

Strategic Implementation of International Class Program for Global Branding of Madrasah

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This study examines the implementation of the International Class Program (ICP) as a strategic approach to strengthen the global branding of Islamic schools, with a focus on MAN 2 Ponorogo, Indonesia. While previous studies on ICP have mainly highlighted universities and general schools, limited attention has been given to its role in the madrasah context. Employing a qualitative case study, data were collected through interviews, observations, and document analysis with program leaders, teachers, and students. The findings reveal that ICP contributes to global branding through three main strategies: integration of the national and Cambridge curriculum, multilingual learning (Indonesian, English, Arabic), and international exposure via student exchanges and networking. Digital promotion and stakeholder engagement further reinforce these efforts. The study offers theoretical and practical insights into how ICP serves not only as a pedagogical innovation but also as a branding mechanism that strengthens the global competitiveness of Islamic schools.

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