DA'WAH ASSISTANCE BASED ON PSYCHOLOGY AND DIGITAL TECHNOLOGY TO IMPROVE THE QUALITY OF SERVICE FOR NEW STUDENTS WITH A SERVICE-LEARING APPROACH

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Abstract

Since COVID-19, Islamic boarding schools have optimized online community services, especially accepting new students. However, in online services, there are problems for both pesantren administrators and santri guardians. The majority of santri guardians are from rural areas who are not used to the online system or are constrained by internet signals. The aim of this community service is firstly, to provide participatory assistance based on digital technology psychology to Islamic boarding school administrators in providing services to new students at the Salafiyah Syafi'iyah Islamic Boarding School, Sukorejo Banyuputih, Situbondo. Second, to find out changes in assistance, through a survey of new santri guardians. The service uses a service-learning (SL) approach by involving the academic community of the Islamic Guidance and Counseling Study Program (BPI), the Faculty of Da'wah and Information Systems Study Program, the Faculty of Science and Technology, Ibrahimy University and Islamic boarding school ustadz. As a result of the service, Islamic boarding school administrators are trying to improve the quality of services with psychological assistance, personality counseling, and strengthening information technology skills. Meanwhile, the impact of dedication shows that new santri guardians feel high satisfaction, namely, 87%. The service quality value of the new santri committee in serving also showed a good score. Even though the service for new students is predominantly online, the parents of the students still consider the face-to-face service stage important. This community service is useful for the development of pesantren studies, da'wah science, and pesantren-based counseling.

Keywords: da'wah, psychology-digital information, service

INTRODUCTION

Islamic boarding schools (pondok pesantren) try their best to improve their services in serving the community, especially the registration service for new students. Since the Covid-19 period, the Pondok Pesantren Salafiyah Syafi'iyah Sukorejo has focused more on online student registration services. Similarly, the payment of registration and annual money for pesantren (uang tahunan pesantren, Utap) uses the "Simantap" application and virtual accounts.

The online service policy, of course, causes problems. The problem of the pesantren management is not too heavy. Because Pondok Pesantren Sukorejo has human resources from the Faculty of Science and Technology, Ibrahimy University. But they are tired of also facing thousands of questions and complaints from the public. Understandably, the majority of prospective new students come from rural areas.

Therefore, community service based on digital technology psychology is very important to be carried out to pesantren administrators. So that they have skills in using digital technology for new student registration. In addition, so that they have an attractive personality in serving new students.

However, the success of pesantren educational institutions can be seen from the number of students. The number of people who register to indoctrinate their children in pesantren will increase along with the improvement of the image of pesantren in the community. Customer recommendations on how satisfied they are with the service they receive when transacting and afterwards are the most effective promotions in the education services industry.

Similarly, what happened at the Pondok Pesantren Salafiyah Syafi'iyah Sukorejo Banyuputih Situbondo. This cottage has 9,872 male students and 11,132 female students; So that the total number is 21,004 students. Every year, new students who register range from 3,500-4,000 people from remote parts of the archipelago.

The new santri is so big, it must be supported by excellent service quality. Service quality can be thought of as the ratio of the level of service effectiveness and user expectations. Thus, promoting quality services means meeting the needs and expectations of users effectively.

Pondok pesantren is an organization. As an organization, pesantren must have a structure and strategy in order to keep up, meet the demands of increasingly competitive competition, choose differences that guarantee unique advantages. Pesantren also require very careful and strict management in its control to get good and quality results. There seems to be a convergence of thought between referenced quotes in relation to service quality, since the term service began to be interpreted as a strategic differentiator for organizations, starting late last century. The great difficulty for organizations is establishing the individual needs of customers through a combination of "perception" versus "expectation" relationships. In this context, research-based community service is very important in its existence.

The focus in this community service is da'wah participatory assistance based on digital information psychology to improve the quality of service to new students.

The purpose of community service is first, to provide participatory assistance to pesantren administrators in providing services to new students of the Pesantren Salafiyah Syafi'iyah Sukorejo Banyuputih Situbondo. Second, to find out changes in mentoring, through surveys to new student guardians.

Some community service to Islamic boarding schools, most focus on education, mental health, counseling with local wisdom, and the economy. Community service in the field of education about empowering teacher quality and management. Dedication in the field of psychology and counseling leads to the design of pesantren-based counseling. Empowerment in the economic sector leads to pesantren cooperatives. There has been no community service that leads to new student services based on digital technology.[1]

Similarly, the impact of dedication using surveys, so far many have focused on the economic sector. For example, service quality and customer satisfaction.[2] While in the field of education, surveys conducted by managers and student and student satisfaction.[3] Research on service surveys conducted by pesantren has been mostly related to services in the economic sector. For example, about the quality of food,[4] quality of service and completeness of facilities,[5] pesantren cooperative services,[6] and design services.[7] In the field of education, there is a survey of educational services and marketing.[8]

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[1] Samsul Arifin, "Konseling Sufistik-Narrative Therapy Melalui Literasi Karya K . H . R . As ' Ad Syamsul Arifin Untuk Mengurangi Social Phobia Dalam Moderasi Dakwah Santri," *Consilium, Berkala Kajian Konseling dan Ilmu Keagamaan* 9, no. 1 (2022): 36–47; Samsul Arifin and Hanik Munfaridah, "Local Wisdom Development of Pesantren Based Counseling Design with Approach Service-Learning," in *International Conference On University-Community Enggagement October 8-10, 2018*, vol. 3 (Malang: UIN Maliki Press Gajayana, 2018), 816–832; Samsul Arifin and Mokhammad Baharun, "Recovery and Improvement of Public Health Through Pesantren-Based Counseling," in *The 4th International Conference on University Community Engagement*, vol. 4 (8) (Cirebon, 2022), 577–583.

[2] Sinollah and Masruro, "Pengukuran Kualitas Pelayanan (Servqual – Parasuraman) Dalam Membentuk Kepuasan Pelanggan Sehingga Tercipta Loyalitas Pelanggan (Studi Kasus Pada Toko Mayang Collection Cabang Kepanjen)," *Dialektika* 4, no. 1 (2019): 45–64; Ririn Marisca Hasibuan, Fitriani Harahap, and Armansyah Lubis, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Cafe Vanilla Panyabungan," *Jurnal Misi Institut Pendidikan Tapanuli Selatan (IPTS)* 4, no. 3 (2021): 175–182; Marella Salsa Billa br Ginting and Iswandi Idris, "Analisis Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada PT . Dipo Internasional Pahala Otomotif Medan," *Senastek* (2022): 459–466..

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[4] Chairunissa Aulia Zikrika, Putri Ronitawati, and Prita Dhyani, 'Analisis Perbedaan Kualitas Pelayanan, Kualitas Makanan Dan Tingkat Kepuasan Santri Di Pondok Pesantren Perkotaan Dan Perdesaan', *Darussalam Nutrition Journal*, 5.2 (2021), 155–63

[5] Munawir, "Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Foto Copy Awy Comp Di Pondok Pesantren Darussalam Blokagung Tegalsari Banyuwangi," *Jurnal Istiqro: Jurnal Hukum Islam, Ekonomi dan Bisnis* 4, no. 2 (2018): 204–215.

[6] Faisol, Usman, and Siti Qamariyah, "Implikasi Kepercayaan Dan Kepuasan Santri Terhadap Kualitas Pelayanan Koperasi Pondok Pesantren Nurul Ulum Oro Dalam Desa Sejati Kec. Camplong Kab. Sampang," *REVENUE : Jurnal Ekonomi Pembangunan dan Ekonomi Syari'ah* 05, no. 01 (2022): 48–56.

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[8] Jihan Nursuci and Arif Fadilla, "Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Jasa Pendidikan Terhadap Kepuasan Santri Pondok Pesantren Al-Mushlih Karawang," *Jurnal Ilmiah Wahana Pendidikan* 8, no. September (2022): 281–

METHOD

This community service uses a service-learning method with a group counseling approach. Rationalization of the use of service-learning due to several considerations. First, this research is also a community service which is the development of the courses "Islamic Guidance and Counseling" and "Islamic Psychology".

Second, this research and community service involves the participation of lecturers, students from the Islamic Counseling Guidance Study Program (BPI), the Faculty of Da'wah, the Psychology Study Program, the Faculty of Social Sciences and Humanities, Ibrahimy University, the Information Systems Study Program, the Faculty of Science and Technology, and Islamic boarding school scholars. The service-learning method is an approach that starts from the application of psychology, counseling, and information systems studied on campus to be applied to the community, especially to the new student committee of the Pesantren Salafiyah Syafi'iyah Sukorejo Situbondo. The number of participants who participated in this action research was 40 people consisting of lecturers, students, ustadz, and students of the Pesantren Salafiyah Syafi'iyah.

This service-learning service activity has a reflection and evaluation stage to provide a structuring of knowledge sharing between lecturers, students, and ustadz. Service-learning is a learning activity designed to meet the needs of the new student committee and students play an active role together with the community [9].

The stages of service-learning include: First, the investigation stage is mapping a potential Pesantren Salafiyah Syafi'iyah and identifying problems with the new student committee. Second, the planning and preparation stage for implementing the joint program. Third, the action stage is the provision of material and the preparation of a design for the development of the implementation of digital psycho-technology with students and ustadz. Fourth, the reflection stage in the form of a reflection task sheet during the service process. Fifth, the evaluation stage to determine the impact of changes is through surveys to new guardians. Sixth, the demonstration stage in the form of presentation of research results in a workshop and publication.

RESULT

Mentoring Strategy

To improve the quality of service to new students, researchers provide assistance to the new student committee. The mentoring is to improve attractive personality and information technology skills.

292; Elvinator and Heliyani, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Siswa SMA Pondok Pesantren Modern Nurul Ikhlas," *Heliyani* 22, no. September (2019): (155–165..

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Assistance in the form of counseling psychology, more leads to strengthening an attractive personality. This attractive personality, is very important in dealing with services to new students and new student guardians.

Counseling materials, among others: first, the skill of creating a deep first impression. Second, communication skills and self-development. Third, self-control skills and managing conflict.

These three materials are very important in serving or serving new students. For Islamic boarding schools, serving new students is part of da'wah. Serving new students, including noble duties. Because students are the next generation of the Prophet's mandate. Such services include techniques in da'wah bil-irshad or counseling. Therefore, researchers in conducting this counseling use pesantren-based counseling or at-tawazun counseling[10]

Khidmah as a means and path that must be taken by students in obtaining useful and *barokah* knowledge. This service is also known as "service". Even in Pondok Sukorejo, it is known by its motto, *"Mondhuk entar ngabdi ben ngaji* (mondok to serve and recite)". We are willing to serve kiai, ustadz, fellow students, and others and to learn religious knowledge.[11]

This service can give rise to the character of *ta'zhim*, respect for others. The students' extraordinary attitude of *ta'zhim* and reverence to the teacher will give birth to obedience, as it is known as *"sami'na wa taatha'na",* we listen and we obey.

The pesantren believe that *ta'zhim* and devotion to teachers will lead them to a wealth of knowledge. The pesantren believes, to get useful and barokah knowledge, the students must diligently study and behave *ta'zhim* and service to the teacher[12]

The second service activity, on information technology includes online registration skills and financial payments. Registration of new students, using the program in website.sabarsukorejo.com. Meanwhile, financial payments use the Simantap application in collaboration with Bank Syariah Indonesia (BSI), Bank Republik Indonesia (BRI), and Bank Mandiri.

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[10] Samsul Arifin and Hanik Munfaridah, "Pengembangan Desain Konseling Berbasis Pesantren Dengan Pendekatan Service-Learning," *Jurnal Bimbingan dan Konseling Islam* 08, no. 02 (2018): 110–132; Samsul Arifin, *At-Tawazun: Psikologi Dan Konseling Berbasis Pesantren Untuk Membentuk Karakter Khaira Ummah* (Malang: Literasi Nusantara, 2020); Samsul Arifin, "The Implementation of At-Tawazun Counseling New Normal Era," *KONSELING RELIGI Jurnal Bimbingan Konseling Islam* 19, no. 1 (2021): 14–29; Samsul Arifin and Athik Hidayatul Ummah, "A Campaign to Wear Masks in the Pesantren Community With a Counseling Approach," *Jurnal Ilmiah Peuradeun* 9, no. 3 (2021): 587..

[11] Ahmad Azaim Ibrahimy and Samsul Arifin, *Kiai Fawaid As'ad: Kepribadian, Pemikiran, Dan Perilaku Politik* (Situbondo: Tanwirul Afkar, 2018); Ahmad Azaim Ibrahimy and Samsul Arifin, *Risalah Hati: Trilogi Biografi Nyai Zainiyah As'ad* (Situbondo: Tanwirul Afkar, 2019); Samsul Arifin and Mokhammad Baharun, "Harmony of Social Order in Preventing Radicalism in K.H.R. As'ad Syamsul Arifin's Tarikh Perjuangan Islam Indonesia," in *International Symposium on Religious Literature and Heritage (ISLAGE 2021)*, vol. 644 (Malang: Atlantis Press, 2022), 1–10..

[12] Arifin and Baharun, "Recovery and Improvement of Public Health Through Pesantren-Based Counseling"; Arifin and Baharun, "Personality, Thought, and Political Behavior of The Local Political Ulama Figure in Pandhalungan Indonesia"; Samsul Arifin, "Pesantren -Based Counseling in Changing The Behaviour of The Community of Former Bajingan Being Personal Characterless 'Pelopor,'" *UMRAN – International Journal of Islamic and Civilizational Studies* 07, no. 03 (2020): 59–75..

Assisted Impact

To determine the impact of assistance, researchers conducted a survey to new student guardians. The survey method is a type of research that looks at large and small populations, and the selected sample is then examined to identify incidence, distribution, and correlation between sociological and psychological variables.

Researchers used the Servqual survey method introduced by Parasuraman. This method compares the expectations (expectations) expected by a customer with the reality (perception) of the service. Using this Servqual method, researchers can determine the distance (gap) that exists between a customer's expectations and the reality (performance) of the service[13]

The scope of the survey is several stages of new students, namely the information service stage before registration, the online registration service stage, and the re-registration service stage at the cottage. Manual data collection procedure where respondents fill in the fields "hope" and "reality" at the same time. Field survey assistants, conducting surveys to the guardians who are after leaving the dormitory.

Sampling technique. The population of the first phase of new student registration is 3,060 people. While the research sample was 306 (153 guardians, male students and 153 guardians, female students).

The survey of new guardians yielded expectations, satisfaction, gaps, and service quality as table 1:

Table 1 Expectations, satisfaction, gaps, and quality of service (Q)

Statement	Hope	Reality	Gap	Q
A. Information Services				
1. Obtain information (either through brochures or social media) for registering new students easily (Reliability dimension)	4,291	4,373	0,08	
2. New student registration information is easy to understand (Reliability dimension)	4,281	4,307	0,03	
3. The display of brochures and flayers on social media is very attractive	4,288	4,278	-0,01	

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[13] A. Parasuraman, V.A. Zeithaml, and L.L. Berry, "SERVQUAL A Multiple-Item Scale for Measuring Consumer Perseptions of Service Quality," *Journal Retailing* 64, no. 1 (1988): 12–40; A. Parasuraman, V.A. Zeithaml, and L.L Berry, "A Conceptual Model of Service Quality and Its Implication," *Journal of Marketing* 49 (1985): 41–50.; A. Parasuraman, V.A. Zeithaml, and L.L. Berry, "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Future Research," *Journal of Marketing* 58 (1994): 111–124..

(Tangibles Dimension)				
Mean	**4,29**	**4,32**	**0,03**	**1,008**
B. Online registration process				
4. Website sabarsukorejo.com easily accessible (assurance dimension)	4,265	4,288	0,02	
5. Online registration is very easy (Reliability dimension)	4,304	4,337	0,03	
6. Fast registration process (reliability dimension)	4,248	4,245	0,00	
7. Complaints about online registration problems are responded quickly and thoroughly (Responsivness Dimension)	4,268	4,190	-0,08	
8. Iksass administrators assist registration in a friendly and polite manner (Empathy Dimension)	4,346	4,425	0,08	
9. Payment via virtual account is very easy	4,265	4,356	0,09	
Mean	**4,28**	**4,31**	**0,02**	**1,006**
C. Registration Process at Pesantren				
10. Registration in the pesantren is very easy (Reliability dimension)	4,310	4,461	0,15	
11. Officers provide service quickly (Reliability dimension)	4,320	4,359	0,04	
12. Clean and comfortable registration place (Tangibles Dimensions)	4,340	4,510	0,17	
13. The place of registration process is more convenient to put together (Tangibles Dimension).	4,320	4,412	0,09	
14. Officers respond quickly and well to complaints (Responssivness Dimension)	4,288	4,304	0,02	
15. Officers have the ability to use existing equipment (Dimension reliability)	4,337	4,353	0,02	
16. Officers are well informed (Empathy Dimension)	4,363	4,382	0,02	
17. Officers serve kindly and politely (Empathy Dimension)	4,369	4,471	0,10	

18. Officers dressed cleanly and neatly (Tangibles Dimension)	4,356	4,490	0,13	
19. Punctuality in serving (Tangibles Dimension)	4,382	4,373	-0,01	
20. The chairman of the chamber serves kindly and politely (Empathy Dimension)	4,389	4,294	-0,09	
Mean	**4,34**	**4,40**	**0,06**	1,013

The results showed that the registration stage at the cottage had the highest importance value (expectation), which was 4.34 (important), and the online registration stage had the smallest importance value (expectation), which was 4.28. This shows that student guardians are generally more optimistic about the pesantren registration process.

The survey results showed that the registration stage at the cottage had the highest satisfaction (reality) score, with a score of 4.40 (very satisfied), and the online registration stage had the smallest score, with a score of 4.31. This shows that student guardians are generally more satisfied with the pesantren registration process.

The value of the difference between the guardians. The expected service of customers and their perception of service are two factors that affect the quality of service. Every service must be able to overcome these differences so that customers are satisfied. The results showed that the largest gap value was -0.06 at the pesantren registration stage, and the smallest gap value was -0.03 at the information service stage.

One way to assess service user satisfaction is to compare the level of conformity between the services viewed and expected. The higher the level of conformity between the service seen and expected, the higher the user's satisfaction with the quality of service.

According to Steer (1993), to find the average satisfaction level, the total number of scores is divided by the number of respondents taken as a sample. In addition, Steer divides the percentage level of satisfaction by the following criteria: 20% to 40% is a low level; 41% to 79% is a moderate level; and 80% to 100% is a high level.

The survey results showed a guardian satisfaction level of 87%, namely: 26,685: 306 = 87, 20588.

Quality of service for new students

The satisfaction formula divided by expectations is used to assess the quality of service (Q) that has been provided by the new student committee. If Q is greater than 1, the quality of service is considered good.

Table 2 Quality of service at each stage

Stage	Hope (H)	Reality (P)	Gap	quality of service (Q)

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Information Services before registration	4,29	4,32	0,03	1,008
Online Registration Services	4,28	4,31	0,02	1,006
Re-Registration Service at pesantren	4,34	4,40	0,06	1,013

The survey results show that the quality of each stage is almost the same, which means that the quality is good. Although the quality value (Q) for each stage is above 1, the quality of the online registration process must be improved.

Importance Performance Analysis

Importance Performance Analysis (IPA), also known as quadrant analysis, is used to measure the relationship between priorities for improving service quality. IPA brings together the measurement of performance and importance factors, depicted in a two-dimensional diagram, the importance-performance diagram, to obtain practical proposals and facilitate data explanation. At the performance level, evaluation is carried out by assessing how satisfied the guardians are with the services they receive.

Table 3 averages expectations and satisfaction across all attributes

Attribute	Hope	Reality
A. Information Services		
1. Obtain information (either through brochures or social media) for registering new students easily (Reliability dimension)	4,291	4,373
2. New student registration information is easy to understand (Reliability dimension)	4,281	4,307
3. The display of brochures and flayers on social media is very attractive (Tangibles Dimension)	4,288	4,278
Mean	**4,29**	**4,32**
B. Online registration process		
4. Website sabarsukorejo.com easily accessible (assurance dimension)	4,265	4,288
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16. Officers are well informed (Empathy Dimension)	4,363	4,382
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18. Officers dressed cleanly and neatly (Tangibles Dimension)	4,356	4,490
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Mean	**4,34**	**4,40**
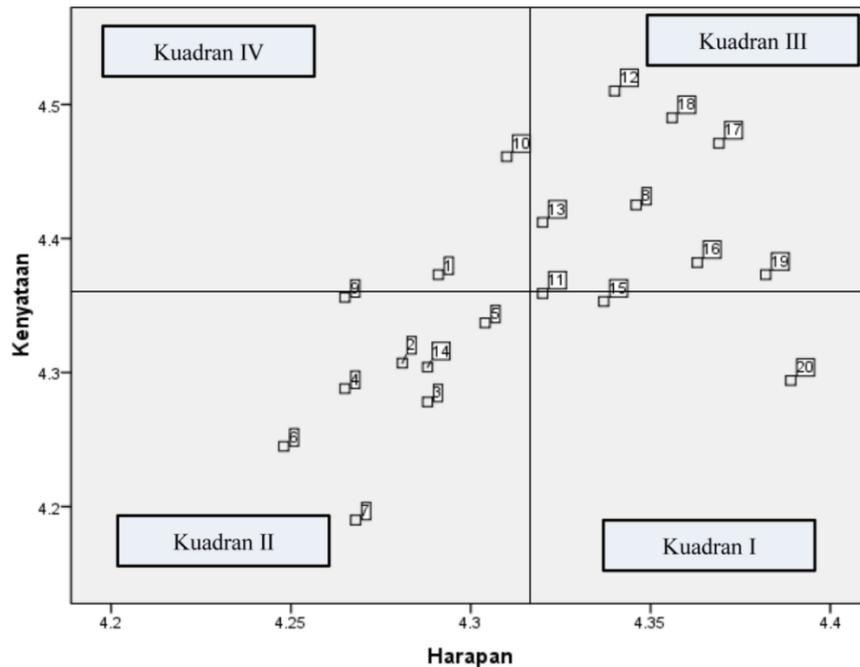
Figure 1 IPA diagram of service quality

The results showed, among others:

Quadrant I consists of the following items: (20) the head of the chamber serves kindly and politely, (15) the officer has the ability to use the available equipment, and (11) the officer provides service quickly.

Because the level of importance or expectation has a high value but is not supported by satisfaction value, improvement is needed to increase the satisfaction of Islamic boarding schools.

Quadrant II, consists of items: (7) complaints about online registration problems are responded quickly and thoroughly, (6) the registration process is fast, (3) the display of brochures and flayers on social media is very attractive, (4) the website is sabarsukorejo.com easily accessible, (14) officers respond to complaints quickly and well, (2) new student registration information is easy to understand, (5) online registration is very easy, and (9) payment through virtual accounts is very easy.

This shows that these items are not important for the Islamic boarding school for improvement because they have equally low importance and satisfaction values. The existence of these items is considered not to affect the level of satisfaction of the guardian, including attributes that are not needed by the guardian, and the performance of the guardian is considered ordinary or unsatisfactory.

Quadrant III consists of items: (19) punctuality in serving, (16) officers are well informed, (13) where the registration process is more convenient to put together, (8) Iksass

administrators help registration in a friendly and polite manner, (17) officers serve friendly and polite, (18) officers dress cleanly and neatly, and (12) the registration place is clean and comfortable.

This shows that these items must be maintained by the new student committee. In terms of satisfaction, this service must be maintained because the guardians are satisfied with it.

Quadrant IV consists of items (1) obtaining registration information for new students easily and (10) registration in the cottage is very easy.

This shows that the trustee thinks the items are too much. This is considered excessive because of the low level of expectation but high satisfaction. Therefore, pesantren can reduce their service performance to reduce expenses.

Discussion

The results of the service show that the pesantren management is very creative and innovative in serving new students. They try as optimally as possible so that new students and guardians are well served. Islamic boarding school administrators try to develop themselves and expand digital technology skills.

The impact of this community service, the highest value of hope and satisfaction of student guardians lies in the stage of the registration process at the cottage, while the smallest value of hope and satisfaction lies in the stage of the online registration process. This shows that guardians generally prioritize the registration stage at the cottage or the face-to-face registration stage.

In online services, there is a paradigm shift from quality services to electronic service quality. To sustain this strategic change, there is a need to measure and evaluate the quality of electronic services. There is research on quality models of electronic services; which consists of seven dimensions of electronic service quality (website appearance, ease of use, reliability, security, personalization, fulfillment and responsiveness) and overall electronic service quality. The results revealed that the relevant dimensions of e-service quality affecting the overall quality of e-service are reliability, security, compliance, ease of use and responsiveness.[14]

The priorities of progress, speed, and connectivity, achieved through technology, have received a lot of attention from service providers, who are adopting a number of technologies to facilitate various activities, both in stores and online. Efforts to ensure continued technological progress largely seek to harness the power of technology to improve the customer experience while maximizing corporate profits, likely by replacing employees with advanced technology.

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[14] Ighomereho Ogheneochuko Salome et al., "From Service Quality to E-Service Quality: Measurement, Dimensions and Model," *Journal of Management Information and Decision Sciences* 25, no. 1 (2022): 1–15..

The basic premise is that humans must collaborate closely with technology, in order to exploit each other's strengths and compensate for their weaknesses. This type of collaboration is metaphorically as humans and machines "dancing together". By working together and building on each other's strengths (rather than competing), humans and machines can achieve synergistic and harmonious outcomes for all stakeholders.[15]

However, in the context of the new student admission survey, student guardians still consider the stage of registering new students face-to-face. The results of Samsul Arifin's (2020-2021) research on online recitation may explain why guardians attach importance to the face-to-face stage. Moreover, the majority of student guardians also have student backgrounds.

The existence of a warm relationship with the kiai and seeing his face directly makes the students calm and calm. This is the reason face-to-face recitation is therapeutic. Terapetik switched to an environment that made students feel safe and comfortable during online recitation. Therefore, the spirit of relationship that makes students calm turns to the influence of the environment that makes students feel safe. The warmth of relationships in online recitation began to weaken. The spiritual connection or inner bond between kiai and santri is still strong, so the weakness of online recitation can be overcome. This spiritual connection is essential for pesantren therapy.[16]

CONCLUSION

Pesantren always try to improve their services and make innovations in serving the registration of new students. Since the Covid-19 era, the Pondok Pesantren Salafiyah Syafi'iyah has changed its new student registration service to be more dominant online than face-to-face. This community service, among others, produces:

First, the community service strategy by providing assistance to the pesantren management, through the new student committee. Assistance in the form of strengthening psychology, interesting personality counseling to conduct services and training in information system skills.

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[15] Stephanie M. Noble et al., "The Fifth Industrial Revolution: How Harmonious Human–Machine Collaboration Is Triggering a Retail and Service [R]evolution," *Journal of Retailing,* 98, no. 2 (2022): 199–208, Samsul Arifin, "Pengembangan Self-Concept Khaira Ummah Santri Perempuan Menyongsong Era Society 5.0 Perspektif Pengembangan Karier," *Hisbah: Jurnal Bimbingan Konseling dan Dakwah Islam, Jurnal Bimbingan Konseling dan Dakwah Islam* 17, no. 1 (2020): 33–60, http://ejournal.uin-suka.ac.id/index.php/hisbah/index; Akhmad Zaini and Samsul Arifin, "Environmentally Sound Empowerment Da'wah For Conflict Areas of Baluran Forest Situbondo," in *International Conference On University-Community Enggagement October 8-10, 2018* (Malang: UIN Maliki Pers, 2018), 40–51; Arifin and Baharun, "Recovery and Improvement of Public Health Through Pesantren-Based Counseling"; Samsul Arifin, Mokhammad Baharun, and Rahmat Saputra, "The Role of Ibu Nyai for The Development of Local Community-Based Public Health Services" 25, no. 1 (2023): 1–18.

[16] Samsul Arifin, "Dinamika Perubahan Relasi Kiai Santri Pada 'Ngaji Online' Di Masa Pagebluk COVID-19," *Jurnal Kependudukan Indonesia* 1 (2020): 75–80; Samsul Arifin, Mohamat Hadori, and Yohandi, "Transformation of The Pesantren Community ' S Therapeutic Relationship in Online Learning," in *Conference: The 2nd Internasional Conference on Religion and Education, INCRE 2020* (eal, 2021)..

Second, to determine the impact of dedication, researchers surveyed the perceptions of new student guardians on the services of the new student committee. This research-based community service shows that the guardians are very satisfied, 87% of the services of the new student committee. The value of the service quality of the new student committee in service also shows good. The survey also showed that the greatest value of expectations and satisfaction of student guardians was at the face-to-face stage, namely the registration process at the cottage rather than the time of the online registration process.

Future suggestions, which need to be improved by the performance of the new student committee, are the heads of the chambers in serving kindly and politely, the ability of officers to use existing equipment, and officers to provide services quickly.

This research is very useful for the scientific development of pesantren studies and da'wah science. In the future, it is necessary to conduct research with other approaches.

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