



Public Relations Management as a Catalyst in Strengthening the Branding of Islamic Educational Institutions

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DOI : <https://doi.org/10.59106/attahsin.v6i1.456>

Abstract

This study aims to analyze the role of public relations management (PR) as a strategic means in strengthening the branding of Islamic educational institutions in the midst of increasingly competitive competition from educational institutions. Strengthening branding is no longer understood as limited to the promotional aspect, but as a systematic process in building public image, reputation, and trust through planned, integrated, and sustainable communication. This research uses a qualitative approach with a case study design on one of the Islamic educational institutions that is actively developing public communication strategies. Data was collected through in-depth interviews, observations, and documentation studies, then it will be analyzed using interactive analysis techniques that included data reduction, data presentation, and conclusion drawn. The results of the study show that public relations management plays a significant role in building institutional identity, strengthening positioning, and increasing engagement with stakeholders through digital media and strategic partnership activities. The implementation of planning, organizing, implementing, and evaluating functions in public relations management has been proven to be able to increase the visibility of institutions and expand collaboration network through internal communication, evaluation, and value-based branding. These findings confirm that professional and adaptive public relations management is an important instrument in supporting the competitiveness and sustainability of Islamic educational institutions in the era of digital transformation.

Article History

Submitted: 04-01-2025

Reviewed: 26-01-2026

Accepted: 16-02-2026

Published: 27-02-2026

Keywords

Public Relations Management;
Institutional Branding;
Islamic Education.

How to Cite :

Surahman, S. . (2026). Public Relations Management as a Catalyst in Strengthening the Branding of Islamic Educational Institutions. *At-Tahsin : Jurnal Manajemen Pendidikan*, 6(1), 171–188. <https://doi.org/10.59106/attahsin.v6i1.456>

Introduction

The development of the world of education in the era of globalization and digital transformation has encouraged educational institutions to be more adaptive and competitive in building an institutional image (Alenezi, 2023; Zhen et al., 2021). Competition between educational institutions is no longer limited to academic quality alone, but also to the ability of institutions to manage public perception (Karlberg & Bezzina, 2022; Purnomo, 2024). In this context, branding is a strategic element that determines the sustainability and competitiveness of institutions. Branding is not only related to logos or slogans, but rather reflects identity, values, and reputation that are systematically built. Islamic educational institutions face more complex challenges because they must be able to combine Islamic values with the demands of modern professionalism (Alam, 2022; Karlberg & Bezzina, 2022). People are now increasingly selective in choosing educational institutions that are not only academically superior, but also have a positive and trusted image (Pampaloni, 2010). Therefore, strengthening branding is a strategic need for Islamic educational institutions to remain relevant and in demand.

The branding of Islamic educational institutions cannot be separated from the role of effective and planned communication. Professionally managed communication allows institutions to convey their vision, mission, and competitive advantage to the wider community (Chotimah, 2017; Madi Odeh et al., 2023). In this case, the public relations function or public relations has a very important position. Public Relations acts as a bridge of communication between institutions and stakeholders, including students, parents, alumni, the government, and the general public (Gomes et al., 2020). Through the right communication strategy, public relations can build a positive image while maintaining the institution's reputation. In the era of digital media, the role of public relations is increasingly strategic because the flow of information is fast and open. Unpreparedness in managing public communication can have an impact on decreasing public trust in institutions (Chrysochoidis et al., 2009).

Public relations management is a structured process that involves planning, organizing, implementing, and evaluating communication programs. This managerial approach is important so that public relations activities are not sporadic or reactive (Muammarulloh & Halwati, 2024). Islamic educational institutions need to integrate public relations management into the overall institutional governance system. With good management, every communication program can be directed to strengthen the institution's positioning in the midst of competition. In addition, effective public relations management is able to accurately identify the needs and expectations of the public. This information is then used as the basis for the preparation of a sustainable branding strategy (Elda et al., 2024). Thus, public relations not only functions as a technical implementer of communication, but also as a strategic actor in policy making.

The phenomenon of increasing use of social media and digital platforms has also changed the communication pattern of educational institutions. Digital media opens up opportunities for Islamic educational institutions to expand the

reach of promotion and interaction with the community (Putra et al., 2024) However, the use of digital media requires strategic planning so that the message conveyed remains consistent with the values of the institution. Without proper management, scattered information can lead to misinterpretation or even a reputational crisis. Therefore, public relations management is required to be adaptive to the development of communication technology. The integration between conventional and digital communication is key to building a strong and authentic brand image. The success of branding is largely determined by the consistency of the message and the credibility of the information conveyed to the public (Šerić et al., 2020)

Conceptually, branding in the context of education includes the formation of an institution's identity, image, and reputation. Identity reflects the character and basic values of the institution, while the image relates to the public's perception of the institution (Ikram & Rata, 2025) Reputation is formed through the long-term experience and assessment of stakeholders. Islamic educational institutions have the peculiarities of religious values that can be a strategic differentiation in branding. However, the differentiation must be communicated professionally so as not to stop at symbolism alone. Public relations management plays a role in translating Islamic values into communication messages that are relevant to the needs of modern society (Annabila et al., 2024) Thus, the branding of Islamic educational institutions can be built substantively and not just cosmetic.

Various previous studies have shown that public relations management contributes to improving public image and trust in educational institutions. These studies emphasize the importance of planned and data-driven communication strategies (Azzakha et al., 2025) However, most of the research still focuses on general educational institutions and has not specifically examined the context of Islamic education. In fact, Islamic educational institutions have different organizational cultural characteristics and ideological values. These differences have the potential to affect the branding approach and communication strategy used. In addition, social dynamics and public perception of Islamic education also continue to change. This condition shows the need to examine more deeply the role of public relations management in strengthening the branding of Islamic educational institutions (Nurhidayah, 2022)

Based on this description, this study aims to analyze how public relations management is carried out as a means of strengthening the branding of Islamic educational institutions. This research also seeks to identify communication strategies used in building the image and reputation of institutions (Zuher & Zakir, 2025) In addition, this study explores supporting and inhibiting factors in the implementation of public relations management. With a systematic approach, it is hoped that this research can make a theoretical contribution to the development of Islamic education management studies. Practically, the findings of this research are expected to be a reference for managers of Islamic educational institutions in designing effective branding strategies. This research is also expected to be able to enrich the literature on the integration of public relations management and branding in the context of value-based education (Surahman,

2025) In the end, strengthening branding through professional public relations management is expected to increase the competitiveness and sustainability of Islamic educational institutions in the modern era.

Methods

This research uses a qualitative approach with a case study design to gain an in-depth understanding of the implementation of public relations management in strengthening the branding of Islamic educational institutions. The qualitative approach was chosen because it is able to explore the meaning, strategy, and dynamics of communication that cannot be quantitatively measured (Matta, 2022). The case study focuses on one Islamic educational institution that actively develops a public relations strategy as part of strengthening the institution's image. The selection of research locations was carried out purposively by considering the characteristics of institutions that have structured and documented public relations programs (Tesar, 2021). The research subjects include school principals or institutional leaders, heads of public relations, media or publication teams, as well as several stakeholders such as parents and alumni. Primary data was obtained through in-depth interviews and participatory observations, while secondary data was obtained from institutional documents, activity reports, and official social media content of institutions (Cohen et al., 2007). With this design, the research is expected to be able to provide a comprehensive overview of public relations management practices in the context of Islamic education branding.

The data collection technique was carried out through three main stages, namely semi-structured interviews, observations, and documentation studies (Bridges, 2017). The interview was conducted to explore strategies for planning, implementing, and evaluating public relations programs related to strengthening institutional branding. Observations were made to see first-hand public communication practices, including the use of digital media and strategic partnership activities. The documentation study includes an analysis of the institution's profile, public relations work plan, activity reports, and promotional materials used. To maintain the validity of the data, this study applied source triangulation techniques and method triangulation (Creswell, 2007). Triangulation was carried out by comparing the results of the interviews with observational findings and written documents. In addition, the researcher also conducts member checking to ensure the suitability of the data with the information provided by the informant. This process aims to increase the credibility and validity of research findings.

Data analysis is carried out interactively and continuously following the model of data reduction, data presentation, and conclusion drawn. At the data reduction stage, the researcher selects and categorizes information that is relevant to the focus of the research, namely public relations management and branding strengthening. Furthermore, the data that has been categorized is presented in the form of a descriptive narrative to facilitate interpretation. The

analysis process is carried out simultaneously from the data collection stage until the research is completed. The researcher also conducted thematic coding to identify patterns, strategies, and factors that affect the effectiveness of public relations management. The results of the analysis were then interpreted by referring to the concept of public relations management and the concept of branding in education. With this analytical approach, this research is expected to produce findings that are systematic, in-depth, and relevant theoretically and practically.

Finding and Discussion

Finding

The study shows that public relations management in Islamic educational institutions studied has been carried out systematically through the stages of planning, implementing, and evaluating communication programs. At the planning stage, the public relations team prepares an annual work program that is in line with the vision and mission of the Institution (Suendarti et al., 2022) The program includes publication strategies, strengthening social media, organizing public activities, and building partnership networks. Planning is carried out through a coordination meeting involving the leaders of related institutions and units. The work plan document shows the establishment of clear achievement targets, performance indicators, and audience segmentation. This shows that PR activities are not carried out incidentally, but are based on a structured strategy. Careful planning is the foundation for building an institutional image consistently.

Public relation utilizes various communication channels to strengthen the institution's branding. Social media such as Instagram, Facebook, and YouTube are used as the main means of disseminating information on students' activities and achievements (Amilia et al., 2022) In addition, the institution also manages an official website that contains profiles, featured programs, and the latest news publications. Face-to-face activities such as seminars, social services, and cooperation with other institutions are also part of the external communication strategy. Public Relations is also active in establishing relationships with local media to expand public exposure. Each activity is professionally documented to support publication needs. The implementation of this communication program contributes to increasing the visibility of the institution at the regional level.

The interviews show that the branding of the institution is focused on strengthening the identity based on moderate and achievement-oriented Islamic values. This identity is communicated through slogans, visual content, and consistent narratives across various platforms (Taecharungroj, 2019) The institution emphasizes differentiation on integration between the general curriculum and the development of Islamic character. This strategy is considered effective in attracting the interest of people who want education based on religious values as well as academic quality. The informant stated that the institution's image is increasingly known as a superior and trusted institution. This positive perception is reinforced by the testimonials of alumni and parents of

students. Thus, the branding built is not only symbolic, but also based on the real experience of stakeholders.

And public relation management also plays a role in building harmonious organizational communication. Public relations functions as an information coordinator between units so that the message conveyed to the public remains consistent (Dozier, 2013) Each unit is required to report activities to the public relations team to be published in an integrated manner. This communication pattern prevents overlapping information or narrative differences that can confuse the public. Good internal coordination also strengthens solidarity and a sense of belonging to the institution. The results of the observation show that an open communication culture supports the effectiveness of branding strategies. This internal synergy is a supporting factor for the success of public relations management as a whole.

Evaluation of public relation programs is carried out periodically through monitoring meetings and analysis of media achievements. Evaluation indicators include an increase in the number of registrants, interaction on social media, and community response to the Institution (Agostino & Arnaboldi, 2017) Data shows a significant increase in the number of social media followers and public participation in open activities. In addition, the number of new students has increased in the last two years. The evaluation also identified several obstacles, such as limited human resources and publication budgets. However, the institution seeks to optimize its existing potential through external training and collaboration. This evaluation process shows the institution's commitment to maintaining the quality of public relations management.

The study also show that the integration of digital and conventional communication is the key to strengthening branding. Institutions not only rely on online promotion, but also maintain an interpersonal approach through community activities (Sari et al., 2025) This approach strengthens the emotional closeness between the institution and the community. The combination of these strategies increases public trust in a sustainable manner. Institutional branding is not only built through promotional messages, but through consistency of performance and service. The trust built has an impact on increasing the loyalty of parents and alumni. Overall, the results of the study confirm that public relations management contributes significantly to strengthening the branding of Islamic educational institutions.

Table 1. The Element of Public Relation Management on Branding of Islamic Educational Institutions

Element	Data	Description
Planning	Annual work program aligned with vision and mission; includes publication strategies, social media strengthening, public activities, and partnership building; coordination meetings with leaders; clear targets,	PR activities are systematically planned, not incidental. Careful planning ensures consistent institutional image and structured

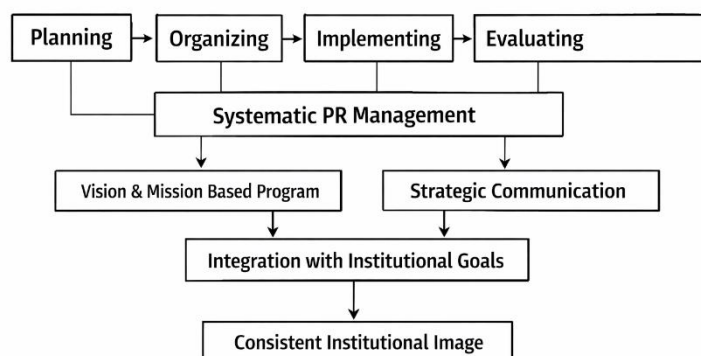
	performance indicators, and audience segmentation	communication strategies.
Implementation	Use of social media (Instagram, Facebook, YouTube); official website management; face-to-face activities like seminars, social services, cooperation with other institutions; active relationships with local media; professional documentation of activities	Various channels are utilized to disseminate information, strengthen branding, and increase visibility regionally. Integration of online and offline methods supports effective communication.
Branding	Focus on moderate, achievement-oriented Islamic values; communicated through slogans, visual content, consistent narratives; differentiation between general curriculum and Islamic character development; reinforced by alumni and parent testimonials	Branding is both symbolic and experiential, emphasizing academic quality and religious values to attract stakeholders. Positive perception enhances trust and institutional reputation.
Internal Communication	PR as information coordinator between units; integrated reporting of activities; open communication culture; prevents overlapping or inconsistent information; strengthens solidarity and sense of belonging	Effective internal coordination ensures consistent public messaging, fosters organizational harmony, and supports overall PR management success.
Evaluation	Periodic monitoring and media analysis; indicators include increase in registrants, social media interactions, public participation; identified obstacles such as limited human resources and budget; optimized via training and collaboration	Continuous evaluation tracks effectiveness of PR programs, measures public response and engagement, and addresses challenges to maintain quality and impact.
Integration of Digital & Conventional Communication	Combination of online promotion and interpersonal community activities	Blending digital and face-to-face strategies strengthens emotional connection with the community, builds sustainable trust, and enhances loyalty of parents and alumni.

Discussion

The findings of this study confirm that public relations management has a strategic role in building and strengthening the branding of Islamic educational institutions. Theoretically, public relations management includes the functions of planning, organizing, implementing, and evaluating communication (B. Yusuf & Ridwan, 2018) These four functions are seen to run systematically in the practices studied. This shows that public relations is no longer positioned as a mere

administrative function, but as part of the strategic management of the institution. Vision- and mission-based program planning shows an integration between communication and institutional goals. A structured strategy allows the institution to build an image consistently. This consistency has become an important element in modern branding concept.

Figure 1. The Functions of Public Relations Management



Exactly, the identity of the institution is the main foundation of image formation. The results of the study show that identity based on Islamic values is the main differentiation of the institution (Sholeh, 2023) This differentiation is strengthened through consistent communication messages in various media. Branding concept emphasizes the importance of message consistency in building positive associations in the public's mind. This consistency is seen in the use of slogans, visual symbols, and institutional narratives. The integration between religious values and academic achievement creates a unique positioning. Clear positioning makes it easier for the public to recognize the character of the institution compared to competitors.

The use of digital media in public relations strategies shows adaptation to contemporary communication developments. The digital era requires educational institutions to be responsive to changes in people's information consumption patterns (Sholeh, 2023) Social media allows for the rapid and widespread dissemination of messages at a relatively cost-efficient time. Nevertheless, the effectiveness of digital media is highly dependent on the quality of content and consistency of publications. In this study, content that highlights positive achievements and activities has been proven to increase public engagement. High engagement contributes to the formation of a strong image. Thus, digital transformation is an integral part of the Islamic education branding strategy.

Public relations management plays a pivotal role in shaping and maintaining the branding of Islamic educational institutions. The findings of this study demonstrate that public relation is no longer confined to administrative or routine tasks, but is strategically integrated into the management of the institution. By aligning communication programs with the vision and mission, public relations contribute directly to institutional goals, ensuring that messaging supports broader organizational objectives. This integration emphasizes that public relations is a strategic function essential for sustainable branding. And

public relations management encompasses four core functions: planning, organizing, implementing, and evaluating communication programs (Yusuf & Ridwan, 2018). In the institutions studied, these functions operate systematically, reflecting a professional and structured approach. Planning begins with the formulation of programs that are coherent with institutional vision and mission, followed by organized execution and continuous evaluation. This structured approach allows the institution to consistently communicate its objectives, reinforcing credibility and stakeholder trust.

The identity of the institution serves as the foundation for its branding. The study shows that Islamic values form the core identity, which differentiates these institutions from competitors (Sholeh, 2023). This identity is not superficial; it is embedded in the programs, interactions, and communication strategies of the institution. By emphasizing moderate and achievement-oriented Islamic principles, the institution positions itself uniquely, appealing to stakeholders who seek education that balances religious values with academic excellence. Consistency in communication is a key factor in effective branding. The research indicates that messages are consistently delivered across various media platforms, including social media, websites, and offline activities. Tools such as slogans, visual symbols, and institutional narratives are employed to reinforce the institution's identity. This consistent messaging strengthens public recognition, creates positive associations, and ensures that stakeholders receive a unified and reliable perception of the institution.

The integration of religious values and academic achievement contributes to a distinctive institutional positioning (Pathollah et al., 2023; M. A. Yusuf & Taufiq, 2020). By highlighting this dual focus, the institution differentiates itself from other educational providers. Clear positioning not only enhances public understanding of the institution's character but also builds a competitive advantage in attracting students and engaging the community. This approach aligns with modern branding theories, which emphasize the importance of unique value propositions and consistent identity in long-term reputation building. Public relations management ensures that branding is not merely symbolic but also experiential. Through coordinated communication and strategic initiatives, the institution maintains a visible and trustworthy presence in the community. Stakeholders, including students, parents, alumni, and partners, experience the institution's identity through tangible activities and interactions. This combination of strategic planning, message consistency, and identity-based differentiation confirms that public relation is central to the success of branding in Islamic educational institutions.

Additionally, internal communication also has an important role in strengthening branding. Organizational management concept states that external images are influenced by solid internal culture and communication (Gandariani, 2023) The findings of the study show that there is coordination between units in the delivery of information. This coordination prevents inconsistencies in messages that can damage the institution's reputation. An open communication culture increases the participation of the entire community in supporting public

relations programs. Internal involvement strengthens the sense of ownership of the institution's brand. This shows that branding is not only the responsibility of public relations, but all elements of the organization.

Periodic evaluations conducted by institutions show the application of the principle of accountability in public relations management. Performance indicator-based evaluations allow institutions to measure the effectiveness of communication strategies (Wara & Isnawijayani, 2025) The increase in the number of students and social media interaction is a quantitative indicator of branding success. On the other hand, public feedback is an equally important qualitative indicator. This evaluation is in line with the concept of strategic management that emphasizes the importance of performance measurement (Bunnefeld et al., 2011; Kye et al., 2021). Without evaluation, branding strategies risk being directionless and difficult to develop. Therefore, evaluation is an essential component in the public relations management cycle.

Islamic values integrated in the branding strategy give a moral and spiritual dimension to the institution's image. Value-based branding has a deeper emotional power than commercial branding (Doyle, 2001) These values are a source of public legitimacy and trust. Nevertheless, value must be embodied in real practice so as not to stop at symbolism. Consistency between messages and actions is a determining factor for credibility. When the institution is able to demonstrate a fit between values and practices, a reputation will be formed naturally. A strong reputation is social capital for the sustainability of the institution.

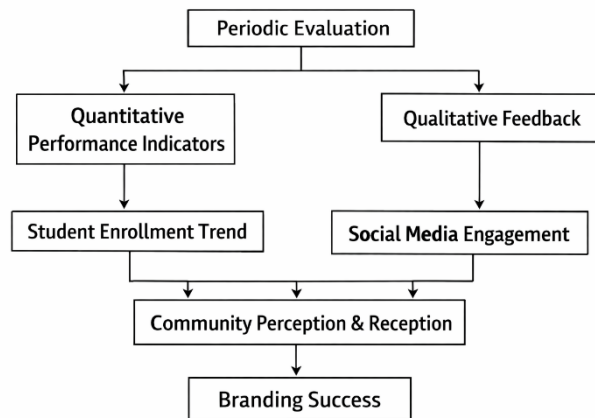
The Role of Internal Communication, Evaluation, and Value-Based Branding in Islamic Educational Institutions

Internal communication plays a critical role in strengthening the branding of Islamic educational institutions, complementing external communication efforts. Organizational management concept highlights that the institution's external image is heavily influenced by the quality of its internal culture and communication. This study indicates that units within the institutions coordinate effectively to ensure the delivery of consistent messages. This coordination prevents the dissemination of contradictory information that could harm the institution's reputation, demonstrating that internal communication is not just a support function but a strategic tool for branding.

An open communication culture within the institution encourages active participation from all members of the organizational community (Sarpong et al., 2021). Staff, faculty, and administrative units contribute to the implementation of public relations programs, ensuring that branding initiatives are reinforced across every level of the institution. Internal involvement fosters a sense of ownership of the institution's brand, making all members stakeholders in its image. This collective commitment strengthens brand identity and ensures that the institution's values are consistently reflected in all interactions with external audiences. Periodic evaluation of public relations programs ensures accountability and continuous improvement in branding strategies. The study shows that

institutions use performance indicators to assess the effectiveness of communication initiatives, such as student enrolment-trend and social media engagement. These quantitative measures provide concrete evidence of branding success. Additionally, qualitative feedback from the community, including parents, alumni, and students, offers insights into the perception and reception of branding efforts. Such evaluations ensure that PR strategies remain aligned with institutional goals and responsive to stakeholder expectations.

Figure 2. Periodic Evaluation of Public Relations Program



Evaluation in public relations management aligns closely with strategic management principles, which emphasize performance measurement as essential for guiding organizational decisions. Without systematic evaluation, branding initiatives risk becoming directionless and ineffective. Regular assessment allows institutions to identify gaps, optimize resources, and refine communication approaches (Ronchetto & Buckles, 1994). This cyclical process of planning, implementation, and evaluation ensures that branding strategies are continuously strengthened and remain relevant in a competitive educational landscape. The integration of Islamic values into the institution's branding strategy provides a moral and spiritual foundation that enhances its image. Value-based branding resonates deeply with stakeholders by connecting with their beliefs and expectations. This approach extends beyond superficial promotion, offering legitimacy and building trust in the institution. Islamic values, when reflected in everyday practices, help create a coherent narrative that stakeholders perceive as authentic and credible, enhancing the institution's reputation and reinforcing loyalty among students, parents, and the wider community.

And consistency between institutional values and actions is a key determinant of credibility and long-term reputation. Symbolic representation of values is insufficient if not supported by real practices. The study emphasizes that when an institution demonstrates alignment between its communicated values and actual behaviour, it naturally builds social capital in the form of public trust and respect. This strong reputation becomes a sustainable advantage, ensuring that the institution's brand remains resilient, respected, and influential over time, while supporting broader educational and community objectives.

Strategic Partnerships and Adaptive Practices in Public Relations for Strengthening Institutional Branding

Strategic partnerships play a crucial role in enhancing the legitimacy and credibility of Islamic educational institutions. The findings of this study show that cooperation with other institutions, community organizations, and external stakeholders provides visible recognition of the institution's quality (Cheong Cheng & Ming Tam, 1997). Such collaborations signal to the public that the institution is respected and acknowledged by reputable partners, which reinforces its image and builds trust among stakeholders. Reputation concept suggests that recognition from third parties significantly increases organizational credibility. When an institution is known to have a wide network of respected partners, the public is more likely to perceive it as trustworthy and reliable. This perception extends to students, parents, alumni, and the wider community, influencing their decisions to engage with the institution.

Therefore, strategic partnerships are not merely symbolic; they have practical implications for enhancing institutional legitimacy. Partnerships also create opportunities for joint initiatives and collaborative program development. Institutions can share expertise, resources, and best practices with partners to improve the quality and innovation of educational offerings (Babbar, 1995). This collaborative approach helps the institution deliver more comprehensive and competitive programs, ultimately strengthening the institution's brand by linking it to high-quality educational outcomes and reputable networks. Despite the advantages of partnerships, the study also identifies challenges in the implementation of public relations management. Constraints in human resources and limited budgets are significant obstacles that can affect the optimization of communication strategies. These limitations may reduce the institution's capacity to conduct extensive promotional campaigns, organize events, or maintain active digital engagement, potentially impacting branding effectiveness.

However, the findings highlight that creativity and collaboration are key solutions to overcoming these limitations. Institutions implement internal training programs to develop staff capabilities and leverage technology to extend communication reach without incurring large costs. By fostering innovation and efficient resource management, institutions can maintain the quality of their PR activities despite financial and personnel constraints. Managerial commitment and adaptive strategies are essential to sustaining effective public relations and institutional branding. The study demonstrates that the success of PR efforts does not depend solely on the size of the budget but also on the institution's ability to innovate, collaborate, and adapt to challenges. Through strategic partnerships and proactive internal measures, Islamic educational institutions can continue to enhance their branding, maintain public trust, and ensure long-term sustainability.

And this study strengthen the view that public relations management is a strategic instrument in strengthening the branding of Islamic educational

institutions. Public relations functions as a communication manager that builds the identity, image, and reputation of the institution (Patrianti, 2020) The integration between digital and conventional strategies creates a comprehensive communication approach. Branding success is not only measured by the aspect of popularity, but also by the level of public trust. This trust is formed through consistency, professionalism, and institutional integrity. Thus, planned and sustainable public relations management is a key factor in the competitiveness of Islamic educational institutions (Fitri, 2025) The theoretical and practical implications of these findings enrich the study of value-based education management in the modern era.

Conclusion

Based on the results, it can be concluded that public relations management has a strategic role in strengthening the branding of Islamic educational institutions. The implementation of managerial functions that include planning, implementing, and evaluating communication programs has proven to be able to build the image and reputation of the institution systematically. Planning that is in line with the vision and mission of the institution is the foundation in developing a directed communication strategy. The implementation of public relations programs that combine digital media and conventional activities expands the reach of information and increases the visibility of institutions. Periodic evaluation of communication performance allows the institution to make continuous improvements. Consistency of messages and integration of Islamic values in communication strategies are important factors in building public trust. Thus, public relations management does not only function as a publication tool, but as a strategic instrument in strengthening the competitiveness of institutions.

This research also shows that the branding of effective Islamic educational institutions must be based on an authentic value identity and relevant to the needs of modern society. Integration-based differentiation between academic excellence and Islamic character development is a strong positioning in the midst of competition among educational institutions. The role of public relations as a manager of internal and external communication also ensures the consistency of the institutional narrative. Coordination between units and the involvement of the entire academic community strengthens the solidity of the brand that is built. In addition, the strategic use of digital media increases engagement and expands partnership networks. The success of branding is determined not only by the intensity of the promotion, but by the compatibility between the message conveyed and the real practices that the institution runs. Therefore, professionalism and integrity in PR management are the main prerequisites for successful branding.

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