

Marketing Model of Islamic Education Services in Facing PPDB

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Abstract

The New Student Admission Program (PPDB) is currently carried out by the government through a zoning system with the aim of achieving equitable distribution of education quickly and with quality. The zoning system takes into account the distance between the student's house and the school. The existence of a zoning system also has an impact on the emergence of competition in educational institutions. During the Covid-19 pandemic, many parents chose to send their children to the nearest public school and this had an impact on private schools. SMP Al Qolam Muhammadiyah Gemolong was not affected by the policy and even got an increase in registrants. The role of the marketing team that carries out marketing management strategies correctly results in new student applicants exceeding the target. The research problem is how the marketing model of Islamic education deals with PPDB. This is qualitative research with an ethnographic design. Collecting data using the method of observation, interviews and documentation. The analysis technique is data organized in the site. The results show that users of educational services are involved in policy making and planning in schools, so users of educational services also determine the development of institutions that affect student development. In the planning process there is a process of determining the direction of the goal. The marketing team of SMP Al Qolam Muhammadiyah Gemolong uses the concept of organized management. There are two forms of planning, namely internal and external marketing. The marketing concept includes the 7Ps, namely product, price, place, promotion, people, physical evidence, and process. Whereas in achieving its success, the marketing team of SMP Al Qolam Muhammadiyah Gemolong uses several marketing models including Production Insight Marketing Concepts, Product Insight Marketing Concepts, Selling Insight Marketing Concepts, Marketing Insight Concepts, Community Insight Marketing Concepts.

Keywords

marketing; islamic education; PPDB



I. Introduction

Based on the Regulation of the Ministry of Education and Culture of the Republic of Indonesia Number 44 of 2019 concerning the New Student Admission (PPDB) program through the zoning system. The zoning system makes the local government obligate schools under its auspices to accept prospective students who live in the nearest zone radius with a quota of 50%, for the achievement path of 30%, the affirmation path of at least 15% and the transfer of parental or guardian duties to a maximum of 5%. The New Student Admission Program (PPDB) with a zoning system is one of the strategies used by the government to achieve equitable and quality education through comprehensive school reform (Dewi, 2020: 2). Education is a very important human need because education has

a duty to prepare Human Resources (HR) for the development of the nation and state (Pradana et al, 2020). According to Astuti et al (2019) Education is an obligation of every human being that must be pursued to hold responsibilities and try to produce progress in knowledge and experience for the lives of every individual. Education is one of the efforts to improve the ability of human intelligence, thus he is able to improve the quality of his life (Saleh and Mujahiddin, 2020). Education is expected to be able to answer all the challenges of the times and be able to foster national generations, so that people become reliable and of high quality, with strong characteristics, clear identities and able to deal with current and future problems (Azhar, 2018). Education and skills are the main keys in gaining social status in community life (Lubis et al, 2019).

The zoning system influences parents' interest in private schools which offer better educational programs than public schools. The zoning system emphasizes the distance between the student's house and the school. The enactment of a zoning system with the aim of creating equal distribution of education, bringing the school environment closer to the family, eliminating exclusivity and discrimination in schools, especially public schools and helping to analyze the needs and distribution of teachers or educators (Syafitri and Agus, 2021: 34). The zoning system has an impact on competition in educational institutions. Competition in educational institutions, especially private schools, cannot be avoided anymore, many schools have been abandoned by their customers in recent years. Especially during the Covid-19 pandemic, as it is today, many parents choose to send their children to the nearest public school. In the midst of very tight competition, SMP Al Qolam Muhammadiyah Gemolong was able to increase enthusiasts during the Covid-19 pandemic.

Table 1. Number of New School Students in Sragen District

School	2019/2020	2020/2021	2021/2022
Al Qolam Muhammadiyah Gemolong Middle School	107	111	112
Islamic Middle School 2 Mondokan	124	115	107
Assalaam Masaran IT Middle School	76	47	53
SMP PGRI 6 Kedawung Sragen	114	77	62
Muhammadiyah 9 Gemolong Middle School	116	82	90
SMP Muhammadiyah 11 Kedawung	171	97	96
SMP Muhammadiyah 1 Sragen			

Source: Documentation Results and Observations of Researchers

New students at SMP Al Qolam Muhammadiyah Gemolong during the pandemic showed an increase. In the 2019/2020 school year before the pandemic the number of new students at Al Qolam Muhammadiyah Gemolong Middle School was 107, during the pandemic, namely the 2020/2021 school year, new students increased to 111 and in the 2021/2022 school year, new students increased again to 112. Meanwhile, other secondary schools in the vicinity experienced a decrease in the number of new students.

Physically, there is one element that is quite attractive to potential customers, namely physical evidence. SMP Al Qolam Muhammadiyah Gemolong is strategically located, has a building that is sturdy and sufficient, neat, comfortable and equipped with other facilities such as worship. From observations and initial interviews with the PPDB committee at SMP Al Qolam Muhammadiyah Gemolong, it was found that during the Covid-19 pandemic, new student registrations were fulfilled in the semester before the start of the

new school year –Some of the efforts made include outreach to elementary schools, promotions with banners and promotions through social media. The PPDB committee at SMP Al Qolam Muhammadiyah Gemolong realizes that in the world of education the product is the school program, while the consumer is the community, so it is necessary to provide information about the products produced by the educational institution.

The PPDB process at SMP Al Qolam Muhammadiyah Gemolong is carried out by a committee consisting of educators at the school who are given additional tasks to take care of the PPDB process. The PPDB committee involves the school's marketing department, which plays an important role in expediting all stages of PPDB. The marketing team of SMP Al Qolam Muhammadiyah Gemolong is trying their best to build public trust and confidence. Activities related to public trust and confidence in the product are referred to as positioning activities.

One of the successes of the school's marketing management strategy is the increasing number of students in each academic year. Usually it is said that the increasing number of students is a determinant for the existence and development of educational institutions. The increase in the number of students arises because of positive research and trust from the community in the school.

Competition for educational institutions during the Covid-19 pandemic is very tight, so educational institutions need to pay attention to the management of marketing strategies within their institutions, namely regarding the implementation of educational marketing management, especially in PPDB activities, efforts made to overcome various obstacles faced during the Covid-19 pandemic, and the impact after the implementation of educational marketing management. PPDB needs to be managed, because it is a very risky stage in managing the marketing strategy of education services. So the authors are interested in conducting more in-depth research on " Islamic Education Marketing Models in Facing PPDB".

II. Research Method

This type of research is qualitative with an ethnographic design. Data in the form of: speech or writing and observed behavior, namely on educational marketing management activities in dealing with PPDB. According to Cresswell (1998:12), ethnographic research is a qualitative research strategy in which researchers investigate a group in a natural environment for a long period of time in collecting primary data, observation data, and interview data. Ethnography is a description of a condition of the school community, to understand a view of life from the point of view of the school community.

III. Result and Discussion

3.1 Result

Marketing of Islamic education at SMP Al Qolam Muhammadiyah Gemolon uses the basic concept of management functions as a strong foundation towards creating quality educational institutions that are accountable and competitive. The concept of Islamic education marketing management carried out by SMP Al Qolam Muhammadiyah Gemolong includes:

a. Planning

Planning is an important initial stage in carrying out an activity. The first phase in marketing planning for SMP Al Qolam Muhammadiyah Gemolong is carried out with

preliminary activities carried out to obtain information and analyze the situation faced by both the internal and external environment including competitors and supporters. Previously, he had only one regular program because he wanted to develop the quality and quantity, he opened a new program, namely Islamic full day school.

According to an interview with SMP Al Qolam Muhammadiyah Gemolong that the objectives of the marketing program are as follows:

"The objectives of the marketing program for the Al Qolam Muhammadiyah Gemolong Middle School include: first, to improve the reputation of the Al Qolam Muhammadiyah Gemolong Middle School as an educational institution that educates the nation's children based on noble character. Second, to improve the image of SMP Al Qolam Muhammadiyah Gemolong as "a place for quality". Third To form the image of educational institutions as public schools based on science and religion. And fourth, to get a high number of new students" (Interview with the Principal of Al Qolam Muhammadiyah Gemolong Middle School, July 5, 2022).

Meanwhile, the marketing targets for SMP Al Qolam Muhammadiyah Gemolong are as follows: first, to increase the knowledge of the target market around 75% of the total number of elementary school graduates around the Gemolong area. Second, to grow and increase the interest of 50% of the target market to become students of SMP Al Qolam Muhammadiyah Gemolong.

On the other hand, this SMP has the goal of realizing Indonesian education that provides educational services with affordable payments for the poor and orphans by easing the burden of 50% of other students.

Educational marketing planning at SMP Al Qolam Muhammadiyah Gemolong includes two concepts, namely: internal marketing planning and external marketing planning.

Internal marketing planning, which is compiling all the programs needed to make marketing successful. The initial stage is to form a team to carry out the marketing that will be carried out. The next internal marketing plan is to determine the targets that will be targeted by SMP Al Qolam Muhammadiyah Gemolong, the targets are students, the teacher council and employees. At this stage, it is carried out in stages, namely: a) The principal together with the waka of curriculum, waka of student affairs, and also the waka of public relations provide direction to teachers and employees about what advantages the school has, about facilities and infrastructure and about intracurricular and extracurricular programs and other activities. , to instill a sense of pride and love for the institution where he works; b) Students are given direction about the advantages that the school has, and how important the role of students is in every activity at school.

External marketing planning is the next stage. In this stage, the school determines all plans on how to bring the school to be better known by the public to provide an overview of SMP Al Qolam Muhammadiyah Gemolong through the following stages: a) Conducting an approach program to the community, in this case the main target is the elementary school which is the target of the school. main targets; b) Providing information to parents/guardians of students through committee management meetings, recitations and other activities.

The determination of strategy and the selection of competent people are also highly emphasized by the personnel of SMP Al Qolam Muhammadiyah Gemolong. It is important that, as explained by the principal,

"Marketing is the key to educational organizations. Marketing in this case New Student Admission (PPDB) is a circulation process that continues to occur in an educational institution. The more students, the more alive the educational institution is.

Not only that, the number of students in an institution is also a special concern of the Education Office. The more students or maybe it's easy to experience an increase every year it will be a benchmark for the success of an educational institution. Therefore, as a stakeholder here, I am very concerned about these activities.” (Interview with the Principal of Al Qolam Muhammadiyah Gemolong Middle School, July 5, 2022)

Al Qolam Muhammadiyah Gemolong Middle School in marketing its Islamic education is carried out by holding a marketing plan starting from conducting several discussions under the responsibility of the school leadership, the new student admissions committee (PPDB) and all school stakeholders (teachers, employees, extra-curricular coaches, school committees). and parents and guardians of students), in collaboration with the Muhammadiyah Foundation. According to the researcher's view, SMP Al Qolam Muhammadiyah Gemolong has done a good plan. This can be seen starting from the preparation of marketing tools including:

- a) Planned time/date of implementation.
- b) Plan the marketing area by identifying the market, namely research in an effort to find out the condition of the target community for Islamic education marketing and dig up data about the things that customers want
- c) Segmentation and positioning

As an institution that must be ready to face competition, in this case the Islamic educational institution of SMP Al Qolam Muhammadiyah Gemolong, of course it has its own market segment that needs to be processed and sharpened more sharply so that it will not run to other institutions. SMP Al Qolam Muhammadiyah Gemolong has determined the segment or target to be targeted, namely Elementary School under Muhammadiyah, Islamic Elementary School/School Ibtidaiyah in the vicinity which of course is closely related to SMP Al Qolam Muhammadiyah Gemolong, so the offer for SMP Al Qolam Muhammadiyah Gemolong is more directed there , although it does not rule out the possibility of going to State Elementary Schools and the general public with an appropriate educational and promotional marketing model.

Then SMP Al Qolam Muhammadiyah Gemolong also gives a different emphasis from other educational institutions as an Islamic educational institution that is sensitive to social interests and is ready to build a generation that is *khaira ummah*. Then there is also BUSI (Islamic School Culture) which is always taught to students as a form of product differentiation.

- d) Interactive marketing planning

Interactive marketing planning is a preparation of marketing targets, in which schools determine which schools or schools will be targeted. In this determination, target analysis must also be carried out to support program achievement. As one of the schools based on Islam, SMP Al Qolam Muhammadiyah Gemolong also orientates its target towards fellow schools, although it does not deny accepting graduates from public schools. As explained by the principal, he stated that this was based on the similarity of backgrounds and also the system that overshadowed them. In this case, the orientation of SMP Al Qolam Muhammadiyah Gemolong is towards other schools of the same level below it. Due to the pandemic condition, interactive marketing should be carried out by conducting socialization to students in elementary schools who are the target market, but marketing is carried out by carrying out MOUs / collaborations with schools that have similar backgrounds and systems, such as SD Aisyiyah Gemolong.

b. Organizing

Organizing is the next stage in the educational marketing process. In this case, organizing is a division of tasks and authority to launch the marketing process. In practice, the organization is carried out by means of a meeting to form an organizational structure, namely the formation of teams and committees, budgeting and also job descriptions of each position holder.

The organization in marketing Islamic education conducted by SMP Al Qolam Muhammadiyah Gemolong is as follows:

- 1) Organizing the work structure: determining job descriptions, assigning tasks to each staff and coordinating the work of each staff in a solid and organized team, starting with forming a New Student Admissions (PPDB) committee as the implementing team.
- 2) Organizing marketing strategies for Islamic education, which is carried out in various ways such as coming to elementary schools, holding scientific events, carrying out activities or events to commemorate national and religious holidays, holding alumni meetings, Islamic youth studies, khoriyah thoyyibah, meeting leaders, parenting studies, healthy walks, English camps, making flyers for new student admissions (PPDB), propaganda bulletins, and collaborating with information media and social media.
- 3) Organizing Islamic education marketing resources, namely determining the media used (flyers, pamphlets and brochures for student admissions, propaganda bulletins, social media information media such as WA, Instagram, Facebook, YouTube, and web sites, funds needed and others.

The marketing mix strategy in SMP Al Qolam Muhammadiyah Gemolong includes products/services. There are two program options that can be offered to consumers (stakeholders), namely the regular program and full day school. The advantages of the full day program are that children receive general education that is anticipatory to the development of knowledge, the potential of children is channeled through extracurricular activities, the negative influence of children's activities outside of school can be reduced to a minimum, parents of students who have to work are not worried about the quality of education and the personality of their children because they are educated by professionals, students get practical lessons and guidance, the presence of a representative school library with a comfortable atmosphere really helps improve children's learning achievement. *Place* (Location) SMP Al Qolam Muhammadiyah Gemolong is located in a strategic location and easily accessible by public transportation, because it is close to the highway. Promotions, promotional media used by SMP Al Qolam Muhammadiyah Gemolong are as follows:

(1) Brochure / flyer

Brochures are used by SMP Al Qolam Muhammadiyah Gemolong to market school programs because they contain locations, infrastructure, extracurricular, regular and integral programs, and so on.

(2) Social Media

Utilization of social media such as WA, facebook, instagram, web site, and you tube. This media is very effective in providing information related to PPDB and information on activities that can be used as school branding assets.



Figure 1. PPDB Flyer



Figure 2. Instagram



Figure 3. Website

(3) Pens and stickers with the logo of SMP Al Qolam Muhammadiyah Gemolong

This media was given to elementary school children, especially grade VI elementary school children around North Sragen during a visit to the marketing presentation of education services for SMP Al Qolam Muhammadiyah Gemolong which was held before the new school year.

(4) MoU and Presentation

Marketing of SMP Al Qolam Muhammadiyah Gemolong to Elementary Schools around Gemolong Sragen. Over the past 2 years, SMP Al Qolam Muhammadiyah Gemolong has made an MoU or memorandum of agreement with Aisyiyah Gemolong Elementary School by providing tuition fees for applicants from that SD. 50% of the total number of new students come from SD Aisyiyah Gemolong.

Human Resources at SMP Al Qolam Muhammadiyah Gemolong have adequate and professional teachers and employees, so that the teaching and learning process can run well and smoothly. Likewise, students will get service satisfaction in science and academics at SMP Al Qolam Muhammadiyah Gemolong. SMP Al Qolam Muhammadiyah Gemolong has infrastructure such as; buildings, room facilities to adequate learning media so that they can support success, comfort and tranquility in the teaching and learning process in schools. It can also be used as an asset as a power to attract public interest in providing satisfaction for students. In various businesses, both goods and services, the role of marketing has a very important role because it is one of the key factors for the success of a business, in other words, marketing is the core of all business activities. In the process of implementing the marketing of the school principal and his representatives, teachers, employees, cleaning units, and security units are involved starting from planning and implementing the marketing planning process of SMP Al Qolam Muhammadiyah Gemolong which is expected to affect the number of students who enter. This institution cooperates with the community. The principal as a leader is fully responsible for all programs launched by the Deputy Principal as monitoring marketing education.

c. Actuating

Actuating means directing all subordinates to cooperate and work effectively in achieving goals at SMP Al Qolam Muhammadiyah Gemolong is always carried out by the principal to his staff either directly or indirectly so that organizational members who are given the task and responsibility in dealing with the public can work better and correctly in order to achieve the goals that have been set. The following are the stages of marketing implementation activities at SMP Al Qolam Muhammadiyah Gemolong.

Internal marketing is carried out within the school environment and to all human resources in the school. The goal is to maintain and increase loyalty to SMP Al Qolam Muhammadiyah Gemolong, all school personnel feel proud of their school and marketing implementation will run smoothly. In internal marketing the targets are teachers, employees and students of SMP Al Qolam Muhammadiyah Gemolong. Carrying out internal marketing, the school carries out several activities with the targets set above.

Teachers and employees (administrative staff, library staff, and cleaning staff) of the school are given guidance and guidance by the principal and vice principal on how to behave towards the school and to always maintain performance, be good stewards for students and the community as service users. education in order to become school customers. In addition, teachers and employees are involved in activities to improve and develop their competencies, both in terms of administration and in terms of the implementation of learning, so that teachers can carry out teaching and learning activities that are fun for students.

Students in this case are the main consumers of educational institutions. All school programs will be felt by students. Therefore, excellent service must be the key for the school to make students feel the maximum service. This was confirmed by the waka of the curriculum of SMP Al Qolam Muhammadiyah Gemolong, he stated that,

Students will be the outcome (feedback) for the school. This is important to note, because later the quality of the school will be felt by students and brought out by students (Interview with the Principal of Al Qolam Muhammadiyah Gemolong Middle School, July 5, 2022).

Not only that, the deputy head of the curriculum as vice principal also stated that students are assets for the school. As an asset, students will be managed as well as possible in order to develop their potential. This is intended in addition to its development, it will also be a special advantage that the school has. As described above. That the marketing arena is not only through the media or people. By showing achievements in various competitions, this will raise the image and good name of the school which will have an impact on increasing trust from the community.

External marketing becomes the next stage after internal marketing is completed. It should be noted that internal and external marketing are interrelated entities. As explained by the waka of the curriculum of SMP Al Qolam Muhammadiyah Gemolong, he stated that, One of the supporting factors for the success of a marketing is the success of the school in maintaining the quality of education in it. The success of maintaining the quality of education will have a special impact on school residents who will later maintain a good image of the school by its own citizens which will later be carried out by each school member (Interview of Waka Curriculum for Al Qolam Muhammadiyah Gemolong Middle School, July 5, 2022).

There are several forms of activities that are specifically carried out as an external marketing process. In determining this activity, there are some that are momentum and some are scheduled. Momentum activities usually involve special activities that don't actually exist but need to be held. This activity is also usually represented by the school committee. Like the construction of new buildings or something else. Then the scheduled activities are usually special program activities from the school and also follow from big days which the school then takes part in taking advantage of these activities. As for some of the activities in SMP Al Qolam Muhammadiyah Gemolong which are related to the marketing process, they are:

Exhibitions are activities carried out to convey ideas or ideas to the public through the media of their works of art. Exhibition is a form of presentation of works of art in order to communicate with visitors. The meaning of communication in this case means that the works of art are properly displayed so that viewers can observe them comfortably to gain experience and value.

As one of the Islamic religion-based schools, recitation is a mandatory thing that must exist in an educational institution. Not only as a medium of Islamic da'wah, recitation is also a medium to introduce schools and various programs and advantages of schools. This then becomes an opportunity for a school to seek opportunities to introduce itself to the public.

At SMP Al Qolam Muhammadiyah Gemolong, recitations are also conducted and programmed. There are two advantages of this activity, namely parents who have sent their children to SMP Al Qolam Muhammadiyah Gemolong will feel proud and satisfied because their children can do positive activities, secondly indirectly attract other people who are not familiar with SMP Al Qolam Muhammadiyah Gemolong become acquainted with and interested in sending their children to school, or with word of mouth positive

information from SMP Al Qolam Muhammadiyah Gemolong will be spread, a positive image will form by itself.



Figure 4. Adolescent Study

Social service or better known as social service is an activity that manifests a sense of humanity between human beings. This social service at SMP Al Qolam Muhammadiyah Gemolong involves the teacher council and student council, namely by asking for donations from students who come from families which will then be distributed routinely to students who come from underprivileged families. This social service is also carried out regularly. This routine social service involving the student council will give a good impression from the community and from students as direct implementers.

The competition, apart from being a place to hone skills, is also an introduction event for schools. Because the winner of the competition will be seen. Not only that, those who hold competitions will also have their own advantages, namely being visited by various other schools/schools from which the school will be visited and felt its cultural atmosphere. This plus value was later also developed by SMP Al Qolam Muhammadiyah Gemolong. Hosting a competition is a special way of introduction for the community. Both competitions on a local and national scale. Not only that, the use of mass media will be very helpful to disclose information about the state of the competition.



Figure 5. Cosmic Competition

d. Controlling

In marketing Islamic education at SMP Al Qolam Muhammadiyah Gemolong, this control is carried out at any time by the school leadership, so that if there is a lack of effectiveness in the implementation of activities, it can be corrected immediately. The method is carried out by holding meetings/meetings by the principal with all teachers and employees every fortnight, monthly, mid-semester, end of semester and end of year. This is carried out to discuss the program of activities that have been carried out in the stages of time, namely about how it is realized and if there are obstacles, they will be solved and joint solutions are sought in order to maintain and improve the quality of the quality of Islamic education services delivered. Then it is also continued with a discussion about the preparation of the nearest program of activities that will be carried out next, so that it is more mature in its implementation.

The head of SMP Al Qolam Muhammadiyah Gemolong also gave an appeal to teachers and employees to carry out their professional activities at school properly, disciplined and orderly to get student satisfaction.

“We have to show good attitude and behavior to the community to create a positive image in their eyes. If a good school image is supported by student satisfaction, it will make the school attractive to the community, so that it can increase the quantity of students in this institution” (Interview with the Principal of Al Qolam Muhammadiyah Gemolong Middle School, July 5, 2022).

The four management functions used by SMP Al Qolam Muhammadiyah Gemolong in the marketing process of Islamic education. The real purpose of the marketing concept of Islamic education at SMP Al Qolam Muhammadiyah Gemolong is to introduce SMP Al Qolam Muhammadiyah Gemolong with the form of an Islamic educational institution that cares for the community, is sensitive to community demands and is useful for the community, which is ready to build quality graduates and generations of *khaira ummah* with Islamic education services as possible.

Improving the quality of education is also a concern that is no less important in marketing an educational product, because the quality of educational institutions is an important concern that will be considered by consumers to enter the educational institution in question. SMP Al Qolam Muhammadiyah Gemolong as an Islamic educational institution makes quality the main motto that must be maintained and improved continuously, so that later it can run in balance with the times.

3.2 Discussion

The research findings in the preparation of the marketing model at SMP Al Qolam Muhammadiyah Gemolong which have been described in the previous section include the concept of organized management. Starting from marketing planning, marketing organization, implementation and supervision, then all evaluations are carried out and then poured into a work program. This is a very right decision. In accordance with its understanding, management is a tool to achieve goals. And this is the path followed by SMP Al Qolam Muhammadiyah Gemolong. To support its success, SMP Al Qolam Muhammadiyah Gemolong uses various marketing models, including the following.

Production Insight Marketing Concept, namely by paying attention to the production process will certainly greatly affect the concept of a marketing. Production in terms of educational institutions is in the process of teaching and learning activities and other school activities. At SMP Al Qolam Muhammadiyah Gemolong, he is very concerned about the quality of his school activities. Product Insight Marketing Concept, namely the product is very dependent on the production process undertaken. By paying close attention

to the production process, the opportunity to produce a good product will be very large. This is also applied by SMP Al Qolam Muhammadiyah Gemolong.

Insightful Marketing Concepts Selling that sales is the key to marketing, increasing sales is the target of marketing. In educational institutions, what is meant by selling insight is in the activities of accepting new students (PPDB). Selling is directly proportional to the concept of production and product. Marketing Concept with Marketing Insight that prioritizes the fulfillment of market needs and wants. This requires proper analysis and targeting. This matter at SMP Al Qolam Muhammadiyah Gemolong became the main study that was very concerned. As the principal said. Not only that, marketing is done by door to door to the public.

The Concept of Community Insight Marketing which implements this marketing concept by inviting the community to take part in activities provided by the school. Not only that, on the other hand, schools also take part in community activities. Based on the implementation of various marketing concepts carried out by SMP Al Qolam Muhammadiyah Gemolong in an effort to increase students by maximizing school performance by maximizing the programs implemented by the school, improving the good image so that it can be known by the community and the community also gets satisfaction with the products from the school.

These findings are in line with research conducted by Alfiyanto (2020); Rozi & Arifin (2020); Sofica, Febiola, Septiani & Ningsih (2020); and Damayanti, Khamidi & Karwanto (2021). Alfiyanto's research, (2020) the focus of the research is on marketing management of educational services based on religious culture which has never been studied before, especially regarding the concept of marketing management of educational services based on religious culture. The results of the analysis that have been carried out, marketing management of educational services based on religious culture is carried out using a marketing mix strategy, namely a marketing mix strategy using 7 marketing elements: 1) Product, 2) Tariff (Price); 3) Location (place); 4) Promotion (Promotion); 5) HR (People); 6) Physical Evidence; 7) Process (Process). Rozi & Arifin's research, (2020) focuses on the implementation of marketing strategies in educational institutions.

The results of the study indicate that users of educational services are involved in policy making and planning in the field of education. Thus, users of educational services also determine the development of educational institutions which ultimately affect the development of students. Sofica, Febiola, Septiani and Ningsih, R. (2020) research states that the Website is also used as a form of interaction between the school and the parents of prospective students. Research by Damayanti, Khamidi & Karwanto (2021) describes educational marketing strategies including including school programs, strategies and marketing mix (product, price, location, promotion of human resources, infrastructure and service management). Research by Humphrey, Laverie, and Muñoz, (2021) states that technological developments encourage marketing educators to prepare new graduates for the complex and high-risk marketing environment driven by technology.

IV. Conclusion

The marketing strategy at SMP Al Qolam Muhammadiyah Gemolong includes the concept of organized management. Starting from marketing planning, marketing organization, implementation and supervision, then all evaluations are carried out and then poured into a work program. In this planning process is to determine all the directions that will be addressed by the madrasa. The determination of the direction of this goal is based on an analysis carried out by the madrasa who are members of the New Student

Admissions Committee (PPDB). Then from the analysis of the PPDB team, they determine marketing tools such as time, place, targets, strategies used so that marketing can run optimally. In marketing planning at SMP Al Qolam Muhammadiyah Gemolong there are two forms of marketing planning, namely internal and external marketing. The marketing concept includes the 7P concepts, namely product, price, place, promotion, people, physical evidence, and process. In order to support its success, SMP Al Qolam Muhammadiyah Gemolong uses various marketing models, including the Production Insight Marketing Concept, the Product Insight Marketing Concept, the Selling Insight Marketing Concept, the Marketing Insight Marketing Concept, and the Community Insight Marketing Concept.

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