

EDUCATION MARKETING STRATEGY IN AL-AMALUL KHAIR PALEMBANG ISLAMIC JUNIOR HIGH SCHOOL

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui tentang startegi pemasaran pendidikan yang dilakukan oleh sekolah MTs Al- Amlaul Khair Palembang, serta faktor yang mempengaruhi startegi pemasaran pendidikan di MTs Al- Amlaul Khair Palembang. Metode penelitian ini berbentuk deskriptif kualitatif, teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Informan kunci dalam penelitian ini ialah kepala sekolah, dan informan pendukungnya ialah tenaga pendidik, tenaga kependidikan, siswa dan masyarakat sekitar sekolah MTs Al- Amlaul Khair Palembang. Hasil peneltian ini menunjukkan bahwa sekolah MTs Al- Amlaul Khair Palembang telah menerapkan strategi pemasaran pendidikan yang cukup baik, beberapa program dan pelayanan yang ditawarkan dan dapat menarik minat serta selera masyarakat, kegiatan promosi yang dilakukan sekolah cukup baik dan dibentuk tim khusus untuk mempromosikan pendidikan. Kegiatan promosi yang dilakukan sekolah seperti, memasang spanduk, menyebar brosur, memasang iklan dan sosialisai ke sekolahan lain. Ada yang unik dalam promosi di MTs Al- Amlaul Khair Palembang yaitu “menjemput bola”, yang mana pihak sekolah memerikan brosur ke setiap siswa dan siswa menyebarnya ke alamatnya masing-masing, jika siswa tersebut berhasil membawa calon siswa baru, maka siswa tersebut diberi hadiah dari sekolah.

Kata kunci: Strategi, Pemasaran Pendidikan, Madrasah Tsanawiyah

ABSTRACT

This study aims to find out about the education marketing strategy carried out by the Al-Amlaul Khair Islamic Junior High School, as well as the factors that influence the education marketing strategy at the Al-Amlaul Khair Islamic Junior High School. This research method is in the form of qualitative descriptive, data collection techniques using observation, interviews, and documentation. The key informant in this study was

the principal, and the supporting informants were educators, education staff, students, and the community around the Al-Amlaul Khair Islamic Junior High School. The results of this study indicate that the Al-Amlaul Khair Islamic Junior High School has implemented a fairly good educational marketing strategy, several programs and services are offered and can attract public interest and taste, the promotional activities carried out by the school are quite good and a special team has been formed to promote education. Promotional activities carried out by schools include placing banners, distributing brochures, placing advertisements, and outreach to other schools. There is something unique about the promotion at Al-Amlaul Khair Islamic Junior High School, namely "picking up the ball", in which the school gives a brochure to each student and students distribute it to their respective addresses, if the student succeeds in bringing in a new student, the student will be given a prize. from school.

Keywords: *Strategy, Educational Marketing, Islamic Junior High School*

INTRODUCTION

Education is a process of changing the mindset, appreciation, and habituation of humans to become human. School is one of the educational unit institutions, although most people often identify the school with education. Education is a vehicle for changing human civilization. Education is a service product that is produced by non-profit educational institutions so that the results of the education process are visible.¹

Competition in the world of education is so tight, many educational institutions are abandoned by consumers, so that in recent years there have been many mergers of several educational institutions.² The administrator's ability to understand educational marketing is a requirement in maintaining and enhancing the growth of the institution. There are key components that can be used as material for analysis to understand educational marketing concepts, such as the market concept. A market is a place for interacting and transacting to increase the expectations, wants, and needs of prospective customers so that potential customers become stimulated to have the products offered by issuing the agreed rewards.³

Educational marketing is interpreted as marketing communication, examining the potential process of students and showing the success of education in educational institutions, where each student is considered a client of educational products,

¹ Tim Dosen Adpen UPI, *Manajemen Pendidikan* (Bandung: Alfabeta, 2015).hlm.334.

² 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>.hlm.53.

³ UPI, *Manajemen Pendidikan*.

educational marketing experts say that education can be marketed in a social, ethical and educationally responsible way. The term educational marketing is characterized by the launch of several publications, such as how to promote educational institutions based on the marketing model.⁴

Educational marketing is something that absolutely must be implemented by schools.⁵ Besides being shown to introduce, the function of marketing in educational institutions is to form a good image of the institution and attract the interest of several prospective students. For this reason, educational institutions are required to carry out educational marketing strategies to maintain and increase the number of existing students.⁶

The purpose of the educational marketing strategy is of course embedded values of trust in the minds of every consumer which will ultimately increase the number of students at the institution. In the education marketing strategy, there is a promotion strategy in which this promotion is a supporter of educational marketing activities that are often used by every school. Promotional strategies that we often encounter include distributing brochures, and pamphlets, via the internet, placing advertisements, installing billboards, and installing banners, and others.⁷

To research conducted by Dian et al., it is known that the marketing strategy of educational services in madrasas is carried out simply, but still pays attention to marketing management, elements of marketing strategy, and strengthening the marketing mix, namely planning, organizing, implementing, and evaluating.⁸ In addition, the research conducted by Syaifuddin, et al., it is known that madrasa managers must be willing to be more open and do not need to feel allergic to marketing concepts that have recently begun to be intensively rolled out into the realm of education, because it is through understanding and applying new theories. This theory

⁴ Suhelayanti, *Manajemen Pendidikan* (Medan: Yayasan Kita Menulis, 2020).hlm.142.

⁵ Febriyanti et al., "Peran Humas Dalam Manajemen Pemasaran Jasa Pendidikan Di MA Al-Mu'awanah Pamulutan Ogan Ilir," *E-Qien: Jurnal Ekonomi Dan Bisnis* 10, no. 1 (2022): 467–71, <https://doi.org/https://doi.org/10.34308/eqien.v10i1.561>.hlm.468.

⁶ Sugeng Prabowo Muhaimin, Sutiah, *Manajemen Pendidikan Aplikasi Dalam Penyusunan Rencana Perkembangan Sekolah/Madrasah* (Jakarta: Kencana, 2009).p.101.

⁷ Muhaimin, Sutiah.p.101.

⁸ Dian, Ilis Rosbiah, and Ari Prayoga, "Implementasi Strategi Pemasaran Pendidikan Di Madrasah," *Dirasah: Jurnal Studi Ilmu Dan Manajemen Pendidikan Islam* 3, no. 1 (2020), <https://doi.org/10.29062/dirasah.v3i1.73>. p. 8.

about marketing will help each madrasah institution more in dealing with the tight climate of competition in the current era of globalization.⁹

In addition, research conducted by Kismiyati shows that market segmentation is one of the first elements in a marketing competition strategy. Market segmentation is the act of identifying and forming separate groups of buyers or consumers. Each of these consumers has its characteristics, product needs, and marketing mix.¹⁰

According to an explanation from one of the education staff at Al-Amalul Khair Islamic Junior High School about the promotion carried out by the school, it was distributing brochures to elementary schools, such as conveying socialization and introducing the Al-Amalul Khair Islamic Junior High School, placing banners on the roadside, and via the internet, like Facebook, Instagram, and WhatsApp.

Al-Amalul Khair Islamic Junior High School has a fairly large number of students, amounting to approximately 571 male and female students. The number of students owned by Al-Amalul Khair Islamic Junior High School is quite large and there are students from outside the Palembang area, such as the Banyuasin area and other areas. This is what attracted the attention of researchers to research there because having quite a lot of students and having students from outside the Palembang area raises the question, what are the advantages of this school and what kind of marketing strategy is used by Al-Amalul Khair Islamic Junior High School so that it can attract the interest of students to study there. So with this, the school has advantages and many are familiar with the school, so students who live from outside Palembang can be interested in attending Al-Amalul Khair Islamic Junior High School.

RESEARCH METHODS

The type of research that researchers use is a type of field research that is qualitative, namely data obtained directly from the field, both from observations, interviews, and documentation.¹¹ A qualitative approach is an intensive search using scientific procedures to produce narrative conclusions both verbally and in writing based on the analysis of certain data. Intensive search means researching diligently,

⁹ Syaifuddin Syaifuddin et al., "Strategi Pemasaran Pendidikan Madrasah Tsanawiyah Bali Bina Insani Di Daerah Minoritas-Muslim Tabanan Bali," *Jurnal Pendidikan Agama Islam (Journal of Islamic Education Studies)* 7, no. 2 (2019), <https://doi.org/10.15642/jpai.2019.7.2.107-124>.p.108.

¹⁰ Kismiyati, "Strategi Pemasaran Madrasah Dalam Upaya Meningkatkan Jumlah Peserta Didik Di Madrasah Ibtidaiyah Imam Puro Sutoragan Kecamatan Kemiri Kabupaten Purworejo," *Ibtida- Jurnal Kajian Pendidikan Dasar* 1, No. 1 (2021), <https://doi.org/10.33507/Ibtida.V1i1.195>.p.94.

¹¹ Choid Naibulo, *Metodologi Penelitian* (Bandung: Remaja Rosdakarya, 1986).p.13.

patiently, for a long time, and being involved in a phenomenon until it gets its previous meaning.¹²

RESULTS AND DISCUSSION

Education Marketing Strategy at Al-Amalul Khair Islamic Junior High School

In order to facilitate the running of an institution, the institution should carry out a strategy to achieve its goals and objectives. Marketing strategy is a process carried out based on the point of view of what is desired and aims to achieve the expected desires. Basically, the marketing strategy is comprehensive in the field of marketing which provides an overview of the marketing strategy that will be carried out to achieve the marketing goals itself. The strategy is carried out so that consumers can be interested in buying the products or services they want and need, what's more, the competition is very tight every year.¹³

Based on the results of observations, documentation, and interviews, it is known that Al-Amalul Khair Islamic Junior High School, is not only a way to pick up the ball in the sense of distributing brochures to students and students distributing brochures to their respective addresses, but the school also carries out socialization to elementary schools, distributing brochures to the community around and put up banners or banners to the streets and also advertise the school through social media, such as Facebook, WhatsApp and Instagram. This is done by the school so that it can be known by the outside community about Al-Amalul Khair Islamic Junior High School and can also increase the number of students at Al-Amalul Khair Islamic Junior High School.

1. Target Marketing Strategy

Educational institutions need to target the market they are going to, because determining this target market is needed to find out all the needs of customers or consumers.¹⁴ The school must carefully determine this target market strategy in order to determine what educational program is in accordance with the needs and desires of the community. According to the data taken, the following are potential markets that can be categorized by Al-Amalul Khair Islamic Junior High School Palembang:

¹² I Wayan Suwendra, *Metodologi Penelitian Kualitatif Dalam Ilmu Sosial, Pendidikan, Kebudayaan, Dan Keagamaan*, NilaCakra Publishing House, Bandung, 2018.p.7.

¹³ Dimas Hendika Wibowo, Zainul Arifin, and Sunarti, "Analisis Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM (Studi Pada Batik DiJeng Solo)," *Jurnal Administrasi Bisnis (JAB)* 29Widiastu, no. 1 (2015): 59–66.p.4.

¹⁴ Henry Sumurung Octavian, "Manajemen Pemasaran Sekolah Sebagai Salah Satu Kunci Keberhasilan Persaingan Sekolah," *Jurnal Pendidikan Penabur*, no. No 05/Th.IV (2005).p.42.

a. Demographic Segmentation

The demographic segment is a segment that makes market groups based on the identification of age, education, gender, number of families, and income.¹⁵ Based on the results of observations, interviews, and documentation, it is known that demographic segmentation is a segment that identifies the age and gender of students. This is to determine the target market or target schools to get consumers. At Al-Amalul Khair Islamic Junior High School itself, the age grouping of students starts from the age of 12-15 years, when the students are just entering their teens.

Table 1.
The State of the Students of Al-Amalul Khair Islamic Junior High School for the 2021/2022 Academic Year

Kelas	Jumlah			Rombel
	Laki-laki	Perempuan	Jumlah	
VII	111	75	186	6
VIII	103	72	175	6
IX	127	83	210	7
Jumlah	341	230	571	19

b. Geographic Segmentation

This segment is identified by region, climate, population density, or market physical conditions.¹⁶ Based on the results of observations, interviews, and documentation, it is clear that the geographical segmentation owned by Islamic Junior High School Al-Amalul Khair already has a strategic location seen from its supporting factors, namely being close to urban areas, quite good road access, location with universities and other schools, and close to the regional head office in Palembang.

¹⁵ Bunyamin, *Manajemen Pemasaran* (Malang: CV. Literasi Nusantara Abadi, 2021).p.26.

¹⁶ Bunyamin.p.27.

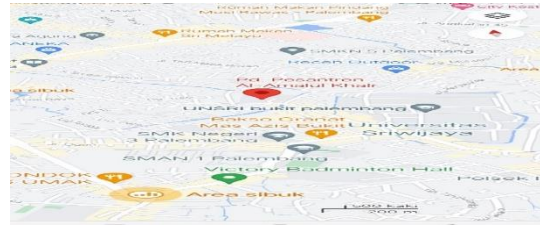


Figure 1. Map of the location of Islamic Junior High School Al-Amalul Khair Palembang

c. Psychographic Segmentation

Psychographic segment is a segment that identifies consumers based on people's lifestyles and consumer personalities by observing a person's activities, tastes, opinions or interests.¹⁷ Based on the results of observations, interviews, and also documentation that Al-Amalul Khair Islamic Junior High School, this psychographic segment is a segment that looks at the psychology of children of Islamic Junior High School age, from this the students at Al-Amalul Khair Islamic Junior High School are students who have just entered adolescence, which is a period of instability and does not yet have their own identity, therefore children who choose a dormitory or boarding school in their school, they must be independent in carrying out their daily lives at Al-Amalul Khair Islamic Junior High School, of course, they are also guided by religious knowledge.

d. Benefit Segmentation

The benefits segment is a segment that focuses on the expected use of a product or service that is offered and provided. In terms of the benefits of the expected product to the wishes and needs of its customers.¹⁸ The benefits segment is a segment that focuses on the expected use of a product or service that is offered and provided. In terms of the benefits of the expected product by the wishes and needs of its customers. Based on the results of interviews, observations, and also documentation above, Al-Amalul Khair Islamic Junior High School is a school that emphasizes Islamic sciences in all its learning activities. Starting from student behavior to school programs that highlight Islamic activities.

¹⁷ Ahmadintya Anggit Hanggraito and Ni Made Gandhi Sanjiwani, "Tren Segmentasi Pasar Dan Perilaku Wisatawan Taman Bunga Amaryllis Di Era 4.0," *Journal of Tourism and Creativity* 4, no. 1 (2020), <https://doi.org/10.19184/jtc.v4i1.14476>.p.47.

¹⁸ Atika and Imam Machali, "Segmentasi Dan Positioning Jasa Pendidikan Di MAN Yogyakarta III," *Jurnal Manajemen Pendidikan Islam*, vol. 1, 2016.p.155.



Figure 2. Grand graduation of Students at Al-Amalul Khair Islamic Junior High School

2. Competitive Positioning Strategy

Based on the results of the search for school data that are close to the Al-Amalul Khair Islamic Junior High School, namely in Ilir Barat 1 District, Palembang City, there are similar schools and are close to the Al-Amalul Khair Islamic Junior High School, namely one State Islamic Junior High School and another private Islamic Junior High School and also the same as Al-Amalul Khair Islamic Junior High School which is a private school. The data is only limited to sub-districts, when viewed from the competition throughout the city of Palembang, there are many schools that are the same as Al-Amalul Khair Islamic Junior High School which are engaged in religious sciences. By having increasingly fierce competition, the school must carry out a competitive market positioning strategy, including:

a. Structure Difference

Based on the results of observations, interviews, and also the documentation, Al-Amalul Khair Islamic Junior High School is a private school under the auspices of the foundation. In contrast to state schools, which are under the auspices of the government. This private school, Al-Amalul Khair Islamic Junior High School, places more emphasis on religious sciences, in contrast to public schools which emphasize other general sciences.



Figure 3. Organizational structure

b. Curriculum Difference

Based on the results of the observations and interviews, Al-Amalul Khair Islamic Junior High School uses the 2013 curriculum and also the school's more religious flagship programs, such as studying the yellow book, as well as other books that are by Islamic teachings.



Figure 4. Teaching and Learning Process

c. Differences in Teaching and Learning Styles

Based on the results of observations, documentation, and interviews, Al-Amalul Khair Islamic Junior High School is a school that implements dormitories, so the teaching and learning process in the school is longer than in schools that do not apply dormitories. In the teaching and learning process in the classroom, the teacher uses the lecture method more, this is also because children at that age are always directed. So that the teachers at Al-Amalul Khair Islamic Junior High School on average use the lecture method, to reduce children's boredom, the teacher also changes the learning method with the question and answer method.

d. Difference between Philosophy and Religion

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Based on the results of observations, interviews, and documentation it is known that Al-Amalul Khair Islamic Junior High School is a school that has a vision and mission of emphasizing religious knowledge in achieving that vision and mission, the school provides programs that can achieve these goals, such as, praying *dhuha* in the congregation, must memorize *juz amma* and other programs.



Figure 5. Duha prayer and Juz amma

e. Differences in Student Ability Range

Based on the results of observations, interviews, and also documentation, it is known that the ability of students at Al-Amalul Khair Islamic Junior High School is seen from the learning process that takes place and also assessments between subject teachers and is recorded in student report cards, so it can be seen from the acquisition of grades that students have and the subjects studied. stand out from the students. Therefore, the ability of these students can be seen.



Figure 6. Distribution Of Student Report Cards To Student Guardians

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CONCLUSION

The education marketing strategy at Al-Amalul Khair Islamic Junior High School is implemented to 1) determine the target market. The school is sufficient to understand every development of the environment and conditions of community needs; 2) Amid competition, schools carry out a competitive market positioning strategy by identifying several competitive schools and carrying out education by emphasizing the cultivation of religious knowledge.

For the Al-Amalul Khair Islamic Junior High School, it is better to further improve their education promotion by utilizing modern media, such as YouTube, Google, and others, thus making the name of the school spread to the wider community and making the public interested in Al-Amalul Khair Islamic Junior High School. Al-Amalul Khair Islamic Junior High School should further add other superior activities in the general field, not only in the religious field but other general fields must also be mastered by the students of Al-Amalul Khair Islamic Junior High School, so they can compete with other schools. Educators and education staff are expected to always provide good service and always maintain the quality of education both in the non-academic and academic fields, so that people continue to believe in the Al-Amalul Khair Islamic Junior High School.

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