

Abstract

School's billboard is kind of efficient ways to promote the school's performance because it is easy to be found by the viewers. In this case, the advertisement can be formed as marketing strategies which help the schools in promoting their image or their capability. It means that billboard as the means of advertisements has signified their ideology. Islamic schools are the examples of schools in Indonesia which use billboard to promote their school. There are so many Islamic schools in Indonesia; some of them are *Muhammadiyah* and *Nahdlatul Ulama* schools. This research aims to find out how *Muhammadiyah* Senior High School and *NU (Nahdlatul Ulama)* Senior High School's billboards in Gresik construct the Islamic ideology. In fact, the use of billboard has overwhelmed in many schools promotions recently. This study applies qualitative research method; it puts viewers as issue to be examined. Barthes' semiotics theory will be used through this study which is appropriate to reveal certain ideology of cultural product. The combining between the English language sign and technology sign like modern musical instruments in this Islamic culture give the positive impact and melting with Islamic culture. Finally, the study finds that the Islamic school's billboard cannot separate by the interest of the headmaster to represented the good image of the schools concerning in modernize and globalization.

Keywords: Sign, Islamic Sign, Global Sign, *Muhammadiyah*, *NU (Nahdlatul Ulama)*, Gadget, Ideology, Semiotic,

"Doubt limits you from what is already yours,
but faith unlocks the doors allowing you to walk
in and receive it."

- Jeannette Tyson Gregory-