

**MARKETING STRATEGY FOR EDUCATION
SERVICES IN ATTRACTING NEW STUDENTS AT
NURUL YAQIN TANJUNG BATU HIGH SCHOOL**

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui strategi pemasaran jasa pendidikan dalam menarik minat siswa baru di SMA Nurul Yaqin Tanjung Batu. Adapun permasalahan yang terjadi yaitu manajemen waktu belum tepat, penyebaran brosur yang kurang efektif, jangkauan pemasaran tidak luas, banyaknya masyarakat/orang tua siswa yang tidak menguasai Informasi Teknologi (IT) dalam pendaftaran penerimaan siswa baru. Penelitian ini menggunakan metode kualitatif dengan menggunakan jenis lapangan *field research*. Informan dalam penelitian ini yaitu kepala sekolah, ketua panitia penerimaan siswa baru, panitia penerimaan siswa baru, wali murid dan siswa. Teknik pengumpulan data menggunakan metode observasi, wawancara dan dokumentasi. Teknis analisis data dalam penelitian ini menggunakan reduksi data, penyajian data dan verifikasi data. Hasil penelitian menunjukkan bahwa strategi pemasaran jasa pendidikan dalam menarik minat siswa baru di SMA Nurul Yaqin Tanjung Batu Kabupaten Ogan Ilir dapat dikatakan sudah berjalan dengan baik dalam hal strategi target pasar dari segmen pasar. Penerapan strategi dilakukan dengan cara sosialisasi langsung. Dalam hal strategi posisi kompetitif, SMA Nurul Yaqin mempunyai keunikan serta keunggulan. Sedangkan dalam hal strategi campuran, strategi pemasaran pendidikan dilaksanakan dengan baik.

Kata kunci: Strategi, Pemasaran Jasa Pendidikan, Siswa Baru

ABSTRACT

The purpose of this study was to determine the marketing strategy of educational services in attracting new students at Nurul Yaqin High School in Tanjung Batu. The problems that occur are the time management is not right, the distribution of brochures is not effective, the marketing reach is not wide, and the number of people/parents of students who do not master Information Technology (IT) in the registration of new students. This study uses a qualitative method by using the type of field research field. The informants in this study were the principal, the head of the new student admissions committee, the new student admissions committee, parents, and students. Data collection techniques use the method of observation, interviews, and documentation. Technical analysis of data in this study using data reduction, data presentation, and data verification. The results of the study indicate that the marketing strategy of educational services in attracting new students at Nurul Yaqin Tanjung Batu High School, Ogan Ilir Regency can be said to have been going well in terms of the target market strategy of the market segment. Strategy implementation is done by direct socialization. In terms of competitive position strategy, Nurul Yaqin High School has uniqueness and advantages. Meanwhile, in the case of a mixed strategy, the education marketing strategy is well implemented.

Keywords: *Strategy, Educational Services Marketing, New Students*

INTRODUCTION

Education is an integral part of development. The educational process cannot be separated from the development process itself. The survival and progress of the nation, especially for developing countries, are determined by whether or not education is present. This makes the role of education felt very important for every nation.¹ Educational products are not the same as products in the business world (physical), educational products tend to be serviced. So education has a very important role in the future for survival.

Strategy is etymologically derived from the Greek "*strategos*" which means general or military commander.² Ahmad S. Adnan Putra said that the notion of strategy is an integrated part of a plan (planning), which in the end planning is a basic function of a management process. Rosary said that strategy is planning and

¹ Indra Bangkit Komara, "Hubungan Antara Kepercayaan Diri Dengan Prestasi Belajar Dan Perencanaan Karir Siswa SMP," *PSIKOPEDAGOGIA Jurnal Bimbingan Dan Konseling* 5, no. 1 (2016), <https://doi.org/10.12928/psikopedagogia.v5i1.4474>.p.3

² Maisah Maisah et al., "PENERAPAN 7P SEBAGAI STRATEGI PEMASARAN PENDIDIKAN TINGGI," *Jurnal Ekonomi Manajemen Sistem Informasi* 1, no. 4 (2020), <https://doi.org/10.31933/jemsi.v1i4.116>.p.2.

management to achieve certain goals in operational practice.³ So it can be said that the strategy is the long-term planning of an educational institution regarding when, where, and how to compete with the goals and objectives that have been set.

Strategy is seen as a program that includes the goals to be achieved, accompanied by specific actions or steps to achieve these goals as an effort to respond to the environment.⁴ So education also requires a good strategy to carry out the educational process by looking at the existing conditions and situations. So that in the process there are no obstacles and disturbances, both internal and external, involving institutions and the surrounding environment.

The strategy in marketing the right educational institution's products is to apply the principle of focusing on how to make the community as users satisfied.⁵ One of the right steps is to give a good (positive) impression or image to the community, the purpose of giving an impression (image) is a positive impression obtained by the community in accordance with one's understanding, knowledge, and experience of an educational institution. A good image generated by an organization will have a good impact on the educational institution, while the other hand a bad image will have a bad impact on the organization.⁶

Marketing is an activation process that is influenced by various social, cultural, political, economic, and managerial factors. As a result of these various influences, each individual and group obtain their needs and wants by creating, offering, and exchanging products that have commodity values.⁷ So marketing is a very important part of the ongoing survival.

The indicators of the educational marketing strategy applied in educational institutions are the target market strategy, competitive position strategy and mixed strategy. Thus the indicators of the educational marketing strategy applied in educational institutions consist of a target market strategy, namely identifying the market segment that will be the target market. The selection of market segments is based on demand that exceeds supply. So in this case the school divides the education

³ Rusadi Ruslan, *Manajemen Public Relations Dan Media Komunikasi, Konsep Dan Aplikasi*. (Jakarta: Grafindo Persada, 2008).p.37.

⁴ Imam Faizin, "Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Nilai Jual Madrasah," *Jurnal Madaniyah* 7, no. 2 (2017).p.262-263.

⁵ Afif Alfiyanto, "Manajemen Pemasaran Jasa Pendidikan Berbasis Budaya Religius," *Adaara: Jurnal Manajemen Pendidikan Islam* 10, no. 1 (2020), <https://doi.org/10.35673/ajmpi.v10i1.867>.p.54.

⁶ Sutisna, *Perilaku Konsumen Dan Komunikasi Pemasaran* (Bandung: Remaja Rosdakarya, 2003).p.331.

⁷ Eko Wahid, "Strategi Marketing Jasa Pendidikan Dalam Meningkatkan Image Pendidikan Di Lembaga Pendidikan Islam," *Transformasi : Jurnal Studi Agama Islam* 10, no. 1 (2017).p.3.

market based on the characteristics of the location (demography) and student behavior. This is done so that the marketing strategy that will be used by the school to attract the interest of service users adjusts to the needs of the community.

Then the competitive position strategy, is based on the privileges and advantages of the institution. In this case, competition between educational institutions offers each other the uniqueness and advantages of each school, as well as a mixed strategy, namely identifying certain elements that will later be promoted by the organization or institution in the form of products, locations, prices, promotions, people, processes. as well as evidence.

As with previous research conducted by Muhammad Mukhtar, it is known that marketing is an activity or approach that is always customer-oriented to make management decisions. Marketing should be done with careful planning, clear goals, and customer satisfaction oriented. Marketing in educational institutions is to form a good image of the institution and attract the interest of several prospective students. This is where the need for schools or madrasas to find out how prospective students see the school or madrasa they will choose. In addition, to find out the needs and attract customers (students), strategic steps can be taken, namely market identification, market segmentation, and positioning, product differentiation, marketing communications, and school services.⁸

A similar study was also conducted by Zayyin Saifuddin, et al., who showed that the implementation of marketing requires management because effective management will implement marketing education run well.⁹ In addition, research conducted by Devi Mulyani Sari, et al., shows that marketing in education is very necessary even though marketing in education itself is known as a non-profit-oriented business system. The focus of this marketing application is how to bring services closer to the wishes and satisfaction of students, which of course must be supported by the role of experts in their fields, adequate resources and facilities, and always improving the quality of graduates.¹⁰

⁸ Muhammad Mukhtar, "Pemasaran Dan Upaya Dalam Mempengaruhi Harapan Stakeholder Dalam Lembaga Pendidikan Islam," *Tarbawi: Jurnal Pendidikan Islam* 14, no. 2 (2017), <https://doi.org/10.34001/tarbawi.v14i2.621>. p.162.

⁹ Zayyin Saifuddin, Sya'roni Ma'shun, and Hinggil Permana, "Implementasi Manajemen Pemasaran Pendidikan Dalam Perspektif Islam," *El-Idare: Journal of Islamic Education Management* 7, no. 1 (2019).p.78.

¹⁰ d M Sari, M H Ginanjar, And ..., "Strategi Manajemen Pemasaran Pendidikan Di Masa Pandemi Covid-19 Dalam Meningkatkan Jumlah Siswa Di Smp Muhammadiyah Kota ...," ... *Islam: Jurnal ...*, 2022.p.362.

Based on my initial research observations through interviews with the Deputy Principal for Student Affairs of Nurul Yaqin Tanjung Batu High School that the school is in the marketing strategy of educational services to attract new students, namely by offering to the public that although the school is general in nature, in terms of education they emphasize religious matters. namely by teaching social sciences for example the Reciting Al-Qur'an, *marhabah*, *bezanji*. Then, most of the teaching staff are from state high schools and new students are usually given facilities such as school clothes for alumni of Nurul Yaqin Islamic Junior High School.

There are several reasons why researchers chose Nurul Yaqin Tanjung Batu High School as the research location, including having its own charm in the eyes of the community, as seen by the number of students who always increases every year at the time of New Student Admission (NSA). This shows that the surrounding community, especially Tanjung Batu District, gives more trust in this school. Having educators who are in accordance with their fields and able to work professionally becomes one of the factors that encourage students to excel, be disciplined, and feel comfortable, and calm while studying. Supported by a strategic location close to the highway, so the location is easily accessible by students and the community.

Meanwhile, from my next interview regarding the students who were accepted from 2019-2020 and 2020-2021, there was a 6% decrease from the previous year, so here we can find out what are the inhibiting factors that this must be investigated in more detail regarding the marketing strategy of education in Indonesia. attracting new students at Nurul Yaqin Tanjung Batu High School.

According to Sumatri, "strategy" implies a general pattern of activities that are structured to carry out an activity, which includes many components that must be regulated. Various activities carried out by humans require strategies to achieve the expected goals. Examples in the world of education are known as "learning strategies". Related to learning activities, the term strategy implies a general paradigm that is set by a student before carrying out learning activities.¹¹

Educational marketing is a social and managerial process of obtaining what is needed and wanted through the creation of offers, and the exchange of products of value with others in the field of education.¹² According to Muhaimin, the function of marketing in educational institutions is to form a good image of the institution and

¹¹ Rina Rachmawati and M. Yohanita Nirmalasari, *Strategi Pembelajaran* (Surabaya: CV. Jakad Media Publishing, 2020).p.3.

¹² Yoga Anjas Pratama et al., "Manajemen Pemasaran Pendidikan Di MTs Al-Ikhlas," *Jurnal Pendidikan Tambusai* 6, no. 2 (2022): <https://doi.org/https://doi.org/10.31004/jptam.v6i2.3741>.p.10108

attract the interest of a number of prospective students.¹³ Assauri stated that the marketing strategy is an integrated and comprehensive plan in the field of marketing that provides guidance on the activities to be carried out to achieve the company's marketing objectives, thus what is meant by an educational marketing strategy is the determination of the goals and objectives of activities in the form of promotions to distribute educational services for the sake of attracting students and retaining customers.¹⁴

Marketing aims to provide direction and purpose to the activities of educational institutions. In addition, the purpose of marketing is to make the company's or institution's products competitive because there is a difference in value with competitors.¹⁵ The marketing mix proposed by McCarthy, namely product, price, place, and promotion, known as the 4Ps, is still relevant, identifies the target market for goods and services sharply, develops the marketing mix, and is unique.¹⁶ So that the educational marketing strategy is a planned program in the form of promoting and distributing products, services, and ideas that are able to satisfy the desires of the target market to achieve a set of goals that have been determined by educational institutions.

The indicators of the educational marketing strategy applied in educational institutions are a) The target market strategy, which is to identify the market segment that will be the target market. The selection of market segments is based on demand that exceeds supply. So in this case the school divides the education market based on the characteristics of the location (demography) and student behavior. This is done so that the marketing strategy that will be used by the school to attract the interest of service users adjusts to the needs of the community, b) Competitive position strategy, which is based on the privileges and advantages of the institution. In this case, competition between educational institutions offers each other the uniqueness and advantages of each school, c) Mixed strategy, which identifies certain elements that will be promoted by the organization or institution in the form of products, locations, prices, promotions, people, process and evidence.¹⁷

¹³ Cucun Sunaengsih, *Pengelolaan Pendidikan* (Sumedang: UPI Sumedang Press, 2017), p.92

¹⁴ Maskub Abrori, "Strategi Pemasaran Lembaga Pendidikan Untuk Meningkatkan Jumlah Peserta Didik Di PG/TK Samarinda," *SYAMIL: Jurnal Pendidikan Agama Islam (Journal of Islamic Education)* 3, no. 2 (2015), <https://doi.org/10.21093/sy.v3i2.245>, p.229.

¹⁵ M Munir, "Manajemen Pemasaran Pendidikan Dalam Meningkatkan Kuantitas Peserta Didik," *Intizam: Jurnal Manajemen Pendidikan Islam* 1, no. 2 (2018).

¹⁶ Afdillah Firdaus, "Pengaruh Strategi Pemasaran Terhadap Minat Konsumen Membeli Produk Perumahan," *Jom Fisip* 4, no. 1 (2017), p.3.

¹⁷ Kotler, *Manajemen Pemasaran Di Indonesia: Analisis, Perencanaan, Implementasi Dan Pengendalian.*, Jakarta : Penerbit Salemba Empat, 2011.p.234.

So that the indicators of the educational marketing strategy are of 3 kinds, namely the target market strategy, namely the marketing strategy that will be used by schools to attract service users according to the needs of the community, and the competitive position strategy, which is based on providing on the privileges and strengths of the institution or competition between educational institutions offering each other. the uniqueness and advantages of each school, the mixed strategy is to identify certain elements that can be promoted by the organization in the form of product, location, price, promotion, people, process, and evidence.

I Indicators of acceptance of new students are carried out by a) Objectives are attitudes that must be upheld for someone to view activity. This means that the implementation of new student admissions is by the provisions set by the school starting on the distance from residence to school, age, school test scores, and academic/non-academic achievements. b) Accountability is being accountable to the regulations. the implementation of new student admissions results and existing procedures must be accountable to the community, c) Transparent is a decision taken and in its implementation is carried out in a way or mechanism that follows the rules or regulations set by the institution. This means that the implementation of new student admissions is carried out openly and known to the public. d) Non-Discrimination is a service that is fair to certain individuals, where this service is made based on the characteristics of the individual. This means that in selecting new students the school must be fair and should not discriminate between students.

So that the indicators of new student acceptance consist of four, namely the first objective, namely the acceptance of students by the provisions of an educational institution, and the second is accountable, namely in the acceptance of students who are accepted and can be accounted for by existing rules, and the third is transparent, namely in the acceptance of students. open or known to the public. Fourth, without discrimination, namely a fair service to new students.

RESEARCH METHODS

The type of research in this research is field research which is qualitative in nature, namely field research whose data is obtained directly from the field, either in the form of observations, interviews, and documentation. While the purpose of qualitative is field research using theories without using statistical formulas.¹⁸

Research informants are people who are believed to have broad knowledge about the problem being studied. According to the qualitative research process, it

¹⁸ Lexy Meolong, *Metedologi Penelitian Kualitatif*, PT.Remaja Rosadakarya, 2016.p.75.

begins by determining the person who is the key informant and the supporting informant who is the trusted informant.¹⁹

Qualitative data collection was carried out on informants using interview guidelines by the research objectives. To obtain valid and reliable information, a voice recorder is used and added to the recording.²⁰

the new student admissions committee, and the new student admissions committee. This data was obtained and collected by researchers directly from the field in the research process through interviews. Meanwhile, the supporting informants in this study were the guardians of students, documents, and archives related to the marketing strategy of education in attracting new students. Data collection techniques used in this study were through interviews, observation, and documentation. While the data analysis technique researchers used the theory of Miles and Hiberman, consisting of data reduction, data presentation, and verification.

RESULTS AND DISCUSSION

Results

From the results of observations that have been made that the target market strategy of the market segment in implementing the strategy is carried out direct socialization to Junior High School and Islamic Junior High School in several sub-districts including Tanjung Batu, Indralaya and Payaraman, the socialization is carried out by students and teachers of Nurul Yaqin High School. But during the COVID-19 pandemic, the market segment was carried out by distributing brochures about school profiles on social media, especially through the school's Facebook, distributing motivational videos from the alumni of the high school who had been successful. Then the quality of education at Nurul Yaqin High School is good, namely all teachers attend trainings and seminars.

According to Mr. Soryanto as deputy principal of Nurul Yaqin Tanjung Batu High School, regarding the marketing preparation used, considering the educational background and facilities provided:

"Nurul Yaqin High School in preparing educational marketing to implement strategies, namely there are two strategies, firstly by utilizing alumni who have been successful to be able to work together in marketing education to attract students' interest, alumni make interesting videos such as videos to motivate students new. Second, by utilizing several elements related to Nurul Yaqin High School, for example

¹⁹ Rukin, "Metodologi Penelitian Kualitatif," *Yayasan Ahmar Cendekia Indonesia*, 2019.p.75.

²⁰ Dadang Munandar, "Analisis Penentuan Segmen, Target, Dan Posisi Pasar Home Care Di Rumah Sakit Al-Islam Bandung," *Majalah Ilmiah UNIKOM* 6, no. 2 (2011).p.238.

the teacher council, students. Then, in improving the quality of education, Nurul Yaqin High School regularly holds activities, for example in the end of semester activities all teachers are given training to improve the quality of learning. So far, what we have done to improve the quality of the teacher council may not be 100% possible, but it is satisfactory because from time to time there has been an increase in the quality of education.”

To obtain other information or actual data, he was also asked by the chairman of the new student participant committee, namely Mr. Yayan Eryandi, he said:

“Our efforts in marketing this high school education are that we carry out socialization from junior and high school students in the Kec. Tanjung Batu, Indralaya, and Payaraman, from the three sub-districts are approximately 10 KM away from Nurul Yaqin High School. In implementing our strategy, we apply a strategy of introducing the vision and mission as well as the advantages of Nurul Yaqin High School. Nurul Yaqin High School in improving the quality is one of them through the teaching staff, namely training at the district level (GMP), at the school level which is held at least once a semester. We invite competent resource persons who teach about education and about teaching character to students. student. The strategy carried out by Nurul Yaqin High School 85-90% has been achieved both in teaching education and teaching character to students.”

The same thing was also conveyed by Mr. Muhammad Yulizar Asif as the Committee for Admission of New Students at SMA Nurul Yaqin, he said that:

“Our effort in implementing the strategy is to conduct direct outreach to schools in the Kec. Tanjung Batu, Indralaya, Payaraman. But in the state of the covid-19 pandemic, so for the segment, namely the strategy we did in accepting new students, we spread profile videos about Nurul Yaqin High School which were uploaded on social media. Nurul Yaqin High School in improving the quality before students, we first prepare educators, namely by participating in seminar activities on education technologies that are developing as they are today, this is so that educators master the developing technology. Then for students we hold meetings, for example by holding training on computers, this is useful during the implementation of the National Examination (UN) and it is hoped that students can also master technology as it is today. The strategy carried out by Nurul Yaqin High School has been as expected”.

While the results of the interviews were conducted, it can be concluded that the target market strategy of the market segment in implementing the strategy is to disseminate information to schools in the district. Tanjung Batu, Indralaya, and Payaraman by distributing videos about the vision and mission as well as the advantages of Nurul Yaqin High School. Then in improving the quality of education,

Nurul Yaqin High School regularly holds and participates in training and seminars at the end of the semester, so that the target market strategy at Nurul Yaqin High School is currently good or as expected.

In connection with the above, the following are the educational marketing strategies that schools need to have, which contain the following meanings: 1) Brands or brands, namely names that are recognized and the values inherent in the community; 2) Service, namely the value relating to the provision of services to service users. In this case, the service quality of the institution needs to be continuously improved to achieve customer satisfaction; 3) Process, namely the value related to the principle of educational institutions to involve all personnel in marketing activities. Each personnel has a role and responsibility to provide satisfaction to service users.

A competitive position strategy is based on the privileges and advantages of the institution. In this case, competition between educational institutions offers each other the uniqueness and advantages of each school. Based on the results of observations that have been made that the uniqueness and excellence of Nurul Yaqin High School, it is true that this school equips students in social sciences other than science and knowledge, from the beginning of entering school students, are taught about *Marhaba, zanji*, prayer, and *tahlil* and every Friday this school is there. a Friday taqwa program was carried out quite well and before each class, the students were gathered in front of the class to pray and given motivations before learning.

Mr. Soryanto as Deputy Principal of SMA Nurul Yaqin Tanjung Batu said that the competitive position strategy at SMA Nurul Yaqin includes uniqueness or characteristics, innovation, and excellence:

"Nurul Yaqin High School has something unique, namely promoting community activities such as local content that is beneficial for students and the community, in this case, social activities are taught such as *Marhaba, berzanji*, prayer, and *tahlil*, and every Friday this school has a Friday piety program, although this high school is general-based, it is very useful for the community because it is one of the traditions of this area so people are very interested in it. The uniqueness of Nurul Yaqin High School employees who support the implementation of competitive strategies is that the teacher council can teach community activities such as *Marhaba, berzanji*, prayer, and *tahlil* as well as student activities in memorizing the Koran. Nurul Yaqin in creating products in future marketing is that we always try to improve the quality of education and learning so that does not lag behind the times, namely by preparing various kinds of facilities and infrastructure. The advantage of Nurul Yaqin High School for this area is that it is the second-best school because we have advantages compared to other private

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schools, such as many achievements in the field of sports to the national level, and good facilities.”

Then according to Mr. Yayan Eryandi chairman of the New Student Admissions committee, he said that::

“Nurul Yaqin High School makes unique service products, including our students who have the advantage that students are taught about religion such as giving zanji, Marhaba and various other things, many people use it in community activities. So basically the services we offer are about community worship. The unique skills possessed by employees of Nurul Yaqin High School to support the implementation of competitive strategies are at the time of teacher recruitment, the chosen teacher must at least be able to read and write the reciting Al-Qur'an, and must understand religion. Meanwhile, the things that are created in the marketing of education that is carried out by Nurul Yaqin High School apart from religion, we also apply science and technology, then the competitive advantage possessed by Nurul Yaqin High School is to strengthen community worship in accordance with the vision and mission.”

The same thing was also conveyed by Mr. Muhammad Yulinizar Asif as the Committee for Admission of New Students at Nurul Yaqin High School, he said:

“Nurul Yaqin High School makes unique service products that are different from other schools, namely students are taught to pray, Marhaba, which is usually done by the people of this area. So students are expected when they graduate to get not only knowledge but also equipped with social science earlier. Meanwhile, to support the implementation of strategies other than human resources that have been fulfilled, Nurul Yaqin High School teachers have special skills to teach religion, then Nurul Yaqin High School innovations in the field of education we prepare facilities and infrastructure, during the covid-19 pandemic. we emphasize students understand online learning. The advantage in implementing new student admissions is that we hold more socialization, namely by distributing brochures, and videos, so that new students are interested.”

The advantages of the Nurul Yaqin High School, according to Mrs. Maya the student's guardian, said:

"The quality provided by the Nurul Yaqin High School is that the school is public but the program is prioritized in the religious field, this school is private but the best is second after the State High School, this school is also free and provides school equipment for the alumni of Nurul Yaqin Islamic Junior High School such as school clothes and Teachers who teach are usually from state high schools or civil servants, this is what high schools do to do education marketing, usually marketing is done by distributing brochures to students and student's parents."

Then according to Azza Amelia as a student said: "The quality provided by High School is adequate for learning, school socialization was carried out during the pandemic. We saw brochures on social media through the Facebook application and then registered online, Nurul Yaqin Islamic Junior High School alumni were given facilities such as school uniforms and free financing, while those who are not alumni are only given free financing, at the beginning of high school the parents of students who have left are assisted."

Meanwhile, from the results of the interview, it can be concluded that Nurul Yaqin High School has a unique superiority, namely that although this high school is general in nature and teaches students science and knowledge, this school teaches its students about social science in the form of worship in accordance with the traditions of the surrounding area. his son is at Nurul Yaqin High School. Mixed Strategy, namely identifying certain elements that will be promoted by the organization or institution in the form of products, locations, prices, promotions, people, processes, and evidence.

From the results of observations made that Nurul Yaqin High School is a private high school in the form of a foundation located on the side of the highway, in terms of financing the Nurul Yaqin High School is carried out the learning process for free. The service products owned by Nurul Yaqin High School, namely in terms of facilities and infrastructure, are quite good and Nurul Yaqin High School places more emphasis on religious knowledge, especially social science, as well as in the implementation of student admissions at Nurul Yaqin High School during the COVID-19 pandemic, this has decreased due to the level of graduation from Junior High School or Islamic Junior High School in a school graduates are few.

Mr. Soryanto as deputy principal of Nurul Yaqin High School said that the elements that will be promoted by Nurul Yaqin High School include location, service products, and in terms of financing, namely:

"Nurul Yaqin High School is located in the middle of the community which is strategically located on the edge of the highway, this school is a private school but in terms of financing this school is free but the facilities and infrastructure here are complete to support the implementation of learning and teaching. The service products owned by Nurul Yaqin High School are different from other schools because apart from emphasizing science and technology, this school must emphasize religious knowledge, especially in the social field. Students accepted in 2019-2020 and in 2020-2021 experienced a decline because during the covid-19 pandemic we saw that at least several junior high schools and Islamic Junior High School students graduated so there was a decline in new student admissions."

Followed by the results of the researcher's interview with the chairman of the new student acceptance committee, Mr. Yayan Eryandi, he said:

"Nurul Yaqin High School is a private school in the form of a foundation, but this school is free, the service product of Nurul Yaqin High School is that this school I see from the facilities and infrastructure is good and sufficient, besides that we have prepared a curriculum for 3 years by including a curriculum content local community which contains about community worship and every Friday we also hold a Friday taqwa. While the marketing strategy is to go directly to the field, during the current covid-19 period we are distributing videos about the profile of Nurul Yaqin High School with the help of alumni who have been successful. Meanwhile, students usually increase from year to year by 30%, but during the current pandemic, there is a decrease of 15%."

The same thing was conveyed by the Committee for Admission of New Students at Nurul Yaqin High School, namely Mr. Muhammad Yulinizar Asif, he said:

"Nurul Yaqin High School in terms of funding is free of charge because this school is free, the funds obtained by this school come from foundations, school operational assistance funds provided by the central government and free school funds provided by the provincial government. Meanwhile, the service products prepared by the Nurul Yaqin High School are that in addition to students being provided with knowledge and knowledge, students are also equipped with social sciences such as in community worship. Then regarding students this year there is a decrease compared to last year."

From some of the results of the interviews above, it can be concluded that the marketing strategy of education in accepting new students at Nurul Yaqin High School has been implemented well, starting at the time of acceptance of new students who immediately went into the field to conduct socialization, distribute brochures to nearby schools, but after During the covid-19 pandemic, this was done by sharing videos about the profile and vision and mission of the school supported by alumni who have become successful people. At the time of socialization, the services offered were providing school equipment for the alumni of Nurul Yaqin Islamic Junior High School such as school clothes and teachers who taught usually from State High Schools or Civil Servants but this was given free of charge.

The funds obtained by this school come from foundations, school operational assistance funds provided by the central government and free school funds provided by the provincial government. Meanwhile, the service products prepared by the Nurul Yaqin High School are that in addition to students being provided with knowledge and knowledge, students are also equipped with social sciences. However, the acceptance

of new students in 2020-2021 has decreased by 6% from the previous year, this is due to the low graduation rate from Junior High School and Islamic Junior High School in a graduate school. The following students were accepted at Nurul Yaqin High School Tanjung Batu:

Table 1
Student Data Received

No	Year	Students Accepted		Total
		M	F	
1	2019-2020	90	98	188
2	2020-2021	67	90	157

Discussion

To find out the marketing strategy of education in attracting new students at Nurul Yaqin High School Tanjung Batu. Direct research has been carried out, in this case, interviews were conducted with the principal, the head of the new student admissions committee, the new student admissions committee, parents, and students. In the education marketing strategy, some indicators must be considered, including the target market strategy, competitive position strategy, and mixed strategy. Here is the explanation. The target market strategy is to identify the market segment that will be the target market. The selection of market segments is based on demand that exceeds supply. So in this case the school divides the education market based on the characteristics of the location (demography) and student behavior.

A competitive position strategy is based on the privileges and advantages of the institution. In this case, competition between educational institutions offers each other the uniqueness and advantages of each school. Mixed Strategy, namely identifying certain elements that will be promoted by the organization or institution in the form of products, locations, prices, promotions, people, processes, and evidence.

The education marketing strategy in attracting new students at the Nurul Yaqin High School Tanjung Batu, Ogan Ilir Regency can be said to have gone well in terms of the target market strategy of the market segment in implementing the strategy carried out direct socialization to Middle School and Islamic Junior High School schools in several sub-districts including Tanjung Batu, Indralaya and Payaraman. Then the quality of education at Nurul Yaqin High School is good and in terms of competitive position strategy Nurul Yaqin High School has uniqueness and advantages, namely,

although it is general and teaches students science and knowledge, this school teaches its students about social science in the form of worship by tradition local communities.

CONCLUSION

Based on the results of the research and discussion that researchers have done regarding education marketing strategies in attracting new students at Nurul Yaqin High School Tanjung Batu through interviews, observation, and documentation, it can be concluded that: The education marketing strategy in attracting new students at Nurul Yaqin High School Tanjung Batu, Ogan Ilir Regency, can be said to have been going well. This can be seen from 1) in terms of the target market strategy of the market segment, the strategy is carried out by direct socialization to Junior High Schools and Islamic Junior High School in several sub-districts, namely Tanjung Batu, Indralaya, and Payaraman. The socialization was carried out by students and teachers of Nurul Yaqin High School; 2) in terms of competitive position strategy, Nurul Yaqin High School has uniqueness and advantages, namely, although this high school, in general, teaches students science and knowledge, this school teaches students about social science in the form of worship by the traditions of the surrounding area so that this makes most people interested in sending their children to Nurul Yaqin High School; and 3) in the case of a mixed strategy, the education marketing strategy in accepting new students was carried out well, namely at the time of socialization, the services offered were providing school supplies for the alumni of Nurul Yaqin Islamic Junior High School, such as school clothes.

The supporting factors of the educational marketing strategy in attracting new students are 1) the existence of products that meet the needs and desires of the community; 2) free school fees; 3) strategic location; 4) human resources who carry out their duties properly; and 5) supporting physical buildings. While the inhibiting factors are 1) in terms of promotion and process, time management is not right; and 2) the distribution of brochures is less effective.

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