

Strategic Implementation of International Class Program for Global Branding of Madrasah



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Background



Globalization reshape education

Schools and madrasahs also need to build a strong identity that makes them visible and competitive on the international stage.

Madrasahs face dual challenge

- Preserving Islamic values.
 - Competing in global education.
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Branding is key to visibility, trust, competitiveness.

Brand image of educational institutions plays a crucial role in gaining public trust and strengthening the existence of institutions



Research Gap

Research on ICP topic

Existing studies predominantly examine International Class Programs (ICP) in universities and secular schools, leaving a significant void in understanding ICP implementation within Islamic educational contexts.

Need to explore ICP

This study explores ICP as both a pedagogical innovation and strategic branding tool, addressing the unique positioning challenges faced by madrasahs in global education.

Research Objectives

1

Analyze ICP
implementation at MAN 2
Ponorogo

2

Examine ICP's contribution
to global branding of
madrasahs

3

Identify enabling factors
for sustainability in
international education

Theoretical Framework (Visual Diagram)



Research Methodology

1

Qualitative Case Study

In-depth exploration using Yin's (2009) framework for comprehensive understanding of ICP implementation dynamics.

2

Multi-Source Data Collection

Triangulated approach combining interviews, direct observation, and document analysis for robust findings.

3

Interactive Analysis Model

Systematic data analysis using Miles et al. (2014) framework for pattern identification and theme development.

Research Participants

- ICP Program Coordinator
- Vice Principal (Curriculum)
- Vice Principal (Public Relations)
- Current ICP Students
- Program Alumni

Key Findings: Curriculum Innovation

TriCurriculum Integration

Seamless blending of Indonesian National Curriculum, Ministry of Religious Affairs standards, and Cambridge International frameworks.

Values Preservation

Maintains Islamic educational principles while incorporating global competencies and international academic standards.

Multilingual Competence

Strategic use of Indonesian, English, and Arabic languages strengthens both communication skills and religious identity formation.

International Exposure & Digital Branding

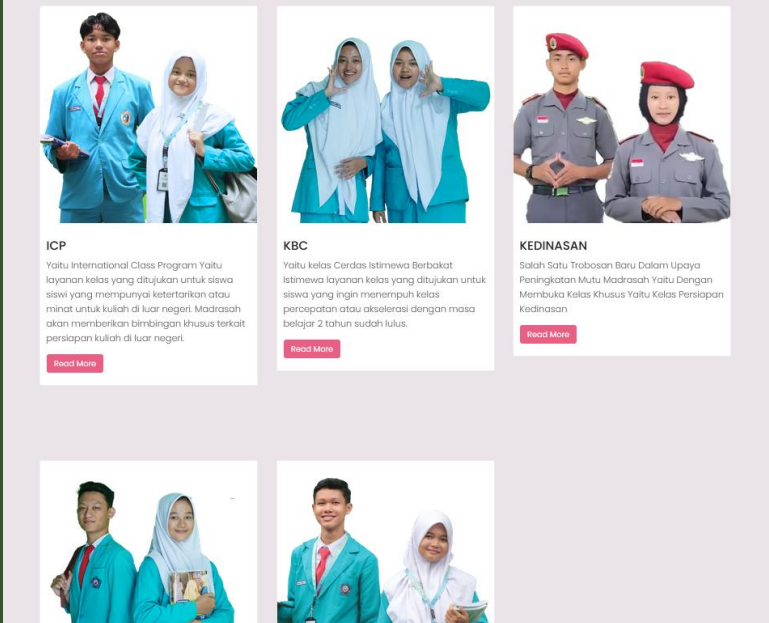
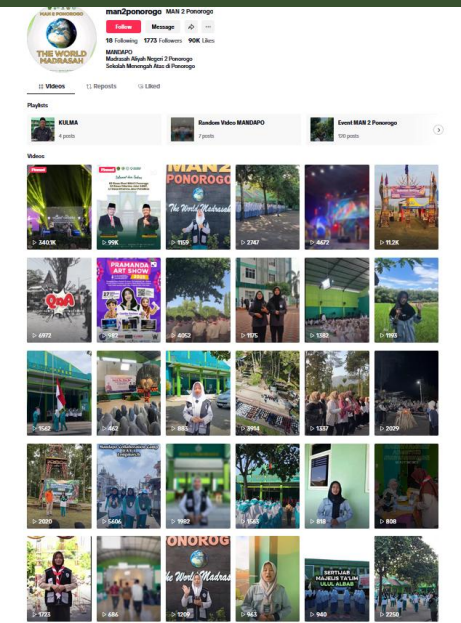
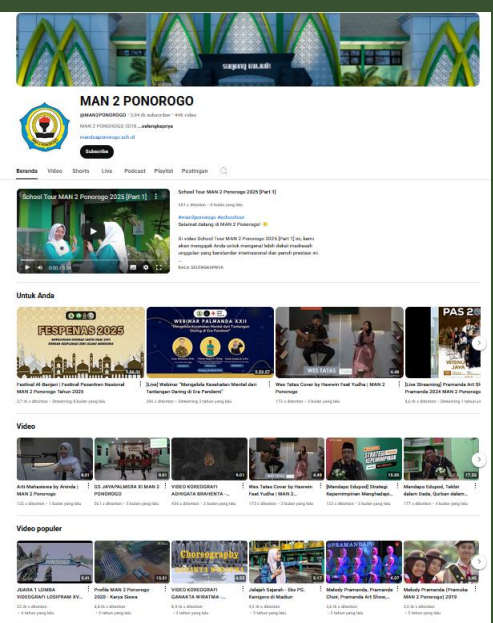
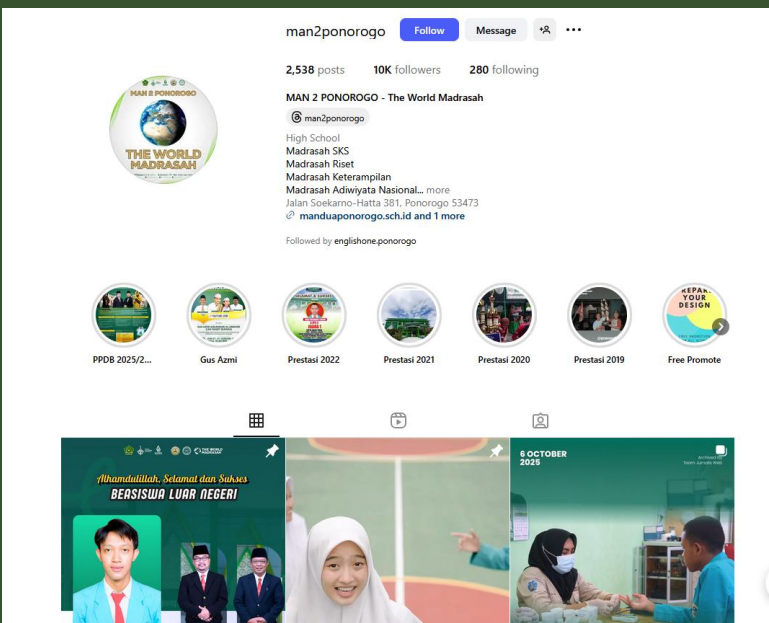
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Global Networking

Student exchanges and collaborative programs with institutions in Malaysia, Singapore, and Thailand create experiential branding opportunities and strengthen international partnerships.

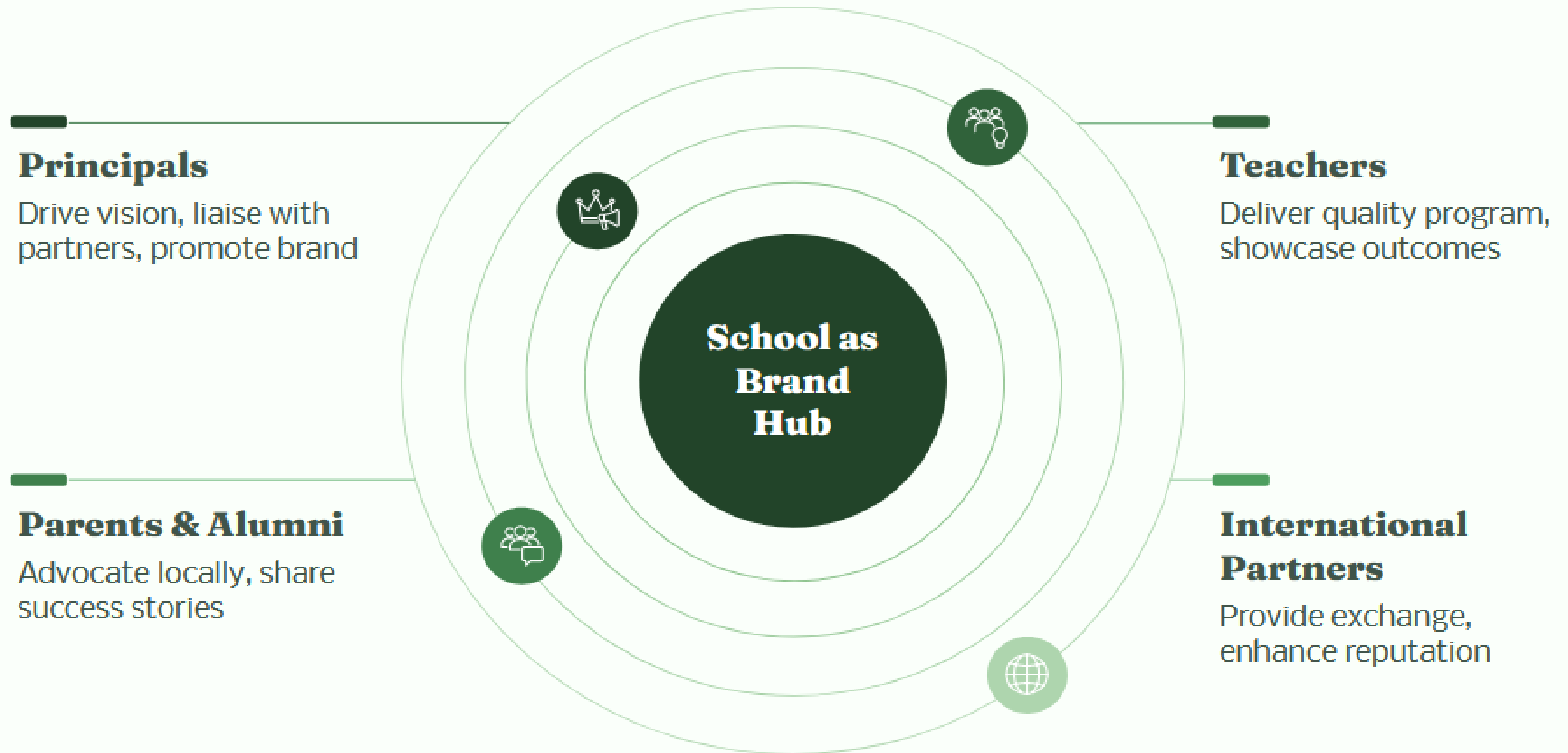
Digital Identity

Comprehensive digital promotion through website, YouTube, TikTok, and Instagram builds consistent visual identity using distinctive ICP logos, uniforms, and traditional batik elements.



Stakeholder Engagement Model

3



Research Conclusions

Dual Innovation Strategy

ICP functions simultaneously as educational innovation and comprehensive branding strategy, creating sustainable competitive advantages for madrasah institutions in global markets.

Multi-Dimensional Impact

Program contributions span curriculum integration, multilingual competence development, international exposure, digital branding, and strategic stakeholder engagement.

Global Competitiveness

ICP implementation significantly enhances madrasah positioning in international education while preserving core Islamic educational values and identity.

All these elements help madrasahs become more **visible, trusted, and globally competitive.**



Partial Recommendations

For policy makers

ICP should be supported as a part of national education branding.

For madrasah leaders

ensure transparent management and teacher training.

For stakeholders

act as ambassadors and help promote the madrasah.

For researchers

continue exploring ICP in other contexts and with quantitative data.

“The World Madrasah”

International Class Program successfully bridges Islamic educational identity with global competitiveness, creating a sustainable model for madrasah excellence in international education.

Thank You