

ABSTRACT

This study analyzes the branding strategy implemented by the Miftahul Huda Interactive Madrasah (MIMHa) to see the involvement of the community, especially the parents of prospective students. This study uses a qualitative approach. Data collection was conducted through in-depth interviews with 4 informants, consisting of the Principal of the Madrasah as a key informant, Public Relations as an expert informant, the MIMHa Operator, and parents of students as supporting informants. These informants were selected because of their direct involvement in the MIMHa School. The data, along with the results of the interviews, were then analyzed to gain a deeper understanding.

The results of this study found that MIMHa adopted 4 strategies to achieve the goal of high community involvement. First, MIMHa Brand Identity: Informatics Madrasah Based on Technology and Islamic Values. Second, MIMHa Brand Positioning Informatics Madrasah Based on Technology and Islamic Values. Third, Building a Modern Madrasah Identity Based on Technology and Islamic Values. Fourth, MIMHa Brand Communication Strategy. This strategy increases community involvement and the name of MIMHa which is known among the community because MIMHa is an intelligent madrasah with a tauhid character.

Keywords: *Strategy Branding, Content Management, Social Media.*