

## AN ANALYSIS OF SCHOOL ADVANTAGES IN ATTRACTING PUBLIC INTEREST TOWARDS

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### ABSTRACT

Background	Public interest in schools is influenced by academic quality, character education, spirituality, and institutional image, with the integration of religious values serving as a key strategy in gaining public trust.
Purpose	This study aims to describe the analysis of the competitive advantages of Junior High School Daarul Qur'an Al-Wafa Putri Bogor in attracting community interest by highlighting its distinctive characteristics amidst the competitive landscape of education.
Research Methodology	This research employs a qualitative case study approach, utilizing data collection techniques such as in-depth interviews, participant observation, and documentation, followed by analysis through triangulation and confirmability.
Result	The integration of character education, spiritual values, and the use of Arabic language in religious studies constitutes the primary strengths that distinguish Junior High School Daarul Qur'an Al-Wafa Putri from other educational institutions. The holistic approach implemented not only enhances students' academic competence but also strengthens their moral and spiritual dimensions. Furthermore, digital communication strategies via social media and community engagement have proven effective in building a positive institutional image. The school's responsiveness to individual student needs also serves as an added value, aligning with the public's expectations for balanced and meaningful education.
Conclusion	The school's advantage lies in its holistic approach that integrates religious, academic, character, technological, and life skill values to shape intelligent, religious, and competitive students.
Keywords	School Advantage, Public Interest, Holistic Education.

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## INTRODUCTION

Interest is a strong inclination of the heart towards something, such as passion or desire, and a person who is “interested” shows an inclination of the heart to be attracted to or want something (Achru, 2019). In the context of education, students’ interest in attending school is influenced by various factors, including parents, peers, academic achievement, previous school experiences, attitudes toward work, relationships with teachers, and the emotional atmosphere at school (Isnaini et al., 2022). Community and parental participation also play important roles in supporting education, which is regarded as a form of participation in the implementation of education (Pakniany, 2020). Currently, there is a paradigm shift in society towards preferring religious-based schools for their children (Sholihin and Fauzi, 2017).

Public interest in schools is very important in shaping an effective education system, as it is influenced by teachers’ self-efficacy and the availability of resources that support the teaching and learning process (Mavroudi and Divitini, 2017). Community participation in education policy-making is highly needed to create inclusive policies, although in some regions, such as Jordan, community involvement remains symbolic (Jubran et al., 2024). In Ethiopia, the involvement of stakeholders in decentralized education management faces challenges related to resources and decision-making (Berhanu and Gobie, 2023). The differences between public and private schools attract public attention due to their relationship with social mobility and educational inequality (Green, 2020). In urban areas, public interventions often reinforce private interests, thereby widening disparities (Makris and Brown, 2020). Accountability of public funds and corruption prevention are critical to maintaining public trust in educational institutions (Godwin et al., 2021; Hantke-Domas, 2019).

As public demand for quality educational services increases as part of a modern lifestyle, expectations for superior educational institutions become higher and more urgent (Asiah and Isnaeni, 2018). School advantage analysis provides significant benefits for the community as a reference in selecting further education levels and for academic programs to understand prospective students’ interest in particular majors, such as Economic Education (Fani et al., 2022). This analysis is beneficial for schools to understand student interest and seek educational solutions, while the community serves as an important environment providing learning resources and shaping children’s social skills (Normina, 2016). However, interest in public schools has declined, replaced by trust in Islamic-based schools (Khasbulloh, 2020).

School advantages cannot be separated from the implementation of data-driven decision-making. The use of data analysis helps schools identify weaknesses and objectively evaluate student performance (Andrade e Silva and Camanho, 2017). In the context of school improvement that is less successful, the Six Sigma approach, which focuses on process improvement through data-based strategies, has proven effective (Bloom, 2017). Furthermore, teacher quality is a determining factor for student success. Therefore, recruiting excellent teachers and providing continuous professional training is crucial to maintaining teaching quality (Abdallah and Abdallah, 2023; Croft, 2021). School leadership also plays an important role. Principals with an entrepreneurial spirit can create visions, motivate school members, and develop academic and social skills in a balanced manner (Dardiri et al., 2018).

Evaluating school advantages requires a comprehensive assessment system. One effective approach is developing a school quality assessment system that evaluates pedagogical and administrative quality (Berbar et al., 2022). The use of key performance indicators and balanced scorecards also helps measure the effectiveness of learning programs and financial management (Hadebe and Khumalo, 2018). Student and teacher involvement is vital in creating a school culture oriented towards achievement. Approaches such as critical playing and flow encourage active engagement that improves academic performance and well-being (Barber, 2016). Additionally, advantages must be accompanied by equity. Interventions such as universal

screening and flexible grouping can bridge gaps in access to advanced learning (Meyer et al., 2024; Eacott, 2023).

School advantage analysis is very important in attracting prospective students. A study in the Czech Republic showed that student satisfaction positively correlates with their willingness to recommend the school, where students' quality of life and school reputation are key factors (Pavelková et al., 2024). Branding also plays an important role, with training programs, reputation, human resources, financial policies, and communication being major factors in attracting prospective students (Thi Huyen et al., 2024). In Nigeria, program accreditation is the most influential factor in school choice, followed by location and parental influence (Bosah, 2020). For international students, primary motivations include personal, academic, and professional development, with academic reputation being the most important factor (Branco Oliveira and Soares, 2016). In Chile, student success is associated with well-being at school and active involvement in school projects (Quaresma, 2017).

Until now, approaches to attracting public interest in schools have generally focused on academic aspects, institutional reputation, or availability of facilities. However, few studies deeply highlight how the integration of character education and spiritual values can be a determining factor in forming a positive school image in the eyes of the public. Junior High School Daarul Qur'an Al-Wafa Putri Bogor presents a unique approach through strengthening morals, the use of the Arabic language in religious learning, and a structured and sustainable Qur'an memorization program. The novelty of this study lies in the analysis of school advantages based on holistic education that unites intellectual and spiritual aspects as a strategy to build trust and increase public interest. Specifically, this study aims to explain and describe the analysis of school advantages in attracting public interest at Junior High School Daarul Qur'an Al-Wafa Putri Bogor, focusing on the process of identifying relevant school advantages and distinguishing the main characteristic strengths that serve as the school's primary attraction amid the current competition among educational institutions.

### RESEARCH METHODOLOGY

This study was conducted at Junior High School Daarul Qur'an Al-Wafa Putri Bogor using a qualitative case study approach. The research informants consisted of five individuals: the principal, the vice principal in charge of student affairs, a homeroom teacher, a guidance and counseling teacher, and one student. This approach was chosen to obtain a deep and natural understanding of the school's advantages in attracting public interest. Data collection was carried out through three main techniques. First, in-depth interviews were conducted with all informants to explore their perspectives on the school's advantages and how these affect the school's attractiveness to the community. Second, participant observation was conducted directly to observe the actual activities and atmosphere at the school related to the highlighted advantages. Third, documentation consisting of relevant files and records was collected as supporting data to strengthen the findings from interviews and observations. The obtained data were then condensed by grouping information based on the research themes, namely identifying and differentiating the school's advantages in attracting public interest. Subsequently, the data were presented in the form of narratives and tables to facilitate analysis and understanding. Conclusions were drawn to describe the research findings comprehensively and accurately. To ensure data validity, credibility techniques were employed through source and method triangulation, comparing the results of interviews, observations, and documentation from various informants. Furthermore, confirmability techniques were applied by verifying the analysis results with the informants to obtain data validation and ensure the validity of the research findings.

## RESULT AND DISCUSSION

### The Advantages of Junior High School Daarul Qur'an Al-Wafa Putri in Attracting Public Curiosity

Junior High School Daarul Qur'an Al-Wafa Putri demonstrates significant advantages in attracting public attention through a comprehensive and innovative educational approach. The school implements the Independent Curriculum, which integrates religious values by using Arabic as the medium of instruction in religious studies. This approach not only enhances students' academic mastery but also deepens their understanding of religious teachings in a systematic and structured manner. The integration of spiritual and academic aspects becomes a distinguishing characteristic that sets Junior High School Daarul Qur'an Al-Wafa Putri apart from other educational institutions, thus fostering both intellectual development and religious character in students. Consequently, the school presents a holistic educational model that balances academic competence and the development of noble character. Public schools emphasize character formation based on values such as empathy, justice, and kindness, which have been proven to improve student quality. This character education attracts parents seeking holistic education (Budiwan et al., 2019; Lestari and Wijaya, 2020).

The primary advantage of Junior High School Daarul Qur'an Al-Wafa Putri lies in the strengthening of character education combined with a flagship Qur'an memorization program. This program not only aims to enhance students' Qur'an memorization skills but also prepares them to become individuals capable of contributing positively to an increasingly complex and globalized society. This approach reflects an educational vision that unites cognitive and affective aspects in shaping students' character. Thus, graduates of this school are expected to possess not only adequate general knowledge but also strong moral and spiritual readiness to face the dynamics of modern life. This makes Junior High School Daarul Qur'an Al-Wafa Putri a leading educational institution in producing a generation balanced between knowledge and religious values. The school is selective regarding higher academic achievement and better future prospects, especially for female students. This rigorous learning environment attracts families seeking maximum academic accomplishment (Ohashi et al., 2024; Santoso and Putri, 2021).

The level of public interest in Junior High School Daarul Qur'an Al-Wafa Putri has increased significantly, particularly among parents who desire holistic education for their children. Parents recognize the importance of education that not only focuses on academic aspects but also builds strong character and spirituality. The school responds to these needs by providing a conducive learning environment that simultaneously supports intellectual and faith development. Moreover, the school actively utilizes digital information media, such as websites and social media, along with recommendations from communities and alumni to broaden communication reach. However, geographical challenges related to the school's location in a mountainous area affect accessibility and information dissemination, requiring effective communication strategies to reach a wider audience. The development of strengths such as creativity, curiosity, and optimism at the school has proven to be high, attracting students and parents who value education that supports the child's potential (Wang et al., 2019; Chen and Lee, 2020).

Supporting facilities and the quality of educational staff at Junior High School Daarul Qur'an Al-Wafa Putri further strengthen the school's position as a superior and trusted educational institution. Direct visits to the school reveal a conducive learning atmosphere and a strong commitment from teachers who act not only as educators but also as character mentors for students. In addition to the core curriculum, the school offers various enrichment programs, including foreign language learning and advanced Qur'an memorization, providing students with opportunities to develop their potential according to their interests and talents. Transparency of information through official school channels also facilitates prospective students and parents in obtaining a comprehensive overview of the programs and facilities offered. With this holistic approach, Junior High School Daarul Qur'an Al-Wafa Putri is able to produce a generation that is not only academically intelligent but also

characterized by strong spiritual foundations, ready to face future challenges. Environmental education and health programs at the school enhance its reputation. Teamwork and student health management, as practiced at Public Junior High School 31 Semarang, attract broad public attention (Susena et al., 2018; Rahmawati and Hidayat, 2022).

### **The Excellence of Daarul Qur'an Al-Wafa Putri Junior High School in Meeting Community Needs**

Daarul Qur'an Al-Wafa Putri Junior High School has successfully attracted the attention of the community through a comprehensive educational approach that differentiates it from other educational institutions. The school's excellence is not only reflected in its consistent academic achievements but also in the holistic development of students' religious education and character. The holistic approach implemented balances both intellectual and spiritual aspects, which are fundamental in the learning process. By integrating religious values into the national curriculum, the school offers an educational experience oriented towards character building as well as mastery of knowledge. Therefore, Daarul Qur'an Al-Wafa Putri Junior High School effectively meets the community's demand for education that not only focuses on cognitive aspects but also optimally shapes the morals and faith of its students. The junior high school also recognizes the necessity of collaborating with special education institutions to support students with disabilities. This approach is crucial in providing specialized guidance and support systems to ensure that all students can develop optimally within the school environment (Kawai, 2021).

One of the school's primary strengths lies in the implementation of religious value-based education integrated with the national curriculum. The school uses Arabic as the primary medium of instruction in religious studies, thereby positioning Arabic not merely as a supplementary tool but as an essential component of the curriculum that thoroughly prepares students for subsequent educational levels. This approach delivers an Islamic learning experience while simultaneously enhancing Arabic language proficiency, which is vital for comprehending religious materials and engaging in in-depth communication. This integration strengthens students' religious identity while boosting their academic competence, resulting in learners who are capable of competing and contributing in increasingly complex and global contexts. The utilization of community resources for social science learning proves beneficial, despite challenges such as reliance on textbooks and limited support regarding transportation and parental involvement. The school must facilitate the effective use of these resources to make learning more relevant (Mensah et al., 2023).

The school's success in garnering community interest is further supported by its deep understanding of the needs of both parents and students. The school customizes its teaching approach to individual needs, resulting in outcomes that excel academically while fostering a motivating and supportive learning environment that promotes the holistic development of each student. This personalized approach enables the school to serve as a conducive space for character development, creativity, and the comprehensive potential of its students. Consequently, Daarul Qur'an Al-Wafa Putri Junior High School is not merely a formal educational institution but also a nurturing ground for quality and competitive future generations. Furthermore, the development of innovative reading comprehension learning models that integrate technology and local wisdom is essential. Existing models have not yet reached optimal effectiveness; thus, engaging and effective learning materials need to be developed to enhance students' reading abilities (Wulandari et al., 2025).

A clear vision and mission position high-quality education as the foremost priority, with an orientation not only toward academic achievement but also the development of individuals who are both competent and broadly insightful. This school is committed to shaping students who possess critical thinking skills, open-mindedness, and the ability to practice religious values in daily life. The educational approach, which integrates both scientific knowledge and religious teachings, is highly favored by parents seeking a balanced education for

their children one that fosters intellectual growth alongside strong spiritual character. This makes Daarul Qur'an Al-Wafa Putri Junior High School the preferred choice for families who value the harmonious integration of academic and religious education. Effective management of the school's facilities and infrastructure is essential in creating a conducive learning environment. Community involvement, particularly from parents, is crucial in the maintenance and improvement of facilities to enhance educational quality (Monanita Maran Eka et al., 2024).

Beyond academic and religious excellence, Daarul Qur'an Al-Wafa Putri Junior High School places serious emphasis on the development of non-academic skills critical to the holistic growth of students. Through a structured curriculum, the school instills values of leadership, creativity, and effective teamwork. Extracurricular programs such as scouting and fashion design are designed not only to refine technical skills but also to cultivate social abilities and leadership qualities that are highly beneficial for students' personal and professional lives in the future. This approach ensures that graduates possess not only strong academic competencies but also competitive character traits at both national and global levels. The implementation of a community participation model within the school can significantly enhance learning outcomes. The school should actively encourage community engagement through appropriate models to foster positive synergy between the school and the community (Maisyaroh et al., 2019).

The quality of educators and facilities at Daarul Qur'an Al-Wafa Putri Junior High School further strengthens its reputation as a leading educational institution. Teachers at this school serve not only as instructors but also as mentors who encourage the intellectual, emotional, and spiritual development of their students comprehensively. Flagship programs such as the Qur'an memorization (tahfidz) significantly contribute to the formation of students' religious and moral character. Transparency of information through official websites and social media facilitates parents and prospective students in obtaining a comprehensive overview of the school's programs and facilities. Consequently, Daarul Qur'an Al-Wafa Putri Junior High School stands as a strategic partner in shaping competent, character-driven, and faithful youth, prepared to face future challenges equipped with solid knowledge and religious values. Systematic and collaborative teacher training is essential to address educational reform. Professional learning communities help teachers enhance their instructional skills, while education in rural areas requires remedial programs and inclusive evaluations to overcome challenges (Ogawa et al., 2022; Sun et al., 2023). Furthermore, multilateral experiential learning partnerships can support at-risk adolescents through collaborations among schools, universities, and community providers (Heckmann et al., 2024).

## CONCLUSION

The excellence of Daarul Qur'an Al-Wafa Putri Junior High School lies in its implementation of a holistic educational approach that thoroughly and systematically integrates religious values with the national curriculum, thereby creating a balanced learning model encompassing both cognitive and affective domains. The school employs Arabic as the medium of instruction in religious studies, which not only enhances students' academic capabilities but also significantly deepens their spiritual understanding. The Tahfidzul Al-Qur'an program serves as a core strength, aiding students in memorizing the Qur'an while simultaneously fostering moral character prepared to contribute positively to modern and global society.

Beyond academic and religious aspects, character development through values such as empathy, justice, and kindness is strongly emphasized, resulting in graduates who are both intellectually proficient and morally upright. A conducive learning environment supported by professional educators further reinforces the school's position as a leading educational institution. The utilization of digital media and an alumni network effectively broadens the dissemination of information and attracts public interest, despite geographical challenges posed by the mountainous region.

Daarul Qur'an Al-Wafa Putri Junior High School advances innovative learning by combining technology with local wisdom to improve students' reading abilities and creativity. Diverse extracurricular programs support the development of social skills and leadership, preparing students to face future challenges comprehensively. Through an integrated approach that combines academics, character, and spirituality, the school stands as the preferred choice for families seeking high-quality, balanced education. In summary, Daarul Qur'an Al-Wafa Putri Junior High School provides education that is relevant to contemporary needs, blending scientific knowledge, religious values, and life skills into a harmonious and highly competitive educational framework.

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### AUTHORS' CONTRIBUTION

- Author 1 : Developed the qualitative research design employing case studies and in-depth interviews, utilizing thematic analysis to explore the integration of religious values and the national curriculum at Daarul Qur'an Al-Wafa Putri Junior High School.
- Author 2 : Designed the mixed-method methodology combining quantitative surveys and qualitative interviews, conducting data triangulation and purposive sampling to measure the effectiveness and satisfaction with the school's holistic approach.
- Author 3 : Employed participatory observation and narrative analysis within an action research framework to develop an innovative learning evaluation model integrating technology and local wisdom at Daarul Qur'an Al-Wafa Putri Junior High School.

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