Islamic Boarding School as a Medium for Creating a Positive Image at SMK Darussalam Karangpucung Cilacap

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Abstract

Keywords:
Media;
positive
image;
Islamic
boarding
school.

This research is included in phenomenology which aims to describe the position and role of Darussalam Islamic boarding school as a medium for forming a positive image of SMK Darussalam Karangpucung Cilacap. The data used are through several techniques, namely interview, observation, and documentation techniques. Furthermore, the data were analyzed using Miles and Huberman model data analysis techniques, namely data reduction, data presentation, and verification. This study shows the five roles of Darussalam Islamic boarding schools in carrying out their functions to build a positive image of SMK. First, Darussalam pesantren is involved in the implementation of habituation activities in SMK. Second, Darussalam pesantren produces Darussalam SMK alumni who can preach in the community. Third, Darussalam Islamic Boarding School is believed to be the organizer of religious activities at Darussalam Vocational School. Fourth, the Darussalam Islamic boarding school is involved by the SMK in activities that are attended by the parents/ guardians of the students. Fifth, the Darussalam Islamic Boarding School is provided with facilities by the SMK to organize religious activities for the community around the SMK. The five roles of pesantren as media have been successfully played to create a positive image of SMK Darussalam in the eyes of the public. The most important factor of all these results is based on the existence of a harmonious relationship between pesantren and vocational schools and the community. This has demonstrated the relationship between Islam, the media, and society.

Abstrak:

Kata Kunci:
Media; citra positif;
pesantren.

Penelitian ini termasuk dalam fenomenologi yang bertujuan untuk mendeskripsikan posisi dan peran pondok pesantren Darussalam sebagai media pembentukan citra positif SMK Darussalam Karangpucung Cilacap. Data yang digunakan melalui beberapa teknik

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yaitu teknik wawancara, observasi, dan dokumentasi. Selanjutnya data dianalisis menggunakan teknik analisis data model Miles dan Huberman, yaitu reduksi data, penyajian data, dan verifikasi. Penelitian ini menunjukkan lima peran pondok pesantren Darussalam dalam menjalankan fungsinya membangun citra positif SMK. Pertama, pesantren Darussalam terlibat dalam pelaksanaan kegiatan pembiasaan di SMK. Kedua, pesantren Darussalam menghasilkan alumni SMK Darussalam yang bisa berdakwah di masyarakat. Ketiga, Pondok Pesantren Darussalam dipercaya sebagai penyelenggara kegiatan keagamaan di SMK Darussalam. Keempat, Pondok Pesantren Darussalam dilibatkan oleh pihak SMK dalam kegiatan yang diikuti oleh para wali santri. Kelima, Pondok Pesantren Darussalam diberikan fasilitas oleh pihak SMK untuk menyelenggarakan kegiatan keagamaan bagi masyarakat sekitar SMK. Lima peran pesantren sebagai media telah berhasil dimainkan untuk menciptakan citra positif SMK Darussalam di mata masyarakat. Faktor terpenting dari semua hasil ini didasarkan pada adanya hubungan yang harmonis antara pesantren dan sekolah kejuruan dan masyarakat. Ini telah menunjukkan hubungan antara Islam, media, dan masyarakat.

1. Introduction

Currently, the world community, including the Indonesian people, live in the era of the industrial revolution 4.0. In this era, competition between individuals, between groups, between organizations, and between nations is on the spectrum of globalization which makes human life more complex.[1] The competition does not only take place in one area or aspect of life but takes place in all fields or aspects of life, including the field of education.

In the field of education, competition between educational institutions is now inevitable. Every educational institution is required to have competitiveness, wherewith that competitiveness every educational institution can win the competition with other institutions. Events that we can encounter in the community are that there are stakeholders who associate their personalities with an institution, for example, an educational institution. It is no stranger, several Indonesian politicians tend to use educational institutions for their interests, one of which is through Islamic educational institutions.

Of course, competition between educational institutions must be carried out positively. The competition that is carried out negatively will only lead to a negative image of the educational institution. On the other hand, if competition is carried out positively, a positive image of educational institutions will also be generated. A positive school image will be able to produce victory in competing, especially in terms of competition in recruiting new students.[2]

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[1] Tariq Masood dan Paul Sonntag, "Industry 4.0: Adoption challenges and benefits for SMEs," *Computers in Industry* 121 (2020): 103261, https://doi.org/10.1016/j.compind.2020.103261.

[2] Nurul Annisa Hamudy dan Moh Ilham A Hamudy, "Cak Nur on Politics: Indonesian Political Islam and the Role of Islamic Politics," *Al-Risalah* 20, no. 1 (2020): 97–113, https://doi.org/10.30631/al-risalah.v20i1.554.

Competitiveness is a strength resulting from a peculiarity or uniqueness possessed by an educational institution, where the peculiarity and uniqueness are only found in the educational institution.[3] So it can be said that if an educational institution wants to win the competition with other institutions, it must have positive characteristics or uniqueness that other educational institutions do not have. The uniqueness that is positive is what can then lead educational institutions to victory in competing with other institutions. In competition in the field of education in the current era of the industrial revolution 4.0, the ability of principals to create distinctiveness or uniqueness in their institutions is strongly influenced by their ability to be creative and innovative by utilizing the various potentials of the school they lead.[4] The description above makes the author interested in exploring various educational institutions in the Cilacap district, especially in Vocational High Schools or Vocational Schools by conducting online interviews with the heads of vocational schools in the Cilacap district. In Cilacap Regency, there is currently very tight competition between Vocational Schools in terms of recruitment of new students and terms of distribution of graduates in the business and industrial world. Among the many vocational schools in Cilacap district, the writer found one vocational school that has phenomenal characteristics and uniqueness. The SMK is SMK Darussalam Karangpucung Cilacap. The SMK claims to be an industrial based pesantren. With this claim, then SMK Darussalam Karangpucung Cilacap can win the competition in terms of recruiting new students with other SMKs. Admittedly or not, a positive image will greatly affect the ability of schools to win the competition with other schools in terms of recruiting new students. An approach is needed to attract the attention of students, one example is by instilling a religious character. This is where parents can distinguish between public schools and pesantren-based schools, besides that they can also train the noble personality that is instilled in students.[5,6]

Of course, the claim that SMK Darussalam Karangpucung Cilacap is an industry-based SMK and pesantren is not the origin of the claim. Of course, something is underlying it. From the results of interviews with the principal of SMK Darussalam Karangpucung Cilacap, it can be seen that the SMK cooperates with the Darussalam Islamic boarding school in actualizing the industry and Islamic boarding school-based vocational program. This collaboration is a social strategy that can be carried out by school principals in creating competitiveness in the school they are leading.[7]

Based on the results of interviews with the principal of SMK Darussalam Karangpucung, Cilacap, it is known that with claiming industry-based SMKs and Islamic boarding schools can compete with other SMKs, because they have a

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[3] N. A. Wiyani, *Manajemen Humas di Sekolah* (Yogyakarta: Gavamedia, 2019).

[4] Clinton O Longenecker dan Sonny S Ariss, "Creating competitive advantage through effective management education," *Journal of Management Development*, 2002, https://doi.org/10.1108/02621710210441649.

[5] Giorgia Miotto, Cristina Del-Castillo-Feito, dan Alicia Blanco-González, "Reputation and legitimacy: Key factors for Higher Education Institutions' sustained competitive advantage," *Journal of Business Research* 112 (2020): 342–53, https://doi.org/10.1016/j.jbusres.2019.11.076.

[6] Syamsul Fatoni, "Violence Eradication in Education Through a Juridical-Religious Approach: Seeking an Ideal Model Under the Criminal Justice System," *Al-Risalah* 20, no. 1 (2020): 87, https://doi.org/10.30631/al-risalah.v20i1.319.

[7] Jeretta Horn Nord, Joanna Paliszkiewicz, dan Alex Koohang, "Using social technologies for competitive advantage: impact on organizations and higher education," *Journal of computer information systems* 55, no. 1 (2014): 92–104, https://doi.org/10.1080/08874417.2014.11645744.

positive image in the eyes of the community. Pesantren Darussalam by kiai, ustadz, and head of SMK is used as a medium in creating a positive image of SMK Darussalam Karangpucung Cilacap. This is what makes the writer interested in researching with the title "Darussalam Islamic Boarding School as a Positive Image Creation Media at SMK Darussalam Karangpucung Cilacap". The results of this study can be used as material to describe the relationship between Islam, the media, and society. This study aims to describe the position and role of Islamic boarding school Darussalam as a medium to create a positive image of SMK Darussalam Karangpucung Cilacap". There are several previous studies that are similar to this research. The first research was conducted by Ahmad Dardiri entitled "Optimization of Industrial Work Practice Cooperation to Improve School Image and Competitiveness of Vocational Graduates". This study aims to identify how to optimize the collaboration of industrial work practices to improve the image of schools and the competitiveness of Vocational High School (SMK) graduates. This study was designed with a multi-site phenomenological qualitative approach in five high schools Vocational in Malang. The results of the study have shown that school principals place industrial practice activities as a system to improve the school's positive image and graduate competitiveness through graduate recruitment activities, teaching factories, competency tests, and certification.[8]

The similarity between the author's research and the research above is that they both make SMK the object of their study and both use a qualitative research approach. The difference is that Ahmad Dardiri's research was conducted to describe industrial work practices as a medium in creating a positive image of SMK. While the author's research describes the position and role of pesantren as a medium in creating a positive image of SMK.

Second, research by Eva Juliyana and Cut Alma Nuraflah entitled "The Role of the Internet in Improving the Image of Budi Agung Private High School Medan". This research aims to find out how far the role of the internet in improving the image of Budi Agung Private High School Medan. The research method used is a qualitative research method with a descriptive approach. The results of the study indicate that the SMA cooperates with parents, the community, officials, and entrepreneurs in organizing educational activities. The process and results of these activities were then published through the internet as an effort to create the image of the Budi Agung Medan Private High School in the eyes of the public.[9]

The similarity between the author's research and that of Eva Juliyana and Cut Alma Nuraflah is that they both use a qualitative approach to examine the process of creating a positive image in a school. The difference is that if in Eva Juliyana and Cut Alma Nuraflah's research the creation of a positive image is done through the use of the internet, then in the writer's research on a positive image it is done by using pesantren as the medium.

Third, Chusnul Chotimah's research entitled "Public Relations Strategy of the Sidogiri Islamic Boarding School in Building the Image of Islamic Educational Institutions". In his research, the author tries to describe how the existence of

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[8] Ahmad Dardiri, "Optimalisasi Kerjasama Praktik Kerja Industri untuk Meningkatkan Citra Sekolah dan Daya Saing Lulusan SMK," *Jurnal Pendidikan dan Pembelajaran (JPP)* 22, no. 2 (2016): 162–68, http://journal.um.ac.id/index.php/pendidikan-dan-pembelajaran/article/view/7742.

[9] Eva Juliyana dan Cut Alma Nuraflah, "Peranan Internet dalam Meningkatkan Citra SMA Swasta Budi Agung Medan," *Network Media:Jurnal Ilmu Komunikasi* 3, no. 1 (2020): 11–21, 10.46576/jnm.v3i1.863.

public relations and public relations strategies in the Salafiyah Islamic Boarding School in Sidogiri, Pasuruan, East Java. The aim is to provide a descriptive understanding of the existence of public relations and strategies to build an image through public relations at the Salafiyah Islamic Boarding School in Sidogiri. His research is a type of qualitative research that is natural. The results showed that in building the image of the Islamic boarding school, the public relations strategy chosen was not carried out by open publication activities, because publication through alumni service or khidmah in the community was much more effective. Through direct community service, Islamic boarding schools have shown to the public that they have carried out the public relations process starting from how to integrate, how to inform, how to perform, and how to persuade, only to return to how to integrate. This way of public relations is circular so that it is integrated.[10]

The similarity between the author's research and Chusnul Chotimah's research is that they both examine the role of pesantren in creating a positive image. The difference is that in Chusnul Chotimah's research the creation of a positive image is carried out by pesantren and for pesantren, in the author's research the creation of a positive image is carried out by pesantren for vocational schools.

Fourth, Hartati's research entitled "Community Participation in Improving the Environmental Quality of the Batanghari Watershed in Sungai Duren Village". In his research, he tries to explain that the role of the community is needed to maintain the quality of the environment in which they live, starting from their natural resources. One of the natural resources that can be maintained is to improve the quality of the river's environmental care. They think that to maintain the environmental quality of their watersheds, the participation of various communities is needed. The similarity between the author's research and Hartati's research is that they both examine the role of society in creating quality resources. The difference is that Hartati's research discusses the role of the community in maintaining the flow of the river to create quality citizens, while in this study the role of the community is needed to create children of faith. One of them is by maximizing the role of SMK/Islamic boarding schools in the Karangpucung environment. With this research, it is hoped that Vocational Schools / Islamic boarding schools can maximize their students to become individuals who believe and are useful for the surrounding environment. If the character of young people has been instilled since school, it is hoped that students can minimize fights between friends, because basically when teenagers their way of thinking is still unstable and requires guidance from parents, teachers, and no less important is the surrounding environment. Students are trained to learn and understand the Koran, it aims to provide an understanding of life. One way is to teach al-islah material. Al-islah is repairing or eliminating conflicts in damaged relationships between individuals and individuals, between community groups and community groups. By being taught this material, it is hoped that students will understand the importance of a good personality in social and community life [11,12]

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[10] Chusnul Chotimah, "Strategi Public Relations Pesantren Sidogiri dalam Membangun Citra Lembaga Pendidikan Islam," *ISLAMICA: Jurnal Studi Keislaman* 7, no. 1 (2012): 186–210, https://doi.org/10.15642/islamica.2012.7.1.186-210.

[11] Hartati Hartati, "Peran Serta Masyarakat dalam Meningkatkan Kualitas Lingkungan Daerah Aliran Sungai Batanghari di Desa Sungai Duren," *Al-Risalah* 18, no. 1 (2018): 13–28, https://doi.org/10.30631/al-risalah.v18i2.132.

2. Methods

This research uses a qualitative approach and a phenomenological type of research. In this study, the subjects and objects studied are based on reality so that this research is reasonable.[13] The subjects in this study included the head of the vocational school, the deputy head of the vocational school for curriculum affairs, the administrators of the Darussalam Islamic boarding school, and the lack of subjects is also one of the factors that made this research conducted. Based on the determination of the subject, the data collected used interviews, observation, and documentation as data collection techniques. Interviews are used as a technique used to collect data about the strategy of the SMK in making pesantren as a medium in creating a positive image of SMK. Observations were made to obtain information related to various activities carried out by the pesantren in creating a positive image of SMK. While the documentation is carried out to obtain various documents owned by the SMK and the Islamic boarding school related to efforts to create a positive image in the SMK. After the data is collected, then data analysis is carried out using data analysis techniques using the Miles and Huberman model which consists of data reduction, data presentation, and verification.[14]

3. Results and Discussion

Darussalam Vocational School and Darussalam Islamic Boarding School are basically two institutions under the auspices of the Darussalam al-Fatah Foundation, Karangpucung Cilacap. The boarding school is intended for people who want to send their children to school for the night, including for people who send their children to schools under the auspices of the foundation. The foundation houses Darussalam Kindergarten, Darussalam Extraordinary Middle School, Darussalam Vocational School, and Darussalam STKIP (High School of Teaching and Education). Most of the students at Darussalam Islamic Boarding School come from Darussalam Vocational School, the rest come from STKIP and other schools outside the foundation. Darussalam Islamic Boarding School later became a partner of Darussalam Vocational School in building the character of its students. This position then made the principal of Darussalam Vocational School make Darussalam Islamic boarding school a medium in creating a positive SMK image in the eyes of the community. For Darussalam Vocational School, Darussalam Islamic Boarding School has three functions. First, it serves as a shaper of student character. Second, as a medium for socializing school activities. Third, as a school promotion media when conducting new student admissions activities. Thus, Darussalam Islamic Boarding School as an Islamic educational institution has become a social media for Darussalam Vocational School which is used to create a positive SMK image.

Based on the results of the study, it can be seen that there are five roles played by the Darussalam Islamic boarding school when carrying out its function as a social media for Darussalam Vocational School which is used to create a positive SMK image. First, Darussalam pesantren is involved in the

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[12] Fikri Fikri, "Transformasi nilai al-islah terhadap keberagaman konflik: epistemologi hukum Islam dalam Al-Qur'an," *Al-Risalah* 16, no. 02 (2018): 201–16, https://doi.org/10.30631/al-risalah.v16i02.308.

[13] Lexy J Moleong, *Metodologi Penelitian Kualitatif* (Bandung: Remaja Rosdakarya, 2010).

[14] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Bandung: Alfabeta, 2010).

implementation of habituation activities in vocational schools. Based on the results of interviews with the principal of Darussalam Vocational School, it can be seen that Darussalam Vocational School involves ustadz in Darussalam Islamic boarding schools in carrying out habituation activities, such as habituation of tadarus al-Qur'an, habituation of dhuha prayer, habituation of istighosah, and habituation of reading the yellow book. In this habituation, students who do not participate in "studying" at the Darussalam Islamic boarding school have the opportunity to take part in various religious habituation activities and the study of the yellow book which are usually carried out in Darussalam pesantren. This activity made the students at SMK Darussalam have a positive character. The positive character of the students is not only carried out at school but also in the family. The positive character carried by the students has made them socially acceptable by the community. This acceptance is because students can behave in accordance with the norms that apply in society.[15] This is what is then in the eyes of the community, students at SMK Darussalam are known as students with good personalities. The positive view of the community has then resulted in a positive image of SMK Darussalam.

Second, Darussalam Islamic Boarding School plays a role in producing Darussalam Vocational High School alumni who can preach in the community. One of the skills taught to the students is speech and lecturing skills. With the possession of these skills, after graduating from Vocational High School, the students became da'wah interpreters in their respective villages. When preaching, it is not uncommon for students to share their experiences when staying at Islamic boarding schools and when studying at SMK Darussalam. Of course, the experience told is a positive experience that can give a positive impression to the people who listen. This positive impression has created a positive image at SMK Darussalam.

From the first and second roles above, it can be concluded that the pesantren has been able to produce students who have a function as "walking advertisements" for SMK Darussalam. Students and alumni of SMK Darussalam participate in promoting and socializing SMK Darussalam in the community verbally. This kind of promotion and socialization model is called the "getok tular" communication term.[16]. Getok tullar is a communication link that circulates by itself in a certain society which refers to the delivery of verbal, informal information from one person to another personally, or more.[17]

This "getok tular" communication is a traditional form of communication that has survived to this day. The "getok tular" communication model is generally carried out by ordinary people and will be very effectively used to convey a message to people who communicate more directly with each other.[18] If a good image in a school has been formed, the students will automatically become running advertisements that are very effective and efficient in school promotion activities. With "getok tular" communication, promotional activities will run quickly

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[15] Wolfgang Althof dan Marvin W Berkowitz*, "Moral education and character education: Their relationship and roles in citizenship education," *Journal of moral education* 35, no. 4 (2006): 495–518, https://doi.org/10.1080/03057240601012204.

[16] Wiyani, *Manajemen Humas di Sekolah*.

[17] Rudy Harjanto dan Deddy Mulyana, "Komunikasi Getok Tular Pengantar Popularitas Merek," *Mediator: Jurnal Komunikasi* 9, no. 2 (2008): 233–42, https://doi.org/10.29313/mediator.v9i2.1131.

[18] Muhammad Diak Udin dan Abdul Muhid, "Komunikasi Getok Tular dan Metode Dakwah Hizbut Tahrir Indonesia," *Jurnal Komunikasi Islam* 8, no. 2 (2018): 239–74, https://doi.org/10.15642/jki.2018.8.2.239-274.

and in the oral tradition of the community, a message will be considered to have very high credibility if it is delivered directly by third parties, such as students.[19]

Third, Darussalam Islamic Boarding School is believed to be the organizer of religious activities at Darussalam Vocational School such as commemorating religious holidays and the birthday of Darussalam Islamic Boarding School. In this activity, the SMK asked the Darussalam Islamic boarding school to be the facilitator of the activity. The pesantren then involved Darussalam Vocational School students in organizing these activities. After completing the activity, they will usually tell their parents what they have done, for example, the experience when preaching and the experience when leading istighosah. This has received a positive response from parents which has implications for the creation of a positive image of Darussalam Vocational School in the eyes of the guardians of students.

Fourth, the Darussalam Islamic boarding school is involved by the SMK in activities that were attended by the parents of the students. Several activities are participated in by the parents, such as parenting meetings at the beginning of the school year, taking report cards and diplomas, releasing class XII students, socializing the National Examination, and socializing industrial work practices. The SMK always involves pesantren in the implementation of these activities. The SMK always asks the pesantren to fill in the reading of the holy verses of the Qur'an and sholawat and a little mauidzul hasanah. This makes the activities participated in by the parents seem religious and gives a positive impression to the parents. This positive impression has created a positive image in SMK in the eyes of the guardians of the students.

Fifth, the Darussalam Islamic boarding school is provided with facilities by the SMK to organize religious activities for the community around the SMK. Facilities provided by Darussalam Vocational School to Islamic boarding schools in organizing religious activities such as halls, parking lots, furniture, various electronic equipment, and cleaning staff.

Religious activities for the community are held such as "recitation of the market" in the month of Ramadan, istighosah, the reading of sholawat, and Asmaul Husna to commemorations of religious holidays such as Maulud Nabi and Isra Mi'raj. These activities get the attention of the community around the SMK and many people who attend it.

At every event, the Darussalam Islamic boarding school always provides the opportunity for the head of the Darussalam Vocational School to give a speech and open the event. When giving that speech, then the Darussalam Vocational School carried out socialization and promotion activities, especially socialization and promotion activities for New Student Admissions.

When the administrators of the Darussalam Islamic boarding school gave remarks at each event, they also thanked the Darussalam Vocational School for facilitating the organization of religious activities for the community. This has then made the community have a positive impression on SMK Darussalam and created a positive SMK image in the eyes of the community. The positive impression was then told by the community to other communities, where basically when it was done the community also indirectly became a "walking advertisement" for SMK Darussalam.

Based on the results of the study, it can also be seen that various activities held collaboratively between Darussalam Vocational School and

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[19] Siti Maamarah dan Supramono Supramono, "Strategi Peningkatan Mutu Dan Citra (Image) Sekolah Dasar Negeri Di Ungaran, Semarang," *Kelola: Jurnal Manajemen Pendidikan* 3, no. 1 (2016): 115–30, https://doi.org/10.24246/j.jk.2016.v3.i1.p115-130.

Darussalam Islamic Boarding School are often documented and disseminated on social networks such as what's up group, Facebook, and Instagram. Often the implementation of these activities is recorded and distributed via YouTube. This has made the public get information about various activities organized by SMK Darussalam and most of the community gave a positive appreciation for these activities. This positive appreciation then has implications for the creation of a positive image of Darussalam Vocational School in the public's view.

Based on the description above, the efforts of SMK Darussalam in positioning the Darussalam Islamic boarding school as a medium in creating a positive image of SMK in the public's view have been successful. The positive image is obtained from two things, namely a positive impression and a positive appreciation of SMK Darussalam. This success implies that from year to year, SMK Darussalam always gets an increase in the number of new students. From the results of the documentation, it can be seen that in 2018 there were 388 new students. In 2019, there were 525 new students. In 2020 there are 410 new students. This achievement exceeds the target set by the New Student Admissions committee, where the target is 400 new students.

Based on the results of the study, it can also be seen that the Darussalam Islamic boarding school has a position as a social media for Darussalam SMK in creating a positive image of SMK. The positive image of SMK is mostly obtained from the students and alumni of the pesantren who socialize and promote SMK Darussalam through two communication models. First, with the "get-to-know" communication model. Second, with a social network-based communication model. Admittedly or not, social networks have become a communication medium that can be used to carry out socialization and promotional activities effectively and efficiently in the current era of the industrial revolution 4.0 (Bakhtiyar, 2019). It can even be said that socialization and promotion carried out with social networks have become a communication trendsetter in the era of industrial revolution 4.0 which is synonymous with the use of various digital equipment.[20]

Then several factors make Darussalam Vocational School able to make Darussalam Islamic boarding school a medium in creating a positive SMK image. First, the implementation of activities at the Darussalam Islamic boarding school from a financial perspective is fully supported by the SMK. Second, four Darussalam pesantren administrators also work as vocational teachers, making it easier for the head of the vocational school to express his ideas related to the role of pesantren in creating a positive vocational image. Third, there is a "free boarding" program for students at SMK Darussalam. The program has become a special attraction for the middle and lower-class people who want their children to be able to go to school with "Mondok".

The positive image of SMK Darussalam in the public's view must be maintained by the SMK by always establishing a harmonious relationship with the Islamic boarding school and the community. This harmonious relationship can be created through the consistency of Vocational Schools in collaborating with Islamic boarding schools as well as intensely interwoven communications, both through "getok tular" communication models and through communication by utilizing social networks. One thing that must be used as a basic principle in communicating both with "getok tular" media and social networks is that in Islam communication must be carried out based on virtues that come from the Qur'an

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[20] Andi Faisal Bakti dan Venny Eka Meidasari, "Trendsetter komunikasi di era digital: tantangan dan peluang pendidikan komunikasi dan penyiaran Islam," *Jurnal Komunikasi Islam* 4, no. 1 (2014), https://doi.org/10.15642/jki.2014.4.1.%25p.

and Hadith. Communication that is established based on goodness will produce various good things as well. Good communication is done by, a) Qaulan Sadida (true words, honest); b) Qaulan Baligha (right on target, communicative, to the point, and easy to understand); c) Qaulan Ma'rufa (kind words); d) Qaulan Karima (noble words); e) Qaulan Layyinan (soft words) and f) Qaulan Maysura (light words).[21]

4. Conclusions

Based on the results of the study, it can be concluded that the Darussalam Vocational School has succeeded in making Darussalam Islamic Boarding School a medium in creating a positive SMK image in the eyes of the community. This success is influenced by the ability of Darussalam Vocational School in providing a budget for Darussalam Islamic boarding schools to organize various religious activities. Then there are five roles played by Darussalam Islamic Boarding School when carrying out its function as a social media for Darussalam Vocational School which is used to create a positive SMK image. First, Darussalam pesantren is involved in the implementation of habituation activities in vocational schools. Second, Darussalam Islamic Boarding School plays a role in producing Darussalam Vocational High School alumni who have the ability to preach in the community. Third, Darussalam Islamic Boarding School is believed to be the organizer of religious activities at Darussalam Vocational School. Fourth, the Darussalam Islamic boarding school is involved by the SMK in activities that are attended by the guardians of the students. Fifth, the Darussalam Islamic boarding school is provided with facilities by the SMK to organize religious activities for the community around the SMK.

The five roles of pesantren as media have been successfully played to create a positive image at SMK Darussalam in the public's view. The implication of creating a positive image is that there is always an increase in the number of new students at SMK Darussalam. The main factor that supports the success of pesantren is due to the harmonious relationship between pesantren and vocational schools and the community. This has shown a positive relationship between Islam, the media, and society.

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