

Assistance in Creating Google Sites as a Marketing Platform for Anwarul Quran Islamic Boarding School

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ABSTRACT

This community service program aims to enhance the digital skills of students and administrators at Pondok Pesantren Anwarul Quran in creating and managing websites using Google Sites. In today's digital era, educational institutions, including Islamic boarding schools (pesantren), require an online platform to disseminate information and manage administration more effectively. A well-designed website enables pesantren to promote its educational programs, document activities, and improve communication with a broader audience. The methods used in this program include direct training, practical mentoring, and continuous evaluation. Participants were introduced to the basics of website development using Google Sites, hands-on website creation, and strategies for independently managing and updating content. The results of this program show that students and administrators have acquired fundamental skills in website development and management. Consequently, pesantren can enhance its online presence and strengthen its visibility in the digital world. The success of this initiative demonstrates that similar programs can be implemented in other pesantren to support digital transformation in faith-based education.

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INTRODUCTION

The development of digital technology has become a major factor in the transformation of various sectors, including education, industry, and the economy. Technological innovations such as artificial intelligence (AI), big data, the Internet of Things (IoT), and cloud computing have created new opportunities while also presenting challenges for society, particularly students as the next generation of the nation (R et al., 2024; Rumahorbo & Dewayanto, 2024; S et al., 2024). This transformation requires individuals to possess relevant skills and the ability to quickly adapt to

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digital-based environments. Therefore, concrete efforts are needed to develop competencies related to digital transformation.

The advancement of digital technology demands that educational institutions, including Islamic boarding schools (pesantren), adapt to new ways of disseminating information ([Haris, 2023](#); [Kinansyah & Pujiyanto, 2023](#)). Google Sites is a free and easy-to-use platform that can assist pesantren in independently managing their websites. However, many pesantren still lack the necessary skills to effectively utilize this technology. Therefore, this mentoring program aims to provide training and technical guidance in the creation and management of websites using Google Sites as a marketing platform.

Additionally, the presence of digital platforms can help pesantren expand the reach of the information they share with the public. By having an official website, pesantren can showcase their institutional profile, educational programs, and various activities they organize. This not only enhances transparency but also strengthens the image of pesantren as institutions that are adaptive to contemporary developments.

Furthermore, using Google Sites as a marketing tool can increase the attractiveness of pesantren for prospective students and their parents. Well-structured and easily accessible information allows them to gain a clearer understanding of the pesantren's vision, mission, and ongoing activities. Thus, this digitalization not only impacts internal information management but also enhances the effectiveness of external communication strategies.

In a broader context, mastering digital skills such as website creation and management can serve as a valuable asset for students (santri) in the digital era. Utilizing this technology not only supports pesantren activities but also provides opportunities for students to develop skills relevant to the job market and entrepreneurship in the future. Several studies have shown the effectiveness of using Google Sites as a medium for various activities ([Farida & Ratna Puspita Indah, 2021](#); [Hermawan, 2024](#); [Usman et al., 2025](#)) yang menunjukkan manfaat penggunaan google sites.

Thus, this community service initiative not only provides direct benefits for students and pesantren administrators by enhancing digital literacy and technical skills, but it also contributes to strengthening the capacity of religious-based educational institutions in the digital era. Through this training and mentoring program, it is expected that pesantren can optimally utilize technology to disseminate information, enhance institutional branding, and improve the accessibility of educational services to a wider community. Furthermore, the competencies gained in website management can serve as a valuable asset for students in facing challenges in the job market and entrepreneurship in the future.

METHODS

This program is implemented through several systematic stages to ensure participants' understanding and skills in independently developing and managing websites. The first stage is Needs Analysis, conducted

through observations and interviews with pesantren administrators to identify specific requirements for website creation. The data obtained serves as the basis for designing training materials tailored to the participants' conditions and capabilities.

The next stage is training and mentoring, where participants are introduced to the basics of Google Sites, including how to create pages, organize content, and manage website layouts. Afterward, they are guided to directly practice building a website according to the pesantren's needs. The facilitator team provides technical guidance and supervision throughout the website creation process. The training session was held at Anwarul Quran Mosque on March 2, 2025, with 11 participants, consisting of administrators and teaching staff from Pesantren Anwarul Quran. Gradual evaluations were conducted to ensure participants understood the concepts taught and could apply them effectively. After the training, a reflection session was held, followed by feedback to refine the websites created.

The final stage is evaluation, where each participant presents their Google Sites, receiving feedback from the trainers for further improvement. This evaluation session took place on March 9, 2025.

RESULTS AND DISCUSSION

The community service program took place over two days, on March 2, 2025, and March 9, 2025, at Anwarul Quran Mosque in Palu City, attended by 11 participants, consisting of pesantren administrators and educators.

The program began with a presentation introducing Google Sites to the participants. Google Sites is a web-based service that allows users to create websites easily without requiring programming skills. As part of the Google ecosystem, this platform offers an intuitive interface and supports integration with various Google services, such as Google Drive, Google Docs, and Google Calendar. This enables users to manage information and content more efficiently within a connected platform.

One of the main advantages of Google Sites is its ease of access and use. With drag-and-drop features and a variety of available templates, users can quickly build websites tailored to their needs. Additionally, since it is cloud-based, websites created with Google Sites can be accessed from multiple devices anytime and anywhere, making it an excellent choice for educational institutions like pesantren looking to reach a broader audience.

Google Sites also offers flexibility in content management, allowing users to update and modify their websites without requiring technical assistance. Its integrated collaboration feature enables multiple users to work on a project simultaneously, allowing pesantren administrators to share responsibilities in website management. With all these advantages, Google Sites becomes an ideal choice for pesantren to establish their digital identity and expand their information outreach to the public.



Figure 1. The atmosphere of the training implementation

The collaboration established with the participants proceeded according to the previously set targets. The participants came from various backgrounds and received materials tailored to their needs in managing the pesantren's website. This ensured that the training provided real benefits and practical solutions that could be directly applied to the digital management of the pesantren, allowing the main objectives of this program to be successfully achieved.



Figure 2. Training Materials

During the implementation process, participants showed high enthusiasm for the materials presented. They actively engaged in every session, both in discussions and Q&A sessions with the trainers. The dynamic interactions and collaborative learning environment made the materials easier to understand and apply. Additionally, participants provided valuable input regarding the management of the pesantren's website, which could serve as an evaluation and development reference to further enhance the program's effectiveness.

After the mentoring program was completed, there was a significant improvement in participants' understanding and skills in managing websites using Google Sites. They successfully created websites containing institutional information, activity galleries, and official contact details. This demonstrated that participants could independently apply the materials provided during the training.

Furthermore, an evaluation of the websites created showed that the design and content structure developed were well-organized and

informative. Some participants who initially had no experience in website management were now able to update and manage content independently. This proves that a practice-based training approach is highly effective in improving their digital skills.



Figure 3. The atmosphere during the evaluation and presentation by each participant

Another impact of this program is the increased awareness among pesantren administrators about the importance of having a website to enhance the institution's visibility. Some participants even suggested further developing the website by adding additional features such as online student registration and social media integration.

Overall, the results of this program demonstrate that mentoring in Google Sites development provides tangible benefits for both students and pesantren administrators. With a self-managed website, Pondok Pesantren Anwarul Quran now has a digital platform that can be utilized to expand information outreach and improve engagement with the community.

CONCLUSIONS

This mentoring program has successfully enhanced the digital skills of both students and administrators at Pondok Pesantren Anwarul Quran in developing and managing a website using Google Sites as a marketing platform. With the newly created website, the pesantren can more effectively disseminate information and increase accessibility to a wider audience. Additionally, the presence of this digital platform helps the pesantren develop better communication strategies and enhances its appeal to prospective students and the general public. It is hoped that similar initiatives can be implemented in other Islamic boarding schools to support digital transformation in religious-based education.

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