

The Effectiveness of Digital Communication in Increasing Customer Satisfaction : A Case Study of Madrasah Tsanawiyah (MTs) State 2 Bandar Lampung

M. Risky Ranosa

Nurussalam Islamic Education College (STIT) ,
Jl. Pesantren RT 01 RW 02 Sidogede, Belitang District, East Ogan Komerang Ulu 32382 , Indonesia. Tel. +62- 812 - 61205088

Corresponding author

ranosa17stitnurussalam@gmail.com

Abstract: In the era of digital transformation, educational institutions are required to adapt quickly to developments in information technology, including in communication management and marketing strategies. Digital communication has become an important pillar in educational institution information management, particularly in marketing strategies. This study aims to analyze the effectiveness of digital communication in increasing educational customer satisfaction, as well as its impact on educational customer satisfaction, in this case madrasahs. This research was conducted at Madrasah Tsanawiyah (MTs) Negeri 2 Bandar Lampung as a superior madrasah located in Bandar Lampung City. The main focus of this study is the effectiveness of digital communication as a process, transaction, and interaction in the context of educational marketing. The research used a descriptive qualitative case study approach. Data collection methods included observation, interviews, and documentation. The results showed that the digital communication implemented by Madrasah Tsanawiyah Negeri 2 Bandar Lampung utilized three communication models: communication as a process, transaction, and interaction. The findings show that 1) Communication as a process is not only used to convey information but is used to build trust and strengthen public relations through communication based on religious ethics, by prioritizing moral and ethical values, and upholding honesty in conveying information through various digital media. 2) Communication as a transaction, the formation of the Information and Documentation Management Officer Team (PPID), is an important strategy in strengthening the information exchange process. However, there are still shortcomings in the implementation of communication as a transaction, especially related to the suboptimal structured two-way communication system. Although one-way communication is still dominant, the implemented digital strategy has succeeded in building a positive image of madrasahs and increasing community participation, as shown by increased public trust and the increasing number of new student applicants. 3) Communication as an interaction is carried out through various digital platforms to understand the needs of educational customers, where these results indicate that digital communication plays an important role in creating transparency, efficiency, and supporting increased customer satisfaction in the field of education, especially madrasahs.

Keywords: Digital, Communication, Lampung , Marketing, Education.

Introduction

In the era of the 5.0 industrial revolution, speed and efficiency in delivering information are key to institutional success, including in the educational sector . Educational institutions compete not only academically but also in how they present themselves in the digital space. In educational institutions, the digital era has indirectly ushered in a modern social civilization that relies heavily on

technology, and digital processes and the internet have become social companions in everyday life. This has transformed the traditional way organizations or companies communicate information to the public. (Amiruddin et al., 2021) .

One of the significant impacts of the development of information technology is the birth of social media, which has now become an integral part of people's lives. (Muhamad Irwan, 2025) In the digital era, educational institutions are required to

transform their communication from conventional to digital systems in order to reach a wider and more efficient audience.

The digital era provides opportunities in almost all aspects in people's lives such as business, education, lifestyle, and others in creating new innovations related to the use of digital media (Agistia Nurfadillah Putri Al Mega, 2022) . In the context of public relations in the education sector, communication technology plays a very important role in bridging communication between educational institutions and the wider community, including students, parents, and alumni. (Putri et al., 2025) . The changing communication paradigm of the digital era has changed the way educational institutions build relationships with educational customers amidst competition between educational institutions, so that the ability to build effective communication becomes an added value for institutions in maintaining their existence.

The explanation above also aligns with a journal article written by Hudjimartsu regarding future challenges related to increasingly complex education, which will face conditions of volatility, uncertainty, complexity, and ambiguity (Hudjimartsu et al., 2021) . Digital communication can be defined as the process of transferring messages or information from one communicator to another through digital media. The characteristics of digital communication are very different from

traditional communication. The first difference is how information is combined, packaged, and presented. Digital communication is faster and more convenient. Furthermore, various technological features that allow messages to be packaged and delivered in unique and captivating ways make digital communication far superior in terms of message appeal. The widespread response from message recipients is due to the high appeal of digital communication (Andi Asari, Efa Rubawati Syaifuddin, Nurfitri Ningsi et al., 2023) .

An effective promotional strategy in education must be able to create clear and attractive communication in order to build good relationships with prospective students and their parents (Hartati et al., 2025) . This is also in line with the three pillars of UIN Raden Intan Lampung written on its official website <https://www.radenintan.ac.id/wujudkan-visi-uin-raden-intan-mulailangkahinternasionalisasi/digitalisasi,2022> where to realize the grand vision of the State Islamic University (UIN) Raden Intan Lampung, namely internationalization, digitalization and recognition of campus independence as a center for educational services.

The importance of digital presence in an educational institution is also in line with what is being done by State Islamic Junior High School 2 Bandar Lampung in publishing achievements that are informed through digital media.

Table 1. Student Academic Achievement

Field	Gold Medal	Silver Medal	Bronze Medal
Science	<ol style="list-style-type: none"> 1. Trisa Syifa Amanda (8U1) 2. Kaneeza Harly (8C) 3. Nasywah Hasna Rafifah (8U1) 4. Calya Sela Nayaka HMN (8U1) 	<ol style="list-style-type: none"> 1. Sekar Ayu Nabila H (8U1) 2. Qanita Arraysa I (7U1) 	<ol style="list-style-type: none"> 1. Chantika Putri S (7U1)
Social Studies	<ol style="list-style-type: none"> 1. The Nature of Khoirun Nafisah (8E) 	<ol style="list-style-type: none"> 1. Erma Nurbaiti Anggraini (8U2) 2. Alifah Khairunnisa Putri (8U2) 	<ol style="list-style-type: none"> 1. Aiesha Naura Salsabila (7D) 2. Widya Devita (8U1)

		3. Nasywah Hasna Rafifah (8U1)	
MATHEMATICS	1. Nasywah Hasna Rafifah (8U1)	1. Beryl Adytia Ahmad (8U1) 2. Ulya Nafisah (7B)	1. Hayinum Zahra (7C) 2. Chalesa Elmiya Ramanda (8U1)
ENGLISH		1. Nasywah Hasna Rafifah (8U1)	

Other achievements were also achieved by students who graduated and were accepted as new students at the Insan Cendekia State Islamic High

School (MAN IC) for the 2022-2023 academic year. The following is an explanation:

Table 2. Non-Academic Achievements of Students

No	MAN IC SERPONG	MAN IC OKI	MAN IC LAMTIR	MAN PK (MAN 1 YOGYAKARTA)
1	The Wisdom of Kamila Azkiya	Naufal Khoiry Zulkarnain Sormin	Danisha Alike Maharani	Maula Nabila Alike Putri
2	Muhammad Rianda Akbar	Jibriel Duajha Tungga	Muhammad Restu Alfariz	
3		Razkan Mahya Rajabi		
4		Chantika Athhaya Arlie		
5		Calista Qurrota Aini		
6		Lira Diani Adhellia		

This is reinforced by Madrasah Accreditation, as follows:

Table 3. Madrasah Accreditation

Accreditation	MTSN 2 BANDAR LAMPUNG has A accreditation, based on certificate 75/BAN-SM/LPG/X/2018.
---------------	---

The image of existing achievements, of course, was not directly achieved by Madrasah Tsanawiyah Negeri 2 Bandar Lampung, through having a long process and good management. In the strategy carried out by Madrasah Tsanawiyah Negeri 2 Bandar Lampung, one of which is the implementation of digital communication so that public satisfaction and interest in the madrasah

becomes higher. From several background explanations, the purpose of this study is to find and describe the effectiveness of digital communication of an educational institution so as to achieve customer satisfaction of education, which focuses on digital communication through Communication is a process, transaction and interaction, so that the vision, mission and goals of the educational

institution are realized in accordance with the existing vision and mission.

Materials and Methods

Study Area

Research on the effectiveness of digital communication in increasing customer satisfaction was conducted at State Islamic Junior High School (MTs) 2 Bandar Lampung with NPSN 10816968, NSS 121118710002 located at Jl. Pulau Pisang No. 20, Harapan Jaya, Sukarame District, Bandar Lampung City, Lampung Province, with postal code 35131. This madrasah is one of the Islamic educational institutions that has integrated information technology in its communication activities and has a fairly high number of prospective students compared to other junior high schools. Publication of achievements, service programs, and communication with parents of students has been carried out through social media, official websites, and communication groups. However, the effectiveness of digital communication needs to be studied further, especially in the context of achieving customer satisfaction. This study aims to determine how the implemented digital communication can contribute to customer satisfaction, in this case the community and parents of students.

In In this study, the researcher was involved in the situation and setting of the phenomenon being studied. Researchers expected to always focus on reality or event in that context investigated (Miza Nina Adlini, Anisya Hanifa Dinda, Sarah Yulinda et al., 2022) . This research uses a descriptive qualitative case study method. Qualitative research is a research method that aims to gain an understanding of reality through inductive thinking.

Researchers attempt to obtain data about participants' opinions through focused attention, empathetic understanding, and the suspension or suppression of preconceived notions about the subject. As mentioned above and supported by Bogdan, a theoretical orientation is necessary for understanding the meaning of events and human interactions (Auni, 2022) . Qualitative research methods are methods or techniques used to answer

research questions related to data in the form of interviews, observations, and narrative compilation of literature. Therefore, it is important to clearly explain the methods and types of research.

The data collection techniques used include interviews, observation, and documentation. Interviews involve direct interaction between researchers and respondents to obtain data in the form of their views, experiences, and perceptions, observations involve direct observation of research subjects, documentation studies involve collecting data from documents, archives, or other written materials (Ardiansyah et al., 2023) . This study has two data components, namely primary data and secondary data, primary data is taken by observation techniques or direct interviews with the community around Madrasah Tsanawiyah (MTs) Negeri 2 Bandar Lampung and data sources or people related to this study. Secondary data through documentation, literature, websites, Instagram, Facebook, Telegram, WhatsApp, radio, brochures or other secondary data which are supporting data for the effectiveness of digital communication in increasing customer satisfaction.

Procedure

Communication A Process

Communication is a process that doesn't occur instantly, but rather as a series of interrelated activities. Through communication, individuals can convey ideas, feelings, and information, and build relationships with others. Regarding digital communication as a process , the principal explained : "This madrasah is one of the madrasahs that delivers communication in the form of publication of achievements from social media and on the madrasah website , this is also done intensively if there are or are advantages in new achievements obtained by the madrasah or the community itself."

The above statement is the same as the statement by the deputy head of the village. public relations , namely: "The achievements and advantages of what the madrasah itself has achieved are indeed published through social media and web-based digital media, the purpose of which is also to store and archive existing data so that it is easy for us to retrieve or check the desired data."

The above statement was emphasized by the head of administration, who said that: "Something related to marketing without introducing what its advantages are is the same as someone who wants to work but does not show what his experience and skills are, meaning that marketing is certainly related to what you sell."

The same thing was conveyed by the administrative staff, saying that: "The way the madrasah principal conveys information and communication is usually that the madrasah principal often goes around the madrasah to see and analyze the condition of the madrasah, usually after congregational Dhuhr prayers at the madrasah so that if there is something urgent, he will announce the need for a meeting the day before the meeting is held."

In some of the interviews above, the researcher looked at data published in web media, namely regarding the new achievements achieved by Madrasah Tsanawiyah Negeri 2 Bandar Lampung:

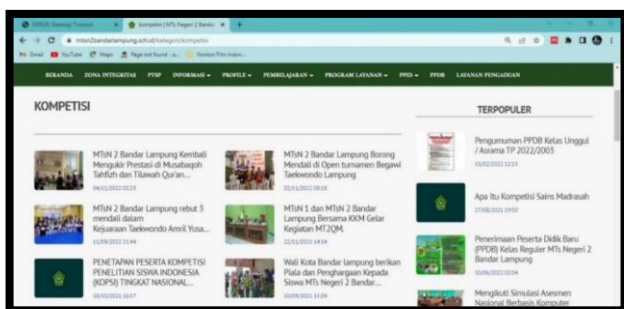


Figure 1. Publication of Achievements on the Web Media of State Islamic Junior High School 2 Bandar Lampung

From the communication effectiveness pattern above, communication is a process that is a communication in the form of publication of achievements from social media and on the madrasah website, which is carried out intensively with the aim of storing and archiving existing and long-term data. This digital communication pattern is related to what is the selling point, namely achievement, where the way the madrasah principal conveys this information and communication is done directly and is resolved with a meeting if necessary. Digital marketing on the web is the main platform for Madrasah Tsanawiyah Negeri 2

Bandar Lampung in terms of achieving customer satisfaction.

Communication Of A Transaction

Communication is not only understood as the act of conveying a message from one party to another, but also as an interactive process involving the active involvement of all parties involved. This transaction demonstrates that communication is dynamic and mutually influential. The principal explained that: "This madrasah has an educational marketing team, this team was created specifically for the purpose of achieving information and communication, especially in the form of digital marketing. Now this team is called the information and documentation management officer, chaired by Nusirwan as the deputy head of the madrasah for public relations. Although this stage is still in development where it is only done by visiting the madrasah in person, the team's performance in conducting digital marketing, especially through the media, is very helpful, so it is important to pay attention to good language and ethics in writing."

The statement above is reinforced by the statement of the administrative staff who is also a member of the information and documentation management team, saying that: "The formation of the information and documentation management team is directly led by the head of the madrasah himself as the director and the head of administration as the person in charge so that it makes it easier for us to carry out communication and information starting from what is needed to how the evaluation will be carried out, especially bringing up information related to the publication of achievements on the achievements made by the madrasah by paying attention to the vision, mission and objectives of the madrasah."

The above information was confirmed by the deputy head of public relations, who said that: "With the formation of this team, there will be openness of information related to certain policies and information by paying attention to the needs required by the community for educational institutions at Madrasah Tsanawiyah Negeri 2 Bandar Lampung itself."

The following is the data that researchers obtained through web-based media at State Middle School 2 Bandar Lampung, namely:

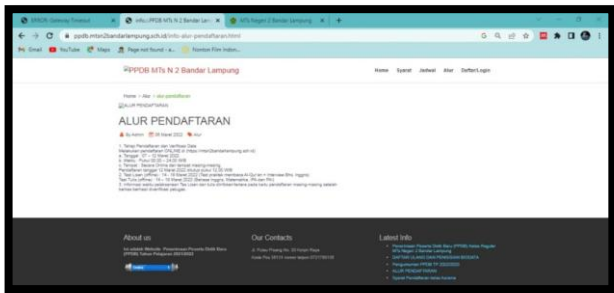


Figure 2. Publication of new student admissions on the Madrasah Tsanawiyah Negeri 2 Bandar Lampung website by the team of information and documentation management officials .

From the four sources above, the communication of a transaction is carried out by this madrasah by having its own educational marketing team, this team was created specifically with the aim of providing open information related to certain policies and information by paying attention to the needs required by the community at Madrasah Tsanawiyah Negeri 2 Bandar Lampung, where information and communication are mainly in the form of digital marketing. Team The Information and Documentation Management Officer is directly led by the head of the madrasah himself as director and the head of administration as the person in charge by paying attention to good writing ethics and based on the vision, mission and objectives of Madrasah Tsanawiyah Negeri 2 Bandar Lampung.

Communication An Interaction

Communication is an interaction involving more than one individual in a reciprocal relationship. In the context of an interaction, communication emphasizes the existence of actions and reactions between the communicator and the communicant. Where every message delivered will be followed by a response, both verbally and non-verbally, which will influence the course of further communication. An interview with the head of the madrasah said that: "In communication, an interaction that occurs in education, the madrasah only focuses on paying more serious attention to what is the need of the community or customers themselves by always updating information in the form of activities and

achievements of the madrasah through social media or digital media in the form of the web."

The information above is in accordance with the information provided by the head of administration , who said that: "In carrying out transactions, especially for educational customers, the head of the madrasah uses a team of information and documentation management officials , using the results of the team meetings to make decisions and plan the acceptance of new students no later than 1 semester from the acceptance of new students."

The above statement is also supported by the statement of the deputy head of public relations, who said that: " In terms of education customers, of course, they want to see their children or students have abilities or skills such as in the fields of religion, language, graduate and be accepted into favorite senior high schools and competitions at the madrasah or national level, therefore the madrasah principal and the person in charge of the information and documentation management team assign their members to see and find out what the parents' needs are."

From the three sources above, Madrasah Tsanawiyah Negeri 2 Bandar Lampung always does it intensively, efficiently and accurately by always upgrading the delivery of information related to activities or achievements of the madrasah through existing platforms or media by analyzing the needs of external education customers through a team of information and documentation management officials . The following data were obtained by researchers from the administration of Madrasah Tsanawiyah Negeri 2 Bandar Lampung, namely:

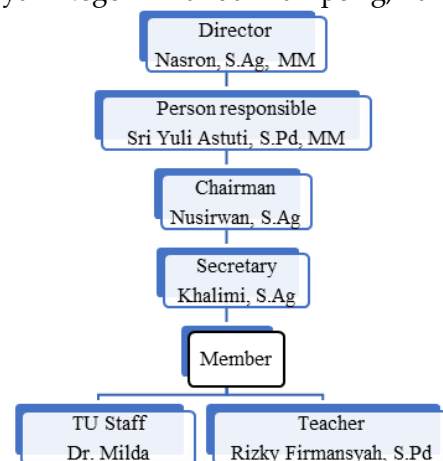


Figure 3. Structure of the Information and Documentation Management Team of State Islamic Junior High School 2 Bandar Lampung

Data Analysis

Digital communication is a marketing communication activity or one of the marketing channels delivered via the internet or digitally, with the aim of attracting consumers to increase awareness and the image of an institution or company, especially in implementing marketing for educational institutions. From the researcher's findings through interviews, observations and documentation, a result was created which is explained as follows:

The processed results of digital communication in achieving customer satisfaction through communication are a process, namely Madrasah Tsanawiyah Negeri 2 Bandar Lampung pays attention to the advantages or positive things that are published, the readiness of the madrasah to always intensively promote or market the madrasah through social media and web-based media so that the communication pattern to the community will be achieved in accordance with the objectives.

Then through communication, a transaction was carried out where the formation of an information and documentation management team for State Middle School 2 Bandar Lampung, called the information and documentation management officer, would facilitate the communication and information process in paying attention to the ethics of writing or communicating messages.

Through communication and interaction, Madrasah Tsanawiyah Negeri 2 Bandar Lampung determines its own focus, namely paying attention to what the needs of the community itself are, by holding meetings regarding what is the latest information on the needs of educational customers.

As the analysis of digital marketing communication in education through interview results is related to what is the selling point of the madrasah itself, such as achievements, academic programs (superior, special), and other programs that will have a positive influence on public interest. Therefore, in the researcher's view, the long observation that the researcher has done that by looking at digital communication in terms of marketing the Madrasah Tsanawiyah educational institution State Islamic Junior High School 2 Bandar Lampung has implemented the three effective characteristics above, but in terms of

conducting digital educational marketing communications in a transaction (two-way), State Islamic Junior High School 2 Bandar Lampung has not been fully implemented.

Researchers assume that the effectiveness of digital communication in achieving customer satisfaction is at an ideal level, but there are several areas that need improvement. The researchers' rationale for this is based on evaluations of both digital and in-person observations, which indicate that while digital communication processes have been implemented, they still utilize one-way communication related to existing platforms.

In addition to the results of interviews and documentation, researchers conducted observations at Madrasah Tsanawiyah Negeri 2 Bandar Lampung, where researchers found several things related to digital communication, namely digital groups via WhatsApp between parents of students and homeroom teachers (teachers) or between the principal and all teachers; the existence of digital marketing through platforms or digital media Facebook, Youtube, web services containing information, profiles, learning, service programs, admission of new students, information and documentation managers, complaint services, strategic locations and all of which are packaged with madrasah activities and student achievements that are informed through digital media. Regarding customer satisfaction at Madrasah Tsanawiyah Negeri 2 Bandar Lampung, it can be said that it has increased, but Digital marketing does not run perfectly where Madrasah Tsanawiyah Negeri 2 Bandar Lampung only uses two-way communication, advertisements or promotions that are less interesting or monotonous and only limited to information, but traditional marketing also influences digital marketing because digital marketing is based on things that are done directly by the madrasah, then they will be interconnected and cannot be forgotten. From the explanation above, there are seven main points found in the satisfaction of educational customers, where parents register their children at Madrasah Tsanawiyah Negeri 2 Bandar Lampung, namely for the following reasons, namely the existence of good superior and special class programs, the presence of religious content in the curriculum, creating

students who excel at national and international levels, hopes to form the character of Islamic students with a strong religious foundation, religious orientation, morals and good character, the relationship between elementary school students, supported by many activities, good facilities and infrastructure, qualified teaching staff and academic and non-academic achievements, and balanced general and religious education by prioritizing disciplined manners to students.

Results and Discussion

Communication Analysis As A Process Building Reputation Through Digital Consistency

One of the strengths of Madrasah Tsanawiyah Negeri 2 Bandar Lampung is its consistent publicity of its achievements, programs, and activities through social media and the website. The principal, vice principal for public relations, and administration actively ensure that published data is valid and has market value to the public. In an interview, the principal stated: "We believe that a madrasa's reputation is built on consistent information. There's no need to wait for major events. Even small, positive things need to be publicized."

The information provided includes student achievements at local and national levels, service programs, academic and religious excellence, and the social and cultural life of the madrasah.

Observations show that this content provides a positive image and shapes the public perception of the madrasah as an active and progressive institution, strengthening the brand image of the madrasah as a superior and trustworthy institution. This approach aligns with communication theory. Communication is a fundamental and vital part of human life, as it is an essential part of human nature. This is because communication allows a person to form a framework of thought that serves as a guide in dealing with various situations. (Sari, 2024).

Analysis Of Communication As A Transaction PPID Team As Transparency Initiator

In the transaction model, the madrasah forms a team of information and documentation management officers who serve as a digital

communications control center to professionally manage and distribute information. This team is chaired by the Deputy Head of Public Relations and includes administrative staff and educators. The primary functions of the information and documentation management officers are as follows: designing digital communications strategies, managing web-based digital content, and compiling and archiving information for the public.

However, despite its implementation, two-way digital communication remains limited. Interaction with the public through *online* comments or responses has not been optimally managed. This is an important consideration in developing ideal transactional communication, as effective communication in academic settings encompasses various aspects, including how information is conveyed and received, and how these messages can impact relationships between individuals. Communication ethics, in this context, refers to the principles governing fair, honest, and respectful interactions (Muhammad Taslim, Suherli, 2024).

Analysis As An Interaction To Get Closer To Education Customers

The school has developed various interactive platforms, such as *WhatsApp* groups between homeroom teachers and parents, *YouTube* channels, and *Facebook* pages, to convey information and gather input. This strategy aims to directly understand community needs. The school has established various interaction channels, including *WhatsApp* groups between homeroom teachers and parents, internal groups for educators and the principal, and a *YouTube* channel for promotion and documentation of activities.

Interestingly, this process was not only informative but also emotional. The principal even scheduled direct interactions with educators and students, as well as meetings based on needs arising from digital communication.

The information and documentation management team also actively analyzes community needs, particularly prior to the new student intake period, to ensure the programs offered align with customer needs and expectations. These findings indicate that interactive communication is ongoing, although it is not yet optimal in openly adapting to customer specific

needs. This is in line with the fact that ethical communication requires understanding and applying certain principles such as honesty, openness, and respect. When these principles are consistently applied, they can help reduce conflicts and misunderstandings that may arise in everyday interactions (Muhammad Taslim, Suherli, 2024) .

Impact on Customer Satisfaction

Observations and interviews indicate that the use of digital communication has a positive impact on customer satisfaction, as information is delivered quickly, accurately, and transparently. This has led to an increase in the number of students registering each year, increased parental involvement in madrasah activities, and a growing positive perception of the quality of educational services.

In other words, digital communication is not only about conveying messages but also about building relationships of trust and loyalty that occur in society.

This approach aligns with the theory that, in addition to digital-based promotion, a community-based approach is also an effective strategy for increasing new student interest. Active involvement of educational institutions in community social activities can strengthen the institution's positive image and increase public trust (Hartati et al., 2025) .

Discussion

Research findings related to the effectiveness of digital communication at Madrasah Tsanawiyah Negeri 2 Bandar Lampung are not only influenced by the presence of media or platforms, but also by how the institution manages the communication process to generate strategic value for educational marketing. Causally, there are three main interrelated aspects. process, transaction and interactions which shapes the quality of digital communication and has a direct impact on educational customer satisfaction.

Why Is Communication As A Process Effective?

The effectiveness of communication in the process realm occurs because the madrasa positions digital publication as a reputation-building strategy, not merely as a means of disseminating information. Consistent publication of achievements and service

programs and madrasah activities create repeated exposure which ultimately results in positive perceptions among the public.

This is due to consistent positive content , which builds an image and then increases trust . Regularly uploaded achievement content serves as evidence of existing quality . The public views the madrasah as an active, superior, and transparent institution. This aligns with the theory that the public tends to trust institutions that consistently demonstrate performance evidence .

Digital publications serve as archives , facilitate public verification , and strengthen accountability . The open availability of data and achievements makes it easier for the public to verify, creating a level of accountability that institutions with minimal publicity lack. Thus, effectiveness in the process aspect does not occur because of the number of digital channels, but because the published content has sales value and is communicated consistently as a reputation-building narrative.

Why Is Communication As A Transaction Not Optimal?

Although the madrasah has established a team of information and documentation management officers as a digital communication center, two-way communication is still not optimal. There are two main reasons : first, the structure is in place, but the feedback mechanism is not officially adopted or recognized. The information and documentation management officers have managed to systematically manage information but have not provided adequate public dialogue spaces, such as comment management, digital surveys, or responsive social media interactions. This means that communication flows from the madrasah to the community but not from the community to the madrasah ; second, the team's focus is more on content management, not conversation management .

The information and documentation management team works as documentation managers, so their focus is more on conveying information. Transactional communication, however, requires an exchange that allows public responses to form the basis for institutional evaluation. As a result, transactional

communication is half-effective: the communication structure is formed, but the dynamics of message exchange are still limited.

Why Can Interactive Communication Improve Understanding Of Customer Needs?

Madrasas utilize various interaction spaces such as WhatsApp groups, social media, and regular meetings to understand community needs. The effectiveness of this aspect occurs because, first, close interaction, then a clearer perception of needs. Where in terms of intense communication between homeroom teachers, teachers, and parents creates an emotional connection that strengthens trust. This allows the madrasah to capture the real needs of customers such as achievement expectations, Islamic character, or flagship programs; second, information from interactions is then used as a basis for decision-making. Where in internal meetings and analysis of information and documentation managers before the admission of new students showed that the madrasah not only listens, but processes interaction data as a basis for strategy. This creates an approach that makes customers the center of service. Causally, good interactions increase the madrasah's sensitivity to trends, so that programs and services can be adjusted to community expectations.

Why Does Digital Communication Increase Customer Satisfaction?

Increased customer satisfaction does not occur because of the digital technology itself, but because of how the madrasah utilizes technology as an instrument of speed, openness, and relevance of information. where it is explained that the speed of information, reduces uncertainty, then increases the sense of security, in this case parents feel calmer when information about activities, achievements or new student admission services is delivered quickly and clearly; openness of information fostering trust and then increasing loyalty, in this case the publication of achievements by the information and documentation management structure so that the complaint service shows transparency. Transparency increases the perception of the institution's honesty; then the suitability of the program to customer needs, then increases the perceived value of the service, where in this case

parents choose madrasahs for reasons of religious values, national achievements, infrastructure, and superior programs. When the information is conveyed clearly through digital media, the perception of value increases, so that satisfaction also increases.

Thus, customer satisfaction arises from a combination of fast, clear, and tailored communication, not from promotional content alone.

Why Digital Marketing Isn't Perfect Yet?

Despite the ongoing digital communication, the effectiveness of digital marketing remains limited because, firstly, communication is still predominantly one-way. Monotonous advertising and promotions make messages less engaging, thus failing to spark interaction or engagement; and secondly, dependence on traditional marketing, where madrasahs are still... Relying on physical activities such as visits to educational institutions and manual publications. This dependence indicates that digital marketing has not yet fully become the primary strategy. Third, there is a lack of innovation in digital marketing content. Existing channels such as websites and Facebook serve more as information boards, rather than creative promotional media. This results in less than optimal public appeal.

Conclusions

Digital communication has become a strategic tool in achieving customer satisfaction in education. Digital communication is a complex and dynamic activity that utilizes internet-based technology and digital devices as its delivery medium, enabling the accurate, rapid, widespread, and efficient dissemination of information without time constraints. This can be summarized as follows:

1. Communication as a process, by building an image through consistency and intensive publication on digital media through existing service programs and achievements,
2. Communication as a transaction, by forming a PPID (Information and Documentation Management Officer) team as a communication

manager with a strategy, it is necessary to strengthen two-way communication,

3. Communication as interaction, by understanding and responding to what the community needs through various digital platforms, thus enabling a reciprocal relationship between the internal madrasah and the community.

Thus, even though two-way communication is not yet fully optimal, this digital communication strategy has been able to create a positive information experience. and become a strategic tool and an important factor in creating customer satisfaction in an educational institution, especially in terms of building an image and increasing public trust amidst increasingly open and sustainable educational competition

References

Journal:

- Agistia Nurfadillah Putri Al Mega, DA (2022). *Digital Communication Planning for the @aspan_lampung Instagram Account (Case study on the PT. Aspan Lampung Instagram account)* .
- Amiruddin, R., Unde, AA, & Muh Akbar. (2021). Communication Audit of Private Universities' Digital Strategies in Strengthening Institutional Brand Image on Social Media. *Social Sciences* , 8 (6), 1726–1734. Retrieved from <http://jurnal.um-tapsel.ac.id/index.php/nusantara/index>
- Andi Asari, Efa Rubawati Syaifuddin, Nurfitri Ningsi, S., Hana Diana Maria, Iwan Adhichandra, Rini Nuraini, AB, Adie Pamungkas, Firdan Gusmara Kusumah, GPY, & Murti, S. (2023). *Digital Communication* . Malang: Lakeisha Publisher. Retrieved from <https://repository.stikomogyakarta.ac.id/385/2/BukuKomunikasiDigital.pdf>
- Ardiansyah, Risnita, & Jailani, MS (2023). Data Collection Techniques and Instruments for Educational Scientific Research Using Qualitative and Quantitative Approaches. *IHSAN Journal: Journal of Islamic Education* , 1 (2), 1–9. doi: 10.61104/ihsan.v1i2.57
- Auni, L. (2022). *I Serahen Ku Tengku-Guru as a Model of Educational Communication Based on Local Wisdom at Dayah As-Sirajy, Central Aceh Regency* . 12 (1), 36–39.
- Hartati, DV, Siregar, MS, Malau, AG, Tinggi, S., & Pelayaran, I. (2025). *Promotion Strategies in Increasing the Interest of New Prospective Students in Educational Institutions* . 2 (1), 10–16.
- Hudjimartu, SA, Prayudyanto, MN, Permana, S., & Heryansyah, A. (2021). Opportunities and Challenges in

Implementing Independent Learning and Independent Campus (MBKM) at the Faculty of Engineering and Science, UIKA Bogor. *Educate: Journal of Educational Technology* , 7 (1), 58. doi: 10.32832/educate.v7i1.6245

- Miza Nina Adlini, Anisya Hanifa Dinda, Sarah Yulinda, OC, & Merliyan, SJ (2022). *Qualitative Research Methods Literature Study* . 6 (1), 974–980.
- Muhamad Irwan, DNM (2025). *The Role Of Social Media In Improving The Effectiveness Of Public Relations Of Higher Education Institutions* 1. 12 (6), 2344–2360.
- Muhammad Taslim, Suherli, FRR (2024). *Communication Ethics in Academic Environment: "Evaluation of Practices and Challenges at Almarisah Madani University"* . 10 (13), 1053–1063.
- No Title . (nd). Retrieved from <https://www.radenintan.ac.id/wujudkan-visi-uin-radenintan-mulaiangkatinternasionalisasi/digitalisasi,2022>.
- Putri, IM, Rasyid, A., & Yazid, TP (2025). *Digital public relations as a publication medium in the world of education* . 11 (1).
- Sari, Z. (2024). *Building Positive Relationships through Effective Communication* . 2 .

Book:

- Andi Asari, Efa Rubawati Syaifuddin, Nurfitri Ningsi, S., Hana Diana Maria, Iwan Adhichandra, Rini Nuraini, AB, Adie Pamungkas, Firdan Gusmara Kusumah, GPY, & Murti, S. 2023. *Digital Communication* . Malang: Lakeisha Publisher. Retrieved from <https://repository.stikomogyakarta.ac.id/385/2/BukuKomunikasiDigital.pdf>

Information from the internet:

- <https://www.facebook.com/mtsn2bandarlampung.sch.id/>.
- [https://data.sekolah.kita.net/sekolah/MTSN%20%20BANDARLAMPUNG 58509#:~:text=Accreditation,%20FLPG%20FX%202018](https://data.sekolah.kita.net/sekolah/MTSN%20%20BANDARLAMPUNG%2058509#:~:text=Accreditation,%20FLPG%20FX%202018) .
- <https://www.mtsn2bandarlampung.sch.id/>
- <https://www.radenintan.ac.id/wujudkan-visi-uin-radenintan-mulaiangkahinternasionalisasi/digitalisasi,2022>