



STRATEGIC MANAGEMENT OF EDUCATION MARKETING IN INCREASING THE QUANTITY OF NEW STUDENTS AT MA ISLAMIC CENTER, CIREBON REGENCY

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DOI:

Received: July 2025

Accepted: July 2025

Published: July 2025

Abstract : *Marketing Management has a very important role to be something important and must be carried out by an educational institution, in addition to being shown to introduce, marketing in educational institutions functions to form a good image of the institution and attract the interest of a number of students. The purpose of this research is to find out about the marketing strategies used in MA Islamic Centre Cirebon Regency, to find out how to plan, organize, implement, and supervise at MA Islamic Centre Cirebon Regency. In this study, the researcher used a descriptive type of research and used a qualitative method. To get results by describing the conditions seen in the field as they are and to get the results that the researcher wants. For this reason, the researcher uses data collection techniques, namely: Observation, Interview, and Documentation. From the results of the research obtained, 1) marketing strategies include the distribution of brochures and the installation of billboards on the roadside. 2) Educational Marketing Planning at MA Islamic Centre is carried out by the entire PPDB MA Islamic Centre committee through a meeting with the head of the madrasah, in the meeting all members have the right to have an opinion on the activities that will be carried out in the PPDB. 3) the implementation of PPDB MA Islamic Center has a few obstacles and a slight discrepancy in terms of entry hours for picket teachers on duty. 4) Supervision of education marketing at the MA Islamic Center is carried out in three stages, namely monitoring, assessment, and reporting of work results. The lack of competitiveness of MA Islamic Center in marketing activities is what causes the number of new students at MA Islamic Center to decrease.*

Keywords: *Strategy, Marketing management, PPDB.*

INTRODUCTION

The existence of students is very important in the process of education. Therefore, marketing management strategies in education are indispensable in the process of accepting new students. This is done so that the institution can be known and known by the wider community out there. Strategies in admitting new students can be implemented by distributing pamphlets, making baligho or billboards about schools that are installed in public places. Even for some schools that follow current technological developments, these schools or institutions can create a web page, facebook or instagram page and can also create youtube or tiktok to promote the activities in the school so that it has a positive impact on the number of people who can access and see the promotions carried out through social media.

The existence of an education marketing management strategy program and the existence of a superior program in a madrasah can also add its own attraction to bring in new prospective students. This can increase the attractiveness of prospective new students to study at the institution. Competition in the world of education is a natural thing. The emergence of competition is a form of seriousness from an educational institution in achieving and obtaining as many educational objects (students) as possible. Therefore, the leader as the head of the educational institution must have a strong mentality and have progressive and innovative ideas in developing the school under his/her leadership.

Competition in the fight for educational objects is very closely related to the dexterity of a person who is involved in the field of education in recognizing market tastes and choosing strategies. In order for educational objects to be loyal, they must have a strategy to maintain them so that they do not run away from other competitors. Education is essentially a process of discussing students from ignorance, inability, helplessness, untruth, dishonesty, and from bad heart, morals and faith (Mulyasana, 2012).

Marketing is something important and must be carried out by an educational institution, in addition to being shown to introduce, marketing in educational institutions serves to form a good image of the institution and attract the interest of a number of students. Philip Kotler and Topor stated in their book *Muhaimin*, that a positive image is a very valuable asset in the market. A positive image is also a strong base capital in influencing customer expectations. One of the good images is done by influencing the needs and expectations of customers to match the service products in schools or madrasas. Thus, prospective students are more interested in entering the school or madrasah (Muhaimin, et al., 2009).

The purpose of marketing is to help the manager of an organization to decide what products must be offered first and produce satisfaction for the parties involved. In educational institutions, it aims to provide information to the public about school products, increase public interest and interest in school products, distinguish school products from other school products, emphasize the added value that the community receives for the products offered, and stabilize the existence and meaning of schools in the community (Alma, 2014). The ability to compete determines whether the institution is able to survive or not. Educational institutions that do not have competitiveness are abandoned by their customers. Competitiveness is determined by quality learning (Abdi, 2011). In addition, of course, it must be introduced to the wider community. The ability of administrators to understand education marketing is a prerequisite in maintaining and increasing the growth of their institution (Irianto, 2011).

The management of educational institutions is very important, where the growth and development of educational institutions is influenced by the ability of administrators to scan the external environment, competitors of other institutions, taking into account internal competence, must create qualified strategies to win the competition without leaving the essence of education itself (Educational Administration Lecturer Team of the University of Education Indonesia: 2011).

The management and educational services provided by each institution certainly have their own differences, such as at Madrasah Aliyah Islamic Center in its marketing strategy has made several efforts in marketing strategies, including the distribution of brochures and the installation of baligho on the roadside. The lack of competitiveness of MA Islamic Center in marketing activities is what causes the number of new students at MA Islamic Center to decrease. Apart from marketing strategies, an institution must also have quality learning and services so that its enthusiasts are not left behind. There are several shortcomings in this MA Islamic Centre, including; The distribution of school marketing tools (brochures) has not been maximized, the quality of education services is still not good, plus there are still many bad public assumptions about private schools.

Based on the observations made, the researcher concluded that several identified problems in the MA Islamic Center of Cirebon Regency include: 1) the lack of competitive marketing strategies implemented by schools; 2) the distribution of school marketing tools (brochures) has not been maximized; 3) the quality of education is still poor; 4) There are still many public assumptions that are not good for private schools. Thus, the author is interested in researching "Strategic Management of Educational Marketing in Increasing the Quantity of New Students at MA Islamic Center Cirebon Regency".

METHOD

The method used in this study is a qualitative research method, where this technique describes field findings that are presented purely in accordance with what has happened in the field (Kurniawan, Educational Research Methodology, 2017). The subject of this study is data obtained from interviews with the management of educational institutions, especially the public relations and student affairs section related to marketing management strategies, both of which were obtained from the results of observations conducted at the MA Islamic Center Sutawinangun Kedawung Cirebon Regency. The researcher uses several methods, namely observation, interviews, and documentation in collecting research data. Then this research, the researcher conducts data analysis with several stages, namely :p data collection, data reduction, data presentation, and then conclusion analysis.

RESULT AND DISCUSSION

1. Education Marketing Management Strategy

The strategy implemented at Madrasah Aliyah Islamic Center in its marketing strategy has made several efforts in marketing strategy, including the distribution of brochures and the installation of baligho on the roadside. The lack of competitiveness of MA Islamic Center in marketing activities is what causes the number of new students at MA Islamic Center to decrease. Apart from marketing strategies, an institution must also have quality learning and services so that its enthusiasts are not left behind. There are several shortcomings in this

MA Islamic Centre, including; The distribution of school marketing tools (brochures) has not been maximized, the quality of education services is still not good, plus there are still many bad public assumptions about private schools.

In addition, the educational marketing strategy carried out by the MA Islamic Center of Cirebon City is by utilizing social media such as the school website, facebook account, Instagram, but the obstacle is the lack of public attention to the posts uploaded related to the PPDB MA Islamic Center Cirebon Regency, this is motivated by the lack of activity of the institution's social media. In fact, as explained by Akrimi and Khemakem in La Moriansyah, among them marketing communication can be done through social media. Akrimi and Khemakem added that marketing communication through social media is a very big opportunity that can be used to convey information to the audience more easily and quickly (La Moriansyah: 2015).

2. Marketing Planning of Education MA Islamic Centre Kedawung-Cirebon

Planning, according to Yurmaini in the book, is a process of preparing a series of decisions to take actions in the future directed at achieving goals with optimal means. Planning is basically a process of activities carried out to form educational goals. Planning is also a decision-making process carried out systematically by Madrasah institutions and as a process of preparing activities carried out to achieve certain goals. Usually, planning issues include setting goals, setting policies, and strategies to be used.(Fauzi, 2016)

The planning carried out by the head of the madrasah also applies several stages before planning, such as setting goals to be achieved through implementation, selecting activities that have been carried out and adding activities if existing activities are less than optimal in achieving goals, formulating steps before marketing activities are carried out, and scheduling activities to be carried out. For this reason, the Head of the Madrasah before the start of the new school year will plan in accordance with the scope of Madrasah administration such as: teaching programs, student affairs, staffing, finance, to new student equipment.

3. Implementation of Education Marketing at MA Islamic Centre Kedawung-Cirebon

The implementation carried out at the MA Islamic Center is in accordance with the plan that has been detailed, the MA Islamic Center carries out educational marketing activities guided by pre-planned activities, starting from the determination of the place of implementation, the tools and methods used, to the duties of each of the committees that have been determined. However, based on the results of the work evaluation, there are still sides that must be improved. Like the delay of the picket teacher in accepting prospective students, there were students who came at 08:00 to ask about registration but the committee in charge of picketing that day arrived late, precisely at 08:30 so that prospective registrants were directed to wait first by the security officer (security guard) of the MA Islamic Center to wait first. In its implementation, the committee in charge of daily picketing should come to school at 07:30 or no later than 08:00.

4. Supervision of Education Marketing of MA Islamic Center Kedawung-Cirebon

Control is the last part of the management function. Control is the process of monitoring, assessing, and reporting plans on the achievement of preset goals for corrective action for further improvement (Usman, 2009).

Based on the theory above, the results of research conducted by researchers regarding supervision in implementing marketing supervision education at the MA Islamic Center were carried out in three activities, namely monitoring, assessment, and plan reporting. In self-monitoring at the MA Islamic Center carried out by the head of the madrasah, where the head of the madrasah always monitors the course of educational marketing activities every day. Then the second is the assessment in the activities of the head of the madrasah to assess where this educational marketing activity takes place, whether or not the activities that have been planned are in accordance with the activities that have been planned, whether or not there are committees that have difficulties in carrying out their duties and responsibilities. Then the third is plan reporting, where the committee conducts a routine report on the development of PPDB activities, according to or not the results obtained with the goals that have been set

In accordance with the theory above, overall educational marketing activities at the MA Islamic Center can be said to run well, starting from planning, implementation, and supervision. It's just that in the organizing activities at the MA Islamic Center it still needs to be improved, where in the election of the chairman of the committee it would be better to be elected by all teachers through the voting results. Then the composition of

the committee is formed every year, who knows with the change of the committee it can increase the activities of this PPDB, and is expected to achieve or even exceed the goals that have been set.

CONCLUSION

From the research conducted by the author, it can be concluded that the activities of PPDB MA Islamic Centre: The strategy implemented at Madrasah Aliyah Islamic Center in its marketing strategy have made several efforts in marketing strategies, including the distribution of brochures and the installation of billboards on the roadside. The lack of competitiveness of MA Islamic Center in marketing activities is what causes the number of new students at MA Islamic Center to decrease Educational Marketing Planning at MA Islamic Center is carried out by the entire PPDB MA Islamic Center committee through a meeting with the head of the madrasah, in the meeting all members have the right to have an opinion on the activities that will be carried out in PPDB. The implementation of educational marketing at the MA Islamic Center took place according to what had been planned. However, the implementation of PPDB MA Islamic Center has few obstacles and a slight discrepancy in terms of entry hours for picket teachers on duty. Supervision of education marketing at the MA Islamic Center is carried out in three stages, namely monitoring, assessment, and reporting of work results. The purpose of supervision is so that all committees and all work activities can run well according to what has been planned

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