



## PROMOTION MANAGEMENT STRATEGY IN IMPROVING THE QUALITY OF EDUCATION AT SDIT 'AL IMAROH CIKARANG BARAT-BEKASI.

**Roy Diansah\***

Universitas Islam 45 Bekasi  
e-mail: roydiansah28@gmail.com

**Hermanto**

Universitas Islam 45 Bekasi  
e-mail: hermanto@unismabekasi.ac.id

**Apriliantoni**

Universitas Islam 45 Bekasi  
e-mail: apriliantoni@unismabekasi.ac.id

\*Correspondence e-mail: roydiansah28@gmail.com

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### Abstracts

Al'Imaroh Integrated Islamic Elementary School (SDIT Al'Imaroh) has a new product that must be offered to the community, SDIT Al'Imaroh Cikrang Barat Bekasi is in great demand by the community, the number of students registering is increasing, exceeding its capacity. This is an interesting factor to study, what is the marketing strategy. One of the effective marketing methods is the kinship model. In fact, many parents of new students end up getting to know and are interested in the institution because they get references from friends, relatives or co-workers in the office. This qualitative research obtains data from what is known, done, experienced and felt by informants. A school environment that is healthy and beautiful then with a school program that supports the curriculum by memorizing the Qur'an, memorizing daily prayers is a new product for the community. Services for basic educational needs are highly prioritized, for example exemption or relief from school fees, scholarships for outstanding children, health checks and child development consultations.

#### Keywords:

Marketing Strategy, Barriers, Products, network

### Introduction

Education is a life issue that is most interesting to talk about among other basic issues of life such as economics, politics and security. This is because education is closely related to the continuity of generations to come. Who holds education then he holds the future (Tobroni, 2018). Education holds strength and makes an extraordinary contribution for each individual to live a better, more meaningful, dignified and more prosperous life. The community believes that only through education, especially through school institutions, their children can achieve what they aspire to. People flock to choose the best educational institutions even though they have to pay a high price and even have to travel a very long distance (Tobroni, 2018).

Education is the preparation of students (humans) to become caliphs on earth (leaders, administrators) as the word of Allah SWT in the Qur'an surah Al Baqarah (2). Verse 30:

وَإِذْ قَالَ رَبُّكَ لِلْمَلٰٓئِكَةِ اِنِّیْ جَاعِلٌ فِی الْاَرْضِ خَلِیْفَةًۭ ۚ قَالُوْۤا اَتَجْعَلُ فِیْهَا مَنْ یُّفْسِدُ فِیْهَا  
وَیَسْفِكُ الدِّمَآءَ وَنَحْنُ نُسَبِّحُ بِحَمْدِكَ وَنُقَدِّسُ لَكَۙ قَالَ اِنِّیْۤ اَعْلَمُ مَا لَا تَعْلَمُوْنَ

*Remember when your Lord said to the Angels: "Indeed I want to make a caliph on the face of the earth". They said: "Why do you want to make (the caliph) on earth someone who will cause damage to it and shed blood, when we always glorify you by praising you and sanctifying you?" God said: "Indeed I know what you do not know" (Referensi: <https://tafsirweb.com/290-surat-al-baqarah-ayat-30.html>)*

Improving the quality of education in Indonesia is carried out on an ongoing basis and until now it continues to be implemented. Various efforts have been taken by the government in an effort to improve the quality of education, starting from the construction of school buildings, the procurement of educational infrastructure, the appointment of educational staff to the ratification of the law on the national education system and the law on teachers and lecturers (Made, 2013).

Education aims to develop the potential of students to become human beings who believe and fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become citizens of a democratic and responsible state. The purpose of education according to Islam is to shape human beings to be healthy, intelligent, obedient, and obedient to God's commands and stay away from his prohibitions, so that they can live happily both physically and mentally.

The basis of education is the values of life (economic, intellectual, social, beauty, politics, and religion) and the goal is for students to realize or enjoy these values of life, for example having wealth, living beauty or art, having extensive knowledge, social character, role in the field of power, and devoted to God Almighty. The relationship is very close between the science of education and the science of religion in that all religions teach goodness and truth, religion without science will find it difficult to achieve goals, while science without religion will become blind because you don't know where to go. To get happiness in the world and in the hereafter, a human being must study religion and study education or science (Connie, 2018).

As educational institutions, schools or madrasas need a promotion management strategy in marketing the products of the school. A promotion management strategy is a step or method in the process of offering a product that involves analyzing, planning, implementing, and controlling educational services contained in exchanges and with the aim of generating satisfaction for the parties involved. In the management of education promotion, a strategy is needed so that schools are able to introduce their schools to outsiders (Arifah & Armayanti, 2022).

For educational institutions managed by both the government and the private sector, in particular competition for basic education institutions (SD/MI) is getting tougher with the emergence of many new schools. In Cikarang Barat Bekasi district there are 80 primary level schools, consisting of from SD, and MI, country nor private.<sup>7</sup> Between schools base Good SD/MI country nor private, You're welcome try For get participant educate and trying give quality Which Good, Because competition Which the more strict in West Cikarang Regency, Bekasi.

In the Cikarang Barat Bekasi Regency area there is an Al 'Imaroh Tepadu Islamic Elementary School (SDIT Al'Imaroh) which has 593 students, SDIT Al 'Imaroh Cikarang Barat received participant educate Lots because the program that is run is in great demand by

the community including the Duha prayer program and coaching in forming Akhlakul Karimah students at SDIT Al Imaroh Cikarang Barat-Bekasi, because this program has a special attraction for the guardians of students at SDIT Al'Imaroh Cikarang Barat-Bekasi to send her child at SDIT Al'Imaroh, because she sees the reality at this time, with increasingly developing and advanced technological developments, as well as information that is increasingly accessible and a modernizing lifestyle, besides making it easier to find various information in various media, on the other hand it also brings a negative impact that is quite widespread in various layers of society. In this way, it is hoped that with this program SDIT Al'Imaroh students will get used to performing the Duha prayer every day and become students with commendable morals.

Because the school is a place that has an important role in shaping the morals of a student with education and moral development. So it is hoped that SDIT Al'Imaroh students will become intelligent, skilled and pious generations. So that researchers feel it is appropriate to examine how much the advantages and benefits are obtained in this program to support the progress of schools or institutions and how much influence they have on public trust in these schools or institutions. Then the tahfizul Qur'an program. In general, education is an effort to prepare students to be able to live well in their society, to be able to improve their own quality of life and to make a meaningful contribution in developing and improving the quality of life of their community and nation. So one important part that gets attention related to education is the development of character values. Character is very important and basic. Given the importance of character, educational institutions have a responsibility to instill it through the learning process.

Seeing the reality that exists in this modern era, the character possessed by someone is very minimal. Especially with the Qur'anic character, the Qur'anic character is the character that instills the values of the Qur'an into the soul so that the behavior that is owned reflects what is in the meaning of the Qur'an. One of the activities that can develop character into Qur'anic characters is the tahfidz al- Qur'an program because with this program the habit of studying and memorizing the Qur'an will be carried out, so that later the Qur'anic character can be formed by itself within students (Fenti & Zamili, 2019). Thus it is hoped that students of SDIT Al'Imaroh Being a memorizer of the Qur'an is not enough just to memorize but also must know the meaning and explanation of the verses of the Al-Qur'an. Because by understanding the meaning and explanation, a memorizer of the Qur'an will have the same morals as those memorized from the verses of the Qur'an, which can be called the character of the Qur'an.

In addition to the above programs, SDIT Al'Imaroh also has a program or marketing strategy or education promotion through healthy walks, visits by the principal or teachers to kindergarten education, Gebyar Ramadhan, tarhib Ramadhan, and social media posts, both through existing social media such as Facebook, WhatsApp, Instagram, etc., because seeing that today's society cannot be far from what is called social media, educational institutions here can take advantage of social media by promoting school activities so that people can find out what their children are doing while at school. In addition, the school is also interpreted as an institution engaged in educational services. So if the institution wants to give a good image in order to attract the number of students, the logical consequence is that the educational institution must develop various marketing strategy management efforts so that customers are interested in entering the educational institution (Neneng & Imas, 2022). So from this the authors are interested in conducting research in the form of writing a thesis entitled.

## Methods

The research that researchers use is the type of *field research* or field research. The research method used is qualitative, which is intended to analyze and describe events, phenomena, attitudes, social activities, perceptions, beliefs, and views either in groups or individually (Nana, 2013). The nature of this research is descriptive and naturalized, it is said to be naturalized because the research is carried out naturally, with data taken based on actual conditions, and not based on the research perspective itself but on existing data sources (Sugiyono, 2016). This research is said to be descriptive because it forms an accurate, factual, and systematic plan regarding the characteristics and facts of a particular population or area. (Sugiyono, 2016).

Descriptive research requires analytical acumen, systematic and intensive objectivity about background, in descriptive research focusing on the process of collecting data, this requires holistic research that is not just data collection but an empirical approach. Research has the main objective to explain the data systematically and accurately describe the facts about the current condition. It can be understood that this research describes empirical facts so that it can explain a matter of problem formulation. The author made direct observations of the promotion management strategy of SDIT Al'Imaroh Cikarang Barat Bekasi.

Data collection techniques that researchers will implement through observation, interviews and documentation, while the explanation of each of these techniques is as follows:

### 1. Observation

Riduwan explained, observation is carrying out observations on research objects directly to find out activities that objects carry out closely (Ridwan, 2016) while Sumadinata stated that observation guidelines in qualitative research are only in the form of outlines or general points of activities to be observed. The details of the aspects that were observed were developed in the field in the process of carrying out the observations. Based on the opinion above, there appears to be a common understanding that observation is the observation of an object to be studied, either directly or indirectly to obtain data that must be collected in research. Observations conducted by researchers at SDIT Al'Imaroh Cikarang Barat Bekasi, with the intention of knowing more deeply about the education promotion management strategy in improving school quality, and also wanting to reveal the extent of the involvement of all elements in the school in the education promotion management strategy in SDIT SDIT Al'Imaroh West Cikarang Bekasi.

### 2. Interview

Interviews are a data collection technique that is often used in qualitative writing. The meaning of the interview is to carry out conversational interactions or communication with informants or respondents to obtain and collect data (Sugiyono, 2019). The type of interview that the researcher is referring to here is in-depth interview, which is aimed at obtaining as much data and information from informants as possible. Obtained from interviews can provide implicit or explicit responses/views, knowledge and experiences, including data related to the past, present, or future aspirations and hopes related to education promotion management strategies in improving school quality. As for obtaining objective results, an interview can be carried out in two ways, namely structured and unstructured interviews. Guided or structured interviews are carried out with the help of an instrument in the form of a number of questions that the researcher has prepared in advance regarding the focus of the research. This structured interview will be conducted with SDIT Al'Imaroh principals, SDIT Al'Imaroh deputy principals, PPDB committee and SDIT SDIT Al'Imaroh teachers.

### 3. Documentation

Documentation is a technique for finding data by reading newspapers, notes, transcripts, books, documents, and the like. (Hadari, 2014) Data from this technique will be a support in adding or completing information from data obtained through other techniques.

Documentation data in this study included school data, educational data, student data, and teaching staff data. The documentation technique was used by the author to collect secondary data in the form of written documents whose integrity was believed to be taken from sources relevant to the object of research.

## **Results and Discussion**

### **Promotion Management Strategy of SDIT Al 'Imaroh West Cikarang Bekasi.**

Education promotion management is very necessary in school institutions. With more and more school institutions being established, it is undeniable that competition between schools is also increasing. Management of education promotion is very much needed in school institutions to continue to exist in the eyes of prospective students and the general public, also to continue to try and improve the marketing of educational services that are there, starting from improving the quality or quality of school institutions, increasing various student achievements, and improving strategies. promotion of education there. including private schools in Cikarang Barat Bekasi, so it is very necessary to market educational services so that they continue to exist in the eyes of the public and prospective students. By marketing or promoting school institutions, they are also becoming widely known, the more people are familiar with our school institutions, the greater the hope or opportunity for school institutions to have many prospective students to choose school institutions. As Indradjaja and Karno said that basically marketing in the world of education is to offer the quality and quality of school institutions and offer an overall character formation. Because education is more complex, which is carried out with full responsibility, the results of education refer to the far future, fostering the lives of citizens, the next generation in the future (Maarif et al., 2020). Marketing of educational services is needed in school institutions. It is not uncommon for us to encounter school institutions that are abandoned by prospective students and the public and switch to other institutions for various reasons. According to Indradjaja and Karno, the marketing of educational services is absolutely necessary (Khasanah, 2015).

Marketing will run well and effectively if we prepare carefully beforehand, both from planning, organizing, executing to evaluating. before carrying out marketing, always prepare in advance, by holding meetings with all employees or staff at the school, designing and discussing the marketing of educational services and various strategies that will be implemented during PBDB. Likewise with the selection of members or the PBDB implementing committee or what they call the committee in the short term, in this election the school principal will be the person in charge, then appoint the chairman of the PBDB committee and several members who will help him, and they will share it with two public relations, namely online public relations and offline public relations.

Basically, working with a team will make it much easier to carry out marketing of educational services (Fathurrochman et al., 2021). From the several committees, tasks will be divided in implementing the marketing of educational services. So it will make it easier and more focused on implementation, such as online public relations will be assigned to manage. related to online or on social media, both about uploading new student acceptance flyers, about student activities and others. While offline public relations are assigned to make presentations directly to schools or to make direct visits to schools that have been planned previously, both schools around Bekasi Regency. When in the implementation of education marketing or promotion something happens that is not in accordance with expectations or plans, it is quickly corrected or controlled, that way it will be easier and more effective in carrying out marketing of educational services, so that school institutions can be even better and easier to implement. achieve pre-planned goals. That's why marketing management of educational services is so necessary in marketing educational services (Sirojuddin et al., 2021).



### **Promotion Strategy, West Cikarang, Bekasi**

Talking about the marketing of educational services certainly cannot be separated from the name strategy, where with strategy we can attract or attract the interest of prospective students and the general public towards our school institutions. Strategy is very necessary in carrying out marketing of educational services, with our strategy it is also easier to carry out marketing of educational services. By using the right strategy, we can realize the goals we have planned before, the strategy can also be said to be a surefire way for us to get what we want. Various ways are carried out by school institutions to attract prospective students and the general public, because basically every school institution must have its own strategy, choose which one is the best for its school institution, just like having various strategies for marketing educational services, they build good relations with all related parties, starting from several schools around the school institution, establishing friendship with alumni, working with all parents of students who are still in school or who are already alumni and so on.

In marketing educational services, marketing strategies have many choices, it is not uncommon for school institutions to choose and use several marketing strategies to support marketing (Faizin, 2017). This selection and use is not without reason, many school institutions use and choose more than one marketing strategy with the aim of getting satisfactory results and maximum results. The educational services marketing strategy has many choices and has various ways, such as the marketing mix strategy which uses superior programs owned by school institutions as an educational services marketing strategy. Every school institution must have different superior programs, both in terms of extracurriculars, the curriculum they have or maybe something else. Duha prayer program together and Guidance in Forming Karimah Akhlakul Karimah students at SDIT Al Imaroh Cikarang Barat-Bekasi, Because School is a place that has an important role in shaping the morals of a student with education and moral development. So it is hoped that SDIT Al'Imaroh students will become intelligent, skilled and pious generations.

program. In general, education is an effort to prepare students to be able to live well in their society, to be able to improve their own quality of life and to make a meaningful contribution in developing and improving the quality of life of their community and nation. So one important part that gets attention related to education is the development of character values. Character is very important and basic. Given the importance of character, educational institutions have a responsibility to instill it through the learning process.

Seeing the reality that exists in this modern era, the character possessed by someone is very minimal. Especially with the Qur'anic character, the Qur'anic character is the character that instills the values of the Qur'an into the soul so that the behavior that is owned reflects what is in the meaning of the Qur'an. With the programs offered, this can be a marketing strategy that can differentiate from other school institutions and is able to attract the interest of prospective students and the general public. Not only superior programs, several achievements have been obtained by school institutions.

### **Utilization of Media in Education Promotion Strategy**

The media in service marketing is no stranger to the world of education, for the media it is indispensable in marketing with the media making it easier for school institutions to do marketing. Especially in today's era, various types of media have emerged, so it's easier to do marketing of educational services. With the media it's easier to promote school institutions from starting to promote excellence, achievements and some of the existing activities. Various types of media have started to appear among educational institutions, as we all know that many school institutions use various kinds of media in marketing educational services, such as using print media to market educational services, in the form of banners placed at several points that allow people to see it as on the roadside, in front of the school gate and they also installed it in

every teacher's and staff's house with the aim of making it easier for the community to find and obtain information.

In addition to banners using brochures to facilitate the marketing of educational services, the brochure contains profiles of school institutions, location of school institutions, school flagship programs, achievements achieved by school institutions and other information that supports or describes school institutions. They distributed the flyers to various good kindergarten schools around the school institution. Print media in the form of banners can also be used for marketing media, where banners with the name of the school institution are placed on busy streets and people are likely to be able to see them. Banners are also placed in rows before entering and at the entrance to the school indicating the location or place.

Media marketing or promotion of education is also not only through print media, electronic media is also growing at this time. using electronic media in the form of cellphones to distribute information or promote school institutions, it is no longer possible to deny that almost everyone has a *cellphone*. through people's *cellphones* can access various information and news (PUJI, 2021). By utilizing various services and features available on *mobile phones*. This is according to what Rangkuti said. Electronic media is media that is used to send and receive information or data that is created, distributed, and accessed using an electronic device. Electronic media is the most effective media and is widely used by various elements, both in companies or school institutions today, because basically this media can reach all levels of society. The existence of electronic media is currently very influential in the world of marketing, as well as in the marketing of educational services. One of them is audio media, which is media that can only be heard, in this case radio and telephone. Audio media is more widely used because of the affordability of costs incurred. In addition, because of its audio nature, special skills are not required to convey the message conveyed as is conveyed in print media which requires skills to understand the message conveyed (Rangkuti, 2018).

The development of the era is increasingly advanced and developing at this time, the marketing of educational services is no longer only through print and electronic media, but is starting to penetrate the world of social media. Where social media is a combination of electronic media in the form of laptops, computers, cellphones which have features in them that change various kinds of social media in them. Social media is a place or place for marketing educational services. By utilizing various existing features to be used as a means of marketing educational services for school institutions. Starting from Facebook, Instagram, WhatsApp, YouTube, the web and what has been booming lately, namely zoom. Through their Facebook, Instagram and Whatsapp accounts they take advantage of this by uploading various activities that are in it, they also upload various achievements that have been achieved by the school, as well as various motivations that are able to attract the hearts of their followers or followers. Likewise, on the YouTube channel account, they upload several activities that are being held by the school as well as several competitions, the videos of which are then uploaded on YouTube with the aim of spreading goodness and promoting at the same time (Kango, Kartiko, & Maarif, 2021).

## Conclusion

Education marketing or promotion will run effectively if previously prepared carefully, carry out initial planning by holding meetings with all teachers and staff to discuss education service marketing strategies and (PPDB). Conduct member formation which will later be divided into online and offline public relations as well as division of tasks in the implementation of marketing of educational services and finally by conducting control or evaluation which will be held once a week to monitor as well as make improvements if there is something that is less effective. Every school institution has a strategy or a surefire way to attract the interest of prospective students. The marketing mix strategy which includes the

superior programs that are owned, the achievements of their students. promotion strategy where the promotion strategy relates to the use of marketing media and conducting *personal selling* or direct visits to schools. Utilization of media in marketing educational services. Marketing of educational services will get satisfactory results if it is supported by various kinds of marketing media, such as through print media in the form of banners, banners, flayers, banners and others. Meanwhile, electronic media that can be used in marketing educational services is in the form of laptops or computers, mobile phones, television and radio. With the development of the era, marketing of educational services can now be done through social media, by utilizing various applications in the form of Facebook, Instagram, WhatsApp, zoom meetings and others.

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