

The Strategy of School Marketing in Admission New Students at MAS Ruhul Islam Anak Bangsa Aceh Besar District

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ABSTRACT

Background. Technological developments require educational institutions to design strategies in order to determine the target of students or people parents of the right students, so that educational institutions can make it easier to adjust between programs or activities produced with the goals of educational institutions.

Purpose. Research objectives In general, students or parents will be interested in educational institutions that have several superior marketing factors such as the activity programs offered, strategic location, and adequate facilities and infrastructure to support the implementation of effective learning.

Method. his research uses a statute approach. In addition, a case approach is also used to find out the ratio decidendi used by the Constitutional Court judges in deciding cases of judicial review of laws related to indigenous peoples.

Results. The results of this study are Various kinds of efforts have been made by MAS Ruhul Islam Anak Bangsa in providing the best service to new students, one of which is by offering a special curriculum and offering about the achievements that have been achieved by MAS Ruhul Islam Anak Bangsa and proclaiming its vision, namely realizing Islamic, intellectual, and superior leaders in 1). Faith and piety 2). Science and technology.

Conclusion. The conclusion is that technological developments require educational institutions to design strategies in order to determine the right target for students or parents of students

KEYWORDS

Strategi, Marketing School, New Student

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INTRODUCTION

Changes and improvements in the field of education include the components involved in both education implementers, quality of education, curriculum tools, educational infrastructure and quality of education management including changes in learning methods and strategies that are more innovative (Danecek dkk., 2021). The change and improvement efforts are aimed at bringing the quality of education to a better direction. In order to educate the life of the nation, improving the quality of education is something that must be considered for the realization of sustainable development in all aspects of human life (Lundberg dkk., 2020). In line with this,



Mulyasa (2006) argues that, the national education system must be developed in accordance with the needs and developments that occur both at the local, national and global levels (Li dkk., 2020). In the context of the goals of educational institutions, educational service marketing activities are carried out through activities that offer quality intellectual services and the formation of character as a whole, because education is more complex in nature which is carried out with full responsibility, so that the resulting programs or activities can refer to the future, fostering the lives of citizens. country and future generations (Ibtehaz & Rahman, 2020). The function of marketing activities in educational institutions is to form a good image of the institution and attract the interest of prospective students (Fegert dkk., 2020). Therefore institutional marketing must be oriented towards students or parents of students in the context of educational institutions called students.

The purpose of marketing is to help manage an organization to decide on a program or what activities should be offered first and produce satisfaction for the parties involved (Carter dkk., 2020). In educational institutions, marketing aims to provide information to the public about programs or activities carried out in schools, so that it can increase the interest and interest of the community or students about the school programs offered, which differentiates programs or other school activities, emphasizing the added value received by the community for programs or activities offered and stabilize the existence and significance of schools in society.

Educational institutions based Boarding School is an organizational institution providing educational services that will be purchased by parents student or participant educate (Zhong dkk., 2020). This implies that educational institutions are will produce participant the desired education from services Education in the form of educational services (Fraga dkk., 2019). In line with the opinion of Alam and Hurriyati (2009) argues that, if educational institutions are unable to satisfy students or parents of students with their educational services, then the service programs offered will no longer be of interest to students or parents of students.

In the current era of globalization, competition in the world of education between one institution and another is getting tougher (Fang dkk., 2019). Then a skill is needed in managing the marketing of professional educational services with the aim of being able to maintain and fulfill the interests of the community and be able to improve the goals of the educational institution (Di Valentino dkk., 2021). Therefore, Arifuddin (2020) emphasized that marketing is very much needed for educational institutions to build their positive image, meaning that educational institutions have a good image in the eyes of the public which will likely find it easier to overcome competition because they are considered quality school institutions.

For interesting interest interest from public And participant educate, in matter This must There is will from parent student And participant educate without exists coercion (Kim dkk., 2022). So every institution education own strategy the right marketing to attract interest para candidate participant educate And parent student (Hampson dkk., 2001). On generally participant educate And parent student will interested on institution education that has a number of factor superior marketing such as the program of activities offered, strategic location, as well means adequate infrastructure For support implementation effective learning.

In relation with marketing, activities management marketing very needed by Institution school To use achievement enhancement reception participant educate, a school must exist with exists amount participant educate new at least 2 ruffles or 2 classes of the same class contains 25-30 participants educate. Management good marketing is do activity analyze, plan, implement And supervise all activities (programs) use obtain level profitable exchange with enthusiasts in framework reach objective organization (Hampson dkk., 2001). Qomar (2016) suggests that the marketing process very influenced by various factor like factor social, political, cultural, economic

And managerial. as a result from influence the so individual the get something need And desire they with create, offer And exchange something to judge One each other. kindly more continued, Sunyoto (2014) revealed that concept thinking is base thinking How The method activity marketing can held based on something solid philosophy and disclose responsive marketing annd responsible answer.

In addition, the designed strategy can also make it easier for institutions to carry out the planned strategy effectively (Benitez dkk., 2020). Therefore, educational institutions need to create and implement a marketing strategy for educational services (Feichtenhofer dkk., 2019), especially in positioning activities in order to make it easier for educational institutions to achieve the goals that have been set. The term marketing still sounds foreign to the world of education, considering that schools or madrasas are non-profit organizations (Putri dkk., 2023). However, schools or madrasas still need marketing (Karras dkk., 2020), because schools or madrasas are also educational service organizations (Johanna dkk., 2023). To attract the interest of prospective students or parents of students, in this case the parents and also the will of the students themselves (Wen dkk., 2019), every educational institution has the right marketing strategy to attract the interest of prospective students or parents of students.

MAS Ruhul Islam Anak Bangsa is a boarding school that has an upper level Madrasah Institution in formal education which is equivalent to high school (SMA) after junior high school (SMP) (Peery dkk., 2019), whose management is carried out by the ministry of religion (Andra dkk., 2023). The curriculum in Madrasah Aliyah is the same as the curriculum for senior high schools, it's just that Madrasah Aliyah has a larger portion of subjects related to Islamic religious education (Susanti dkk., 2023). Various educational institutions at Madrasah Aliyah level compete with each other and attract the attention of the community by offering schools that have special characteristics both in terms of superior programs such as the tahfidzul qur'an program, talent development And interest learning even in terms of infrastructure and facilities achievements (Kurniawan dkk., 2023). Based on pre-research that actually happened at MAS Ruhul Islam Anak Bangsa was established by the Human Resources Development Foundation in 1997. Since its establishment (01/07/1997-31/06/2004) or for seven years education took place in the PGSD FKIP Unsiyah loan building in Lampeuneurut.

RESEARCH METHODOLOGY

This qualitative research uses descriptive (Bai dkk., 2019). Determination of subjects in this study was carried out by purposive sampling, in this case the sample studied was selected purposively first. Siyoto and Sodik explained that purposive sampling is a sampling technique with certain considerations or special selection. Data collection techniques are the most important step in research, because the main purpose of research is to get data. Data obtained by making observations. Interview, documentation and a combination of the four As for the researcher as the main instrument in this study.

Way, namely by using the analysis technique proposed by miles and Huberman in Sugiyono (2017), as follows, namely: Data Reduction, Data Display and Withdrawal Conclusion. The qualitative research instrument which is the main instrument is the researcher himself. Because the researcher is the main instrument, the researcher uses an auxiliary instrument as a guide in collecting data regarding School Marketing in Accepting New Students at MAS Ruhul Islam Anak Aceh Besar. The instruments used are observation guidelines, interviews and documentation.

RESULT AND DISCUSSION

MAS Ruhul Islam Children of the Nation which is based on a Boarding School that offers the best services such as professional educators/teaching staff, curriculum tools, infrastructure facilities, and offers excellent programs like tahsin and tahfizul Quran, coaching character and leadership, intensive entrepreneurship And extracurricular tahfidz Qur'an, stabilization foreign language in a manner intensive (Arabic and English) And development promoted Olympics or disseminated through social media that can accessed by public wide such as Website, Instagram, Tiktok, and through banner as well as flyers distributed to party public closest And Also socialization direct to school in each areas in Aceh Province.

One strategy carried out by MAS Ruhul Islam Anak Bangsa in reception participant educate new is with give quality output (product) that is competent in its field. Product or Out put alumni is all something that can offered by MAS Ruhul Islam Anak Bangsa For note, Products offered the covers quality which alumni use in the middle society. So, product Can form benefit tangible e as well benefit intangibles that can satisfying public as customer.

On the side that, MAS Ruhul Islam Anak Bangsa start year Lesson 2004/2005 uses campus alone in the village I'm Elephant, Sub District Darul Imarah, Aceh Besar District, arrived 2018 has finish 20 batches spread out to various college tall country leading national level (UGM, IPB, ITS, STAN and STPDN) and international (Egypt, Medina, Tunisia, Morocco, Turkey, Libya, Oman, Albania, Sudan, Malaysia, Brunei Darussalam, United Kingdom and Australia).

MAS Ruhul Islam Anak Bangsa Also offer vision And mission as following, namely: the vision is realize spirited leader Islamic, scholar as well as superior in 1). Faith and taqwa 2). Science and technology.. As for mission is 1). forming aqidah Islam among students, teachers and employee, 2). Carry out learning in a manner integrative And based accelerating knowledge knowledge And technology, 3). Making Madrasa Aliyah/Dayah Ruhul Islam Anak Bangsa as a development motivator public based civil quran, 4). Increase intelligence intellectual, social, skill, acumen emotional And spiritual toughness, 5). develop potency independence on whole Madrasah/Dayah Ruhul Islam Anak Bangsa, 6). develop appreciation art And culture, ability interact with environment And creativity in the global era, 7). Apply management that is open, accountable, professional, participatory, democratic And responsible answer, 8). Carry out connection dignified, free society And proactive For interest education and 8). Create environment healthy, conducive And nuanced Islamic.

Based on results In the research above, many expert opinions explain the meaning of strategy, the following will be put forward in Prisgunanto's opinion that strategy is planning in the form of mature operational tactics carried out by companies in achieving goals (Prisgunanto, 2014). Said by Ahmad S. Adnan Putra in Rosady Ruslan's book, that the meaning of strategy is "an integrated part of a planning, which in the end planning is a basic function of the management process (Ruslan, 2008).

From the understanding of the strategy above, it explains that there is an important function of management, namely a plan that is used as an initial stage in carrying out activities in an institution/organization that is useful for achieving the goals that have been formulated. Regarding the notion of strategy, Ruslan (2008) states, a strategy is a planning and management to achieve certain goals in operational practice.

Marketing is one of the main activities that need to be carried out by institutions or organizations, be it the marketing of goods or services in an effort to maintain the viability of their business. Furthermore, Faiqoh (2020) argues that marketing is a process that must be carried out by

each institution or organization to provide satisfaction to the community or stakeholders . Marketing comes from the basic word market, the term market consists of all potential customers who have certain needs or wants and are willing and able to participate in exchanges to fulfill those needs or wants. The size of the market depends on the number of people who have needs, have resources that other people are interested in, and are willing to offer these resources in exchange for meeting their needs.

Providing satisfaction to stakeholders and the community is something that must be done by every institution/organization in order to be able to compete with other institutions . The marketing strategy is important for improving competitive quality and having suitable and optimal programs or activities, namely, design, implementation and control of plans that affect exchange in order to achieve institutional goals. Strategic marketing as a process for developing and maintaining a strategic fit between the objectives and capabilities of the institution, as well as changes in marketing opportunities. Strategic marketing includes activities to develop a clear mission, support the goals and objectives of the institution, proper execution and a logical strategy.

CONCLUSION

MAS Ruhul Islam Anak Bangsa is One institutions engaged in the field service service education activities serve consumer form guardian students, students And public in a manner general. Various type effort has carried out by MAS Ruhul Islam Anak Bangsa in give service best to para consumers. Good in the field draft education, curriculum And out put. Marketing education is step effective update For enforced at MAS Ruhul Islam Anak Bangsa, moreover when an MAS Ruhul Islam Anak Bangsa must follow tight competition For obtain customer. For MAS Ruhul Islam Anak Bangsa that has have a good image in society like school favorite, implementation marketing education only need planning more perfect existence institution the with do continuous quality improvement with innovation as breakthrough new in anticipate quality out requests as relevance from world education.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation; Other contribution; Resources; Visuali-zation.

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