Entry Interest," Artikel, *Islamic Management: Jurnal Manajemen Pendidikan Islam* 7, no. 001 (2024), <https://doi.org/10.30868/im.v7i001.7378>; Dian Pratiwi and Awalul Inayati, "Marketing Mix Jasa Pendidikan Sebagai Strategi Peningkatan Kuantitas Peserta Didik Di MA Muhammadiyah 5 Sidoharjo," *Southeast Asian Journal of Islamic Education Management* 4, no. 1 (2023): 43–58, <https://doi.org/10.21154/sajiem.v4i1.167>.

clearer. At the attention stage, engaging, aesthetic, and informative visual content quickly captures the attention of prospective students and parents. Once attention is established, content about flagship programs, school facilities, extracurricular activities, and the learning environment fosters interest in learning more about the school. This interest then develops into desire when prospective students encounter concrete evidence such as alumni testimonials, student success stories, and the quality of the learning process consistently displayed on social media.¹⁵ This desire then drives them to take concrete action, such as visiting the PPDB (School Admissions) page, contacting the school, or enrolling directly. Thus, all stages of the AIDA model are achieved through Instagram-based promotional strategies, ultimately contributing to increased new student enrollment rates.

Based on these two theoretical perspectives, it is clear that promotion through Instagram has a significant impact because it fulfills the primary function of the promotional mix while simultaneously stimulating the psychological processes of prospective students from awareness to action. These findings confirm that the use of social media as a means of educational promotion is not merely a supplementary tool but has become a strategic component in the competitive landscape of educational institutions in the digital era. MAN 2 Tulungagung is able to maximize Instagram as a tool to build reputation, convey values, and facilitate interaction, so that it can increase public interest and have a direct impact on increasing the number of new students.

Conclusion

This study proves that Instagram-based educational service promotion has a positive and significant impact on increasing the number of new students at MAN 2 Tulungagung. Promotion through Instagram is able to expand the reach of information and increase the institution's appeal among the public, especially the younger generation.

¹⁵ Syafitri et al., "Analisis Elemen Aida Pada Media Sosial Instagram Sebagai Media Promosi Upt Perpustakaan Proklamator Bung Hatta Bukittinggi"; Ridwan Kurniaji et al., "The Influence Branding of Social Media to Improve Digital Business in Training and Consulting on Instagram," *Startuppreneur Business Digital (SABDA Journal)* 3, no. 2 (2024): 171–80; Eric Gautama and Muhammad Adi Pribadi, "Peran Interaksi Simbolik dalam Perencanaan Komunikasi Pemasaran Digital (Studi Kasus pada Instagram @digitalsuplaiindonesia)," *Kiwari* 1, no. 1 (2022).

With a coefficient of determination of 46%, digital promotion through social media is an important factor in the marketing strategy of educational institutions. Based on the results of the T-test, it also states that promotion through social media in the form of Instagram is able to influence the increase in students at MAN 2 Tulungagung. It is recommended that the madrasah continue to optimize the use of social media with creative, informative, and interactive content.

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