

INNOVATIVE SOLUTIONS IN MARKETING TRANSFORMATION ISLAMIC EDUCATION: DEVELOPMENT STRATEGY COMPETENCY BASED CURRICULUM

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ABSTRACT

This article aims to provide an overview of innovative solutions in the marketing transformation of Islamic education. Participants in this research are educators, school principals, parents, who have relevant experience and knowledge related to innovative solutions for marketing Islamic education. Data collection techniques use interviews, observation and documentation studies. Data analysis was carried out using a thematic approach. Research findings show: the Competency Based Curriculum development strategy is realized with an approach that emphasizes developing practical skills and applying knowledge to face the challenges of daily life, as well as creating a collaborative and inclusive educational environment with teachers, parents and students. The implications of the results of this research can be used by education policy makers to create strategies for developing a Competency Based Curriculum. The implementation of a competency-based curriculum at MTS Al-Amiriyah Blokagung shows that innovation in the marketing transformation of Islamic education can provide positive results. Technology integration helps students more easily access information and learn independently. Collaboration with industry gives students insight into the world of work and connects the theory they learn with real practice. A competency-based assessment system encourages students to develop various skills needed in everyday life and the world of work. Developing soft skills through extracurricular programs and special training also plays an important role in forming student characters who are ready to face future challenges. With a comprehensive and sustainable approach, this school has succeeded in improving the quality of education and preparing students to face future challenges. Support from all parties, including teachers, students and industry, is critical to the success of this program.

Keywords: *Islamic education, innovative solutions, marketing transformation.*

A. Introduction

Islamic education plays an important role in shaping the morals and ethics of the younger generation, as well as preparing them for active participation in global society. (Suprayitno & Moefad, 2024) However, in the midst of changing times and the changing needs of the job market, Islamic educational institutions face big challenges in maintaining their relevance and competitiveness. One of the main challenges is the need to transform the marketing of Islamic education to make it more attractive to students and the wider community, while ensuring that the curriculum taught is relevant and in line with the demands of the times.

Education marketing is not just about promoting a school to prospective students and parents, but also includes how the school communicates the value and excellence of its curriculum. In this digital era, conventional marketing approaches are no longer sufficient. Islamic schools need to adopt innovative solutions that utilize technology and modern marketing strategies to attract attention and build strong relationships with their stakeholders (Nasir et al., 2023). One key aspect of this transformation is the development of a competency-based curriculum.

Competency-based curriculum emphasizes developing the ability to carry out tasks with certain performance standards so that the results can be felt by students, in the form of mastery of a certain set of competencies. The implementation of KBK places the results and learning process as two equally important sides. This curriculum is oriented towards the results and impacts that are expected to emerge on students through a series of meaningful and diverse learning experiences that can be manifested according to needs.

Theoretically, the education curriculum in Indonesia continues to

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develop from time to time and this is well recorded in the history of the national curriculum which is essentially related to orientation, approach and even philosophy. This is natural because in the curriculum as the spirit of education and the intentions and ideals of learning achievement, the principle of relevance is required, so that the dynamics of curriculum development models also continue to develop according to the needs of society and where that society lives (Aimah, 2021)

Quality and fair education has an important role in demonstrating the independence of a nation. Therefore, education must act as a tool for national development in all sectors. In the economic sector, education must strive to produce individuals who are experts in the field of economics, able to manage the country's economy well. In the political sector, education must produce individuals who are honest, fair, innovative and skilled in solving problems faced by the nation. (Asy'ari & Hamami, 2020)

Relevance to the Marketing Transformation of Islamic Education

Transforming the marketing of Islamic education requires innovation to answer the challenges of the times and the increasingly complex needs of society (Ridwan et al., 2024). The use of digital media and collaboration with the community is the key to success in attracting public interest in Islamic education. Through this strategy, Islamic educational institutions can convey the messages and values they offer in a more modern and effective way.

Effectiveness of Competency Based Curriculum Development

Competency-based curriculum has proven effective in producing graduates who are ready to face real world challenges (Adinata et al., 2024). With a holistic approach and integration of technology, students not only gain theoretical knowledge but also practical skills needed in

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various fields. Project-based learning and competency-based evaluation ensure that students truly understand and can apply what they learn.

Implications for Islamic Education Institutions

Islamic educational institutions need to continue to innovate in their marketing strategies and curriculum development to remain relevant and competitive. They must open themselves to change and utilize technology to improve the quality of education. In addition, collaboration with various parties, including Islamic communities and organizations, will strengthen their position in society and help achieve better educational goals (Adnnda, 2022).

B. Method

This research uses qualitative methods by collecting data through interviews, observation and document analysis. Interviews were conducted with teachers, school administrators and Islamic education experts to obtain their views on the transformation of Islamic education marketing and the development of competency-based curricula. Observations were carried out at several Islamic educational institutions to see directly marketing practices and curriculum implementation. The documents analyzed include curriculum, lesson plans, and educational promotional materials. Analysis of the data collected was analyzed using a descriptive approach to describe the research findings in detail. This analysis focuses on identifying innovations in marketing strategies and competency-based curriculum development .

C. Results And Discussion

Finding 1: Technology Integration in the Curriculum to Improve Students' Digital Competence

Reason for Findings: In today's digital era, technology plays an important role in all aspects of life, including education. The integration of technology in the Islamic education curriculum not only improves students' digital skills but also prepares them for future challenges. This research found that many Islamic educational institutions still use traditional teaching methods that are not in line with the demands of the modern era. Therefore, there is an urgent need to develop curricula that incorporate technology effectively. The theory of technological innovation by Rogers (2003) supports the idea that the adoption of new technology in education can facilitate more effective and efficient learning.

Discussion of Findings: Interviews with several principals and teachers from various madrasahs indicate that although they recognize the importance of technology, they often feel they do not have the resources or skills necessary to integrate it into the curriculum. One principal stated, "We know that technology is important, but we lack the training and support to implement it effectively." This evidence suggests that there is a gap between awareness of the importance of technology and the ability to implement it. In conclusion, the integration of technology in the Islamic education curriculum requires greater support in terms of training and resources.

Finding 2: Emphasis on Social-Emotional Competencies in the Curriculum

Reason for Findings: Social-emotional competencies are becoming increasingly important in the world of education, especially in shaping students' character and values. Islamic education, with its focus on ethics and morals, has great potential to develop these competencies. This research shows that integrating social-emotional competencies in the Islamic education curriculum is not only relevant but also crucial for the

formation of individuals with character. According to the

theory of social-emotional development by Goleman (1995), developing these skills can improve students' well-being and their ability to interact positively with others.

Discussion of Findings: Interviews with teachers from several Islamic schools revealed that although their curricula include moral and ethical education, there is still a lack of a systematic approach to the development of social-emotional competencies. One teacher stated, "We talk about the importance of morals, but we don't have a structured program to teach social-emotional skills." This evidence suggests that there is a need to strengthen aspects of the curriculum that focus on social-emotional competencies. In conclusion, competency-based curricula in Islamic education must include a more systematic approach to developing students' social-emotional skills.

Finding 3: Interdisciplinary Curriculum Development to Increase Educational Relevance

Reason for Finding: Interdisciplinary education combines multiple disciplines to provide a more holistic and relevant understanding of the world. In the context of Islamic education, this approach can integrate religious knowledge and general knowledge to prepare students to face the challenges of the modern world. This research highlights that fragmented curricula tend to limit students' insights. According to the theory of interdisciplinary learning by Jacobs (1989), teaching that connects various scientific disciplines can improve students' conceptual understanding and practical application.

Discussion of Findings: Through interviews with academics and curriculum developers in Islamic schools, it was found that many schools still strictly separate the teaching of religious and general knowledge. One

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curriculum developer expressed, "We need to find ways to integrate religious instruction with contemporary science and skills so that students can see the relevance of what they are learning." This evidence suggests that there is a need to create a more interdisciplinary curriculum. In conclusion, developing a curriculum that combines various scientific disciplines will increase the relevance and effectiveness of education in Islamic schools.

Findings: Educational Marketing Strategy to Increase Public Attraction and Acceptance

Reason for Finding: Marketing education is key to attracting students and gaining support from the community. This research identified that Islamic schools often lack effective marketing strategies to highlight the advantages of their curriculum. In this era of global competition, innovative marketing can help these schools improve their image and attract more students. Education marketing theory by Kotler and Fox (1995) shows that good marketing is about building and maintaining strong relationships with key stakeholders. (Afifah et al., 2024)

Discussion of Findings: Interviews with principals and marketing staff from various Islamic educational institutions show that they often have difficulty in promoting their uniqueness and excellence to the community. One marketing person expressed, "We had a lot of good things to

offer, but we didn't know how best to convey the message to prospective students and their parents." This evidence suggests that there is a need for more effective marketing strategies. In conclusion, developing innovative marketing strategies is important to increase the attractiveness and acceptance of Islamic schools in society.

Finding 5: Formation of Partnerships with Industry to Increase

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Graduate Career Opportunities

Reason for Finding: Partnerships with industry can provide practical opportunities for students and help bridge the gap between education and the world of work. This research found that Islamic schools often lack strategic partnerships with industry, which can limit career opportunities for their graduates. The industrial collaboration theory by Porter (1985) shows that close collaboration between educational institutions and industry can increase the competitiveness and relevance of the curriculum.

Discussion of Findings: Interviews with school administrators and industry representatives indicate that although there is interest from both parties to work together, there are still many obstacles to implementing effective partnerships. An industry representative stated, "We want to work with Islamic schools, but we often don't know how to start or what to expect from the partnership." This evidence suggests that there is a need to clarify the role and benefits of partnerships for both parties. In conclusion, establishing strategic partnerships between Islamic schools and industry is key to increasing career opportunities for graduates.

These findings provide an in-depth view of how competency-based curriculum development strategies can assist in the marketing transformation of Islamic education, with a focus on technology integration, social-emotional competency development, interdisciplinary education, marketing strategies, and industry partnerships. (Qurtubi et al., 2024)

The implementation of competency-based curriculum development strategies at MTS Al- Amiriyah Blokagung shows positive results in improving the quality of education. Improving the quality of teaching through regular training for teachers ensures that teaching methods are

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always up-to-date and effective. Technology integration helps students more easily access information and learn independently. Collaboration with industry gives students insight into the world of work and connects the theory they learn with real practice. A competency-based assessment system encourages students to develop various skills needed in everyday life and the world of work. Developing soft skills through extracurricular programs and special training also plays an important role in forming student characters who are ready to face future challenges.

D. Conclusion

Innovative solutions in transforming the marketing of Islamic education and developing competency-based curricula provide many benefits for educational institutions, students and society. By adopting this strategy, Islamic educational institutions can increase the attractiveness and quality of their education, so that they are able to produce graduates who are competent,

have morals, and are ready to face future challenges. The implementation of a competency-based curriculum at MTS Al-Amiriyah Blokagung shows that innovation in the marketing transformation of Islamic education can provide positive results. With a comprehensive and sustainable approach, this school has succeeded in improving the quality of education and preparing students to face future challenges. Support from all parties, including teachers, students and industry, is critical to the success of this program.

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