



Marketing Strategy in the Admission of New Learners at SMPN 8 Tanjungbalai

Hendra¹, Shopiana²

^{1,2} STAI Nurul Ilmi Tanjungbalai, Indonesia

ABSTRACT

The purpose of this study was to evaluate the marketing strategies used to accept new students at SMPN 8 Tanjungbalai. The researcher used qualitative research. The data sources in this study consist of two categories: primary and secondary. The results showed that PPDB activities at SMPN 8 Tanjungbalai are strongly influenced by marketing strategy planning. The principal and the school marketing team are all involved in planning. In PPDB at SMPN 8 Tanjungbalai, the planning of marketing activities includes creating a committee structure, determining work programs, implementation, and evaluation. Second, in the marketing strategy planning process, SMPN 8 applies five marketing elements to promote the school. Third, the evaluation of marketing strategies at SMPN 8 Tanjungbalai is carried out at the end of the PPBD implementation period and documented in the form of an accountability report. Fourth, there are some problems with the marketing strategy at SMPN 8 Tanjungbalai in the 2022-2023 academic year. This is due to the lack of work motivation and teamwork of the organizing committee for new student admission activities.

ARTICLE INFO

Article history:

Received
12 Desember 2024
Revised
27 Desember 2024
Accepted
13 Januari 2024

Keywords

Marketing Strategy, New Students, SMPN 8 Tanjungbalai.

Corresponding

Author :

drhendrampd@gmail.com

INTRODUCTION

SMPN 8 Tanjungbalai is one of the best schools in Tanjungbalai city. However, as a result of the changes caused by the COVID-19 pandemic, SMPN 8 Tanjungbalai has experienced a decline in new student enrollment. The recapitulation data of SMPN 8 Tanjungbalai students from 2019 to 2022 is shown here. Therefore, SMPN 8 Tanjungbalai is trying to create an effective marketing strategy to increase new student enrollment.

The recapitulation results show that the number of students in the last three years has decreased every year. The results of brief interviews conducted by researchers during observation also support this. The results of the interview with the Deputy Principal of the Curriculum Section stated that: "The

acceptance of students at SMPN 8 Tanjungbalai in the last 3 years has decreased as a result of the emergence of covid 19. So that student interest in continuing education at SMPN 8 Tanjungbalai has decreased." Therefore, researchers want to further study the issue of new student admissions by considering this background.

There have been studies on the above topic, one of which is: "Muammar's scientific journal entitled *Problematics of New Student Admission with the Zoning System in Mataram City Elementary Schools*." The results showed that educational services at SD Islam Surya Buana were written with a focus on meeting customer expectations and satisfaction. There are several strategies that schools use to market their education to improve their reputation. These include direct strategies, indirect strategies, differentiation strategies, and financing strategies. Nevertheless, an effective effort at SD Islam Surya Buana is to demonstrate the quality of graduates and create a perception of customer satisfaction through word of mouth. The impact of marketing strategies and their effect on imaging at SD Islam Surya Buana is an increase in customer loyalty and community trust.

Furthermore, Ninsiar Wolikito, Arfin, and Kabiba wrote an article in the journal of education and teaching entitled "School Marketing Strategy in Attracting New Learners at SMP Negeri 7 Kendari". The research shows that the school consistently tries to promote the school by using various strategies: 1) external marketing, which is done by introducing the school to the community and always involving all its elements, establishing good communication with all education stakeholders in the community about new student admissions, and 2) Internal marketing, which is done by always encouraging teachers, administrative personnel, and students to do their jobs with discipline, professionalism, responsibility, and love for the work they do; providing effective and efficient services; and being friendly and familial towards prospective new students, parents, and the community as a whole; and 3) interactive marketing, which is done by creating an intense and pleasant communication relationship between students and their parents. Therefore, the author's research position is different from the previous research position. The strategy used in the research determines the difference in the research. The marketing strategy for student enrollment is the subject of this research. Therefore, direct and indirect research strategies were used to find out not only the number of students who applied, but also the number of students who were accepted and are still studying at the school. Marketing consists of planning, execution, and control. To that end, this research provides further explanation on how effective the methods used are and whether they are working well or

require improvement. Our research focuses on the use of marketing strategies in the admission of new students at SMPN 8 Tanjungbalai.

RESEARCH METHOD

In this study, a descriptive research methodology was used. This study looks at events and phenomena that occur in a person's life and asks individuals or groups of people to explain.

these things based on their own experiences. This research uses the case study method, which, according to scientists Bogdan and Biklen, means an in-depth examination of a place or person at a particular event. The author interviewed the Waka Kesiswaan, the main informant in this interview instrument. The Head of Curriculum, Head of Public Relations, student guardians, and the marketing team were the supporting informants. The researcher compiled a grid of instruments, namely research, with the 5W + 1H formula.

According to Miles and Huberman (Miles et al., 2018), data collection is done through observation, surveys, and interviews. Meanwhile, various methods of analyzing data include data reduction, data presentation, and data verification. All information is collected through observations and interviews, which is the data reduction process. During the verification process, a researcher makes conclusions with the data from field observations (Moleong, 1989).

Data analysis is done by grouping data based on conclusions, describing it into units, synthesizing it, organizing it into patterns, selecting which data points are significant and need to be investigated, and showing what is clear to someone or someone else. Data analysis involves data reduction, presentation, validity testing, and verification or conclusion drawing (Suharsimi Arikunto, 2010).

RESULT AND DISCUSSION

1. Building a Marketing Strategy for New Student Admission at SMPN 8 Tanjungbalai Marketing strategy is a social and management process carried out by individuals or groups to achieve their goals by creating and exchanging values and products with other parties.
2. Since SMPN 8 Tanjungbalai is very competitive with other schools on school days, school marketing planning is very important to introduce the school to the community and prospective students.
3. Market Segmentation: SMPN 8 Tanjungbalai is a highly competitive vocational high school in Tanjungbalai City with many new students.

According to the statement of the deputy head of student affairs, "Because SMPN 8 Tanjungbalai We have strategic access makes us have a plus point in marketing the existence of our school." In addition, we are a public school, which makes us have superior characteristics compared to other schools.

4. Marketing strategy improvement must be targeted. In selecting the target of SMPN 8 Tanjungbalai, the entire Tanjungbalai City community is involved. According to the Principal of SMPN 8 Tanjungbalai, "Our target market is as wide as Tanjungbalai City." This marketing activity has been planned and known by the entire school community. "We welcome anyone who wants to join us widely." According to this explanation, the marketing strategy to accept new students at SMPN 8 Tanjungbalai. In other words, in conducting promotions, random patterns are used without considering differences between the social and economic status of the community.
5. Positioning, To make stakeholders in a particular market segment understand the position of the brand or organization compared to competitors, a market positioning process is conducted. According to the Principal, the section responsible for new student admissions, market positioning for promotional activities at SMPN 8 Tanjungbalai is as follows: "The promotion department plays a big role in the information disseminated to the outside community so that the information is well conveyed and not different." The following is a description of the promotional strategies used at SMPN 8 Tanjungbalai:

One of the promotional strategies we use is to use the alumni network, family network, student guardian network, alumni, and alumni guardian. With this network, promotion becomes easier. Furthermore, it can reduce promotion costs by keeping in touch and communicating with student guardians, alumni, and the community. We still use the brochure distribution system. We spread it through the networks mentioned earlier, and we also use social media. SMPN 8 Tanjungbalai is also accountable to all school employees, including teachers and employees. In the promotional campaign, SMPN 8 Tanjungbalai used social media in addition to distributing brochures.

Marketing Strategy for New Student Admission at SMPN 8 Tanjungbalai

Marketing strategy is a part of marketing that can be managed by making decisions to achieve goals. To be able to foresee changes in the external environment, educational institutions must understand the internal and external circumstances objectively. In this case, a marketing campaign is conducted to introduce the school so that parents are more aware and

interested in enrolling their children at SMPN 8 Tanjungbalai. "Here we apply 4 marketing steps namely market identification, market segmentation, product differentiation by highlighting programs, and providing the best service," said the principal.

To speed up the selection process for new students at SMPN 8 Tanjungbalai, some of the steps are done online. Our marketing team plans the marketing program for the PPDB committee every school year from November. We deliberately started this meeting to initiate quick action in terms of school promotion.

Marketing Strategy in Education

The concept of strategy is a component of management. The role of strategy involves assessing the relationship between opportunities and threats in the market. The term "strategy" is often used when talking about efforts to achieve goals. Griffin (Ferri et al., 2020) says that strategy is a complete plan to achieve organizational goals (J. Winardi, author, 2003). Kotler (1987) describes strategy as an art and science discipline that designs (planning), executes (implementation), and evaluates (evaluation) strategic decisions involving various functions that help organizations achieve their stated goals.

Strategy, according to Rangkuti, can be defined as a sustainable master planning activity, which explains how the company can achieve all the goals that have been set through the implementation of the established mission. As explained by Attsaury et al. (2024), marketing strategy is a plan used by companies to achieve marketing goals and meet consumer needs. This strategic plan is broad and integrated, linking the company's internal strengths and weaknesses with opportunities and threats from outside sources. Entrepreneurs use strategies to meet customer needs and generate profits. Therefore, as explained by Iffah and Fauziyah (2021), strategy is always related to assessing and selecting available options to achieve goals. In this process, various components are required, such as product, promotion, marketing mix, and distribution.

Kotler and Armstrong define marketing as an activity or business that distributes goods and services from producers to consumers to meet consumer needs through the exchange process and is carried out by individuals or groups to meet their needs and desires by creating and exchanging products and values with other parties (Gary Armstrong, 2014).

According to Buchari Alma's book, marketing strategy is based on three strategic concepts. These concepts are derived from the principle of purchasing educational services based on the needs required by customers. Therefore, the institution must categorize the market into several categories: 1) Market

position. It is impossible for an organization to control the market completely. The principles underlying this marketing strategy define a more focused pattern to give the organization the best chance of becoming the dominant force in society. 2) Targeting is a strategy used to target sales by entering the right market groups. 3) The marketing mix is a strategy used to increase sales. a collection of variables that can be used by companies to influence customer interest. According to H. Buchari Alma (2003), the four P's are product, location, promotion, and price.

Scope of Educational Services Marketing Strategy

Education is a continuous process, marketing educational services is used to increase customer satisfaction, according to David Wijaya. Schools should receive feedback from more mature students to improve the learning process and increase school competition. An educational services marketing plan is needed to increase school competition and improve the standards and professionalism of school administration. Educational services marketing can affect many aspects of an institution. One of the advantages of an educational services marketing campaign is the improvement of each student's learning environment. Schools can use the planning, execution, and control phases to build educational programs centered on the needs and wants of the community (Philip Kotler, 2009).

Marketing Strategy Planning in the Admission of New Learners at SMPN 8 Tanjungbalai

A strategy for marketing educational services is necessary for planning. This strategy should determine who will make up the marketing team, how much funding is required, the school's advantages and disadvantages, current opportunities and threats, and a schedule of assessment and development activities. Market research, also referred to as identifying community needs, consists of various actions such as collecting information about the needs of prospective students, assessing the school's reputation, conducting research on the flow of needs, profiling prospective students, and conducting assessments.

Implementation of Marketing Strategies in the Admission of New Learners at SMPN 8 Tanjungbalai

When schools use marketing strategies, they should consider things that can attract the attention of the community. These include: 1) academic programs or offerings from other educational institutions; 2) the location of the school; 3) attractive marketing campaigns; and 4) the assets the school has. The marketing committee must be properly positioned so that tasks and responsibilities can be carried out successfully at the implementation stage. At the planning stage, activities should be implemented according to the agreed-

upon plan. If things go awry, the marketing team should be ready to handle them to ensure that marketing operations continue to run effectively and efficiently. After the task is completed, it needs to be re-evaluated to find out what needs to be maintained and improved.

Marketing Strategy Control in the Admission of New Learners at SMPN 8 Tanjungbalai

Schools need sufficient understanding of how to take proper control. Four systems Kotler and Andreasen offer for information on organizational marketing: a) an internal record-keeping system that keeps all data on the number of student applicants, marketing costs, potential students, market segments, etc.; b) a marketing intelligence system, which has sources related to community needs; and c) a marketing research system, which uses a systematic design to collect, analyze, and report data to produce better results for the organization.

For educational institutions, marketing is very important. To provide educational services, non-profit organizations must first ensure to the community that educational facilities are of high quality (Chande, 2023). Second, to meet the needs of the neighborhood, the public must be convinced to obtain educational services. Third, to increase public knowledge about different types of educational services. Fourth, prevent the public from ignoring the benefits of educational institutions (Arif et al., 2021; Damayanti et al., 2023). School management should carefully consider their marketing strategies. With the help of effective marketing strategies, schools can become first-class educational institutions. To enable the school to achieve its goals, creating a marketing plan requires strategic thinking.

CONCLUSION

The implementation of marketing strategies to accept new students at SMPN 8 Tanjungbalai shows that the strategy is running successfully. Marketing uses both direct and indirect approaches. The process consists of three main stages: planning, implementation and evaluation. The goal of strategic planning is to win market competition by using direct and indirect methods, emphasizing the marketing team's ability to promote SMPN 8 Tanjungbalai. Strategic planning involves analyzing market segmentation by considering the target market, market objectives, and marketing mix (product, place, promotion, and price). Evaluation of the marketing strategy for new student enrollment requires accountability reporting on the progress and results of the strategy being used. The absence of strong teamwork motivation causes difficulties in implementing the marketing strategy. This is due to the

marketing team's primary responsibilities that require other work, such as teaching.

There were several barriers to this research due to the data collection process. As each respondent has different opinions, assumptions and understandings, the data they conveyed during the interviews did not always reflect their true perspectives. This study aims to increase knowledge and understanding of the same topic from different points of view.

REFERENCES

- Hidayat, R., Hasballah, Z., & Alfiansyah Siregar, F. (2020). Construction of Islamic Character Education in Deli Malay Culture in Medan City. *Dharmawangsa: International Journal of the Social Sciences, Education and Humanitis*, 1(2), 42–57. <https://doi.org/10.46576/english.v1i2.614>
- Zaini, M. F., & Syafaruddin, S. (2020). The Leadership Behavior of Madrasah Principals in Improving the Quality of Education in MAN 3 Medan. *Jurnal Iqra' : Kajian Ilmu Pendidikan*, 5(2), 95–106. <https://doi.org/10.25217/ji.v5i2.649>
- Fadhli, M. (2019). Pengembangan Perguruan Tinggi Di Era Revolusi Industri 4.0. In A. Z. Fitri (Ed.), *Transformasi Kebijakan Pendidikan Tinggi Islam: Arah Baru Perubahan Kebijakan Pendidikan Tinggi Islam* (pp. 269–292). Yogyakarta: Kalimedia.
- Hidayat, R., & Wijaya, C. (2017). *Ayat-Ayat Al-Quran Tentang Manajemen Pendidikan Islam*. LPPI.
- Fadhli, M. (2013). Hubungan Kepemimpinan Kepala Sekolah dan Budaya Sekolah dengan Keefektifan Sekolah Di SMP Kota Medan (Tesis). Universitas Negeri Medan, Medan.
- Arif, M., Munfa'ati, K., & Kalimatusyaroh, M. (2021). Homeroom Teacher Strategy in Improving Learning Media Literacy during Covid-19 Pandemic. *Madrasah: Journal of Basic Education and Learning*, 13(2), Article 2. <https://doi.org/10.18860/mad.v13i2.11804>
- Arista, H., Mariani, A., Sartika, D., Murni, D., & Harahap, E. K. (2023). Leadership Style of Madrasah Principal in Formation of Religious Character of Learners (Input, Process and Output). *Kharisma: Journal of Educational Administration and Management*, 2(1), Article 1. <https://doi.org/10.59373/kharisma.v2i1.13>
- Atstsaury, S., Hadiyanto, H., & Supian, S. (2024). Principal's Strategy to Improve Teachers Professional Competence. *Munaddhomah: Journal of Islamic Education Management*, 5(1), Article 1. <https://doi.org/10.31538/munaddhomah.v5i1.775>

- Bakar, M. A., Umroh, K. A., & Hameed, F. (2023). Improving Quality Islamic Education for Today's Generation. *At-Tadzkir: Islamic Education Journal*, 2(2), Article 2. <https://doi.org/10.59373/attadzkir.v2i2.42>
- Busthomi, Y., & A'dlom, S. (2021). Ten Capitals to Become a Professional Teacher. *Salimiya: Journal of Islamic Religious Studies*, 2(1), Article 1. <https://doi.org/10.2906/salimiya.v2i1.252>
- Chande, A. (2023). Global Politics of Knowledge Production: The Challenges of Islamization of Knowledge in the Light of Tradition Vs Secular Modernity Debate. *Nazhruna: Journal of Islamic Education*, 6(2), Article 2. <https://doi.org/10.31538/nzh.v6i2.3502>
- Ciptaningsih, Y., & Rofiq, M. H. (2022). Participatory Learning With Game Method For Learning Completeness In Islamic Religious Education. *Fikroh: Journal of Islamic Thought and Education*, 15(1), Article 1. <https://doi.org/10.37812/fikroh.v15i1.361>
- Damayanti, F., Sianturi, N. M., Damayanto, A., Bangkara, B. M. A. S. A., & Ristianti, D. H. (2023). The Excellence of Lecturer HR in Increasing Competition in Research-Based Higher Education Services. *Tafkir: Interdisciplinary Journal of Islamic Education*, 4(1), Article 1. <https://doi.org/10.31538/tijie.v4i1.292>
- Fauzi, I., & Kartiko, A. (2023). The Effect of Product Promotion on the Decision to Choose Madrasah. *Munaddhomah: Journal of Islamic Education Management*, 4(2), Article 2. <https://doi.org/10.31538/munaddhomah.v4i2.435>
- Ferri, F., Grifoni, P., & Guzzo, T. (2020). Online Learning and Emergency Remote Teaching: Opportunities and Challenges in Emergency Situations. *Societies*, 10(4), Article 4. <https://doi.org/10.3390/soc10040086>
- Fitria, R. N., Alwasih, A., & Hakim, M. N. (2022). Madrasah Head's Strategy in Improving Student Academic Achievement. *Academicus: Journal of Teaching and Learning*, 1(1), Article 1.
- Hasan, M. S., & Aziz, A. (2023). Contribution of Islamic Education in the Social Emotional Development of Students at MTs Salafiyah Syafiiyah Tebuireng Jombang. *Irsyaduna: Journal of Student Studies*, 3(2), Article 2. <https://doi.org/10.54437/irsyaduna.v3i2.1124>
- Hasanah, M., & Maarif, M. A. (2021). Islamic Religious Education Solutions to Overcome Juvenile Delinquency in Broken Home Families. *Attadrib: Journal of Madrasah Ibtidaiyah Teacher Education*, 4(1), Article 1. <https://doi.org/10.54069/attadrib.v4i1.130>
- Iffah, F., & Fauziyah, Y. (2021). Marketing Management of Boarding School in Increasing

- Community Interest. *Nidhomul Haq: Journal of Islamic Education Management*, 6(2), Article 2. <https://doi.org/10.31538/ndh.v6i2.1574>
- Jumiati, J., & Kartiko, A. (2022). The Effect of Self Efficacy and Locus of Control on Teacher Performance. *Academicus: Journal of Teaching and Learning*, 1(1), Article 1.
- Kartiko, A., Wibowo, G. A., Gobel, L. V., Wijayanto, A., & Saputra, N. (2023). Improving Teacher Job Satisfaction Through Organizational Commitment and Organizational
- Kitizenship Behavior in the Digitalization Era. *Nidhomul Haq: Journal of Islamic Education Management*, 8(2), Article 2. <https://doi.org/10.31538/ndh.v8i2.3960>
- Kotler, P. (1987). *Marketing Management: Analysis, Planning, and Control*. Erlangga.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2018). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.
- Moleong, L. J. (1989). *Qualitative research methodology*. Remadja Karya.