

## IMPLEMENTATION OF PROMOTIONAL MIX STRATEGIES FOR SCHOOL ADMISSION AT MADRASAH ALIYAH NEGERI

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### **Abstract**

An educational institution is an organization that produces services which are then purchased by consumers, namely the public. Therefore, marketing or promotional activities are very necessary in schools, especially in admissions activities for new students. The importance of promoting a school requires a special strategy so that promotion can run smoothly, because with appropriate and effective promotion, a school can attract prospective students and the school can get students according to the school's expectations. The focus of the research examined includes: 1) How is the promotional mix strategy planned for accepting new students at Madrasah Aliyah Negeri 1 Jember?; 2) How is the promotion mix strategy implemented in accepting new students at Madrasah Aliyah Negeri 1 Jember?; 3) How is the promotion mix strategy evaluated in accepting new students at Madrasah Aliyah Negeri 1 Jember? The aim of this research is to describe the planning, implementation and evaluation

of promotional mix strategies in admitting new students at Madrasah Aliyah Negeri 1 Jember.

This research uses descriptive qualitative research methods. The data collection techniques use observation, interviews and documentation. Meanwhile, data analysis uses the Miles, Huberman and Saldana model which includes data collection, data condensation, data presentation and drawing conclusions. Data validity uses source triangulation and technical triangulation. The results of this research are: 1) Planning a promotional mix strategy for accepting new students including: needs analysis, program preparation, and school coordination meetings. 2) Implementation of the promotional mix strategy for accepting new students including: advertising, personal selling, publicity, sales promotion. 3) evaluation of promotional mix strategies for new student admissions including: advertising evaluation, personal selling evaluation, publicity/public relations evaluation, and sales promotion evaluation

Lembaga pendidikan merupakan suatu organisasi yang menghasilkan jasa yang kemudian jasa dari lembaga pendidikan dibeli oleh konsumen yaitu masyarakat. Oleh karena itu kegiatan pemasaran atau promosi sangat diperlukan dalam sekolah terutama dalam kegiatan penerimaan siswa baru. Pentingnya mempromosikan sekolah sehingga membutuhkan strategi khusus agar promosi dapat berjalan lancar, karena dengan promosi yang tepat dan efektif maka sebuah sekolah dapat menarik calon siswa dan sekolah bisa mendapatkan siswa sesuai dengan harapan sekolah. Fokus penelitian yang diteliti diantaranya: 1) Bagaimana perencanaan strategi bauran promosi dalam penerimaan peserta didik baru di Madrasah Aliyah Negeri 1 Jember?; 2) Bagaimana pelaksanaan strategi bauran promosi dalam penerimaan peserta didik baru di Madrasah Aliyah Negeri 1 Jember?; 3) Bagaimana evaluasi strategi bauran promosi dalam penerimaan peserta didik baru di Madrasah Aliyah Negeri 1 Jember?. Tujuan dari penelitian ini adalah untuk mendeskripsikan perencanaan, pelaksanaan, dan evaluasi strategi bauran promosi dalam penerimaan peserta didik baru di Madrasah Aliyah Negeri 1 Jember. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Adapun teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi. Sedangkan analisis data menggunakan model Miles, Huberman dan Saldana yang meliputi pengumpulan data, kondensasi data, penyajian data dan penarikan kesimpulan. Keabsahan data menggunakan triangulasi sumber dan triangulasi teknik. Adapun hasil

dari penelitian ini adalah: 1) Perencanaan strategi bauran promosi penerimaan peserta didik baru meliputi: analisis kebutuhan, penyusunan program, dan rapat koordinasi sekolah. 2) Pelaksanaan strategi bauran promosi penerimaan peserta didik baru meliputi: periklanan, personal selling, publisitas, salespromotion. 3) evaluasi strategi bauran promosi penerimaan peserta didik baru meliputi: evaluasi periklanan, evaluasi personal selling, evaluasi publisitas/hubungan masyarakat, dan evaluasi salespromotion

**Keywords:** Promotion Mix Strategy Implementation, Acceptance of New Students.

## Introduction

Competition within educational context has become inevitable which cause some educational institutions abandoned by their customers that trigger some mergers of several educational institutions.<sup>1</sup> Competition within a school requires each institution to be able to create ways to promote an effective and efficient advertisement as currently we can see a large number of new schools being established with various choices of community needs. Therefore, educational institutions need professional management to face such difficult competition at this time, because they will find themselves in a very difficult situation to attract prospective students when they does not have good management.<sup>2</sup>

Marketing or promotion is something that must be done by schools, apart from aiming to introduce the institution, it functions as marketing instrument for educational institutions in

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<sup>1</sup>Ara Hidayat, dan Imam Mahali. *Pengelolaan Pendidikan: Konsep, Prinsip dan Aplikasi dalam mengelola sekolah dan madrasah*. (Bandung: Pustaka Eduka, 2010), 257.

<sup>2</sup>Mulhakim, A., & Sembodo, S. P. *Exploring Marketing Strategy for Islamic Boarding Schools in the Minority-Muslim Area of Jembrana Bali*. *JIEMAN: Journal of Islamic Educational Management*, 4(2), (2022). 145-170.

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creating a good image and attracting a number of prospective students.<sup>3</sup>

According to Stanton in the book marketing educational services by David Wijaya, the promotional mix is the best strategic combination of advertising variables, personal sales and other promotional tools, all of which are planned to achieve sales program objectives.<sup>4</sup> Promotional strategies are the methods used by schools to get customers to choose them and be interested in the programs promoted by the school. In achieving these goals, the correct forms of promotion must be carried out by the school.<sup>5</sup> With a good promotional mix strategy, schools can have appropriate promotion to the community.

The school Admission is an activity carried out by schools to attract prospective participants who will join the school. Then Mustari defined that school admission is a process of data collection as well as providing services to newly admitted students, after they have fulfilled the requirements set by the madrasa.<sup>6</sup> There are several stages starting from the process of selecting prospective students and announcing the results of the selection.

Education promotion is an effort to market an educational institution and attract consumers to use the educational institution.<sup>7</sup> For instance, MAN 1 Jember which every year they are

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<sup>3</sup>Muhaimin dkk. *Manajemen Pendidikan; Aplikasinya dalam Penyusunan Rencana Pengembangan Sekolah/Madrasah*. (Jakarta: Kencana, 2009), 101.

<sup>4</sup> David Wijaya, *Pemasaran Jasa Pendidikan “Mengapa sekolah memerlukan marketing?”*. (Jakarta: Salemba Empat, 2012), 164.

<sup>5</sup> Shibghatallaah Mujaahid Al Islaam, & Husnan, R. (2023). Implementation Of Public Relations Management In Building Public Trust At Luqman Al-Hakim Primary School In Jember. *JIEMAN: Journal of Islamic Educational Management*, 5(1),117-128. <https://doi.org/10.35719/jieman.v5i1.187>

<sup>6</sup> Muhammad Mustari. *Manajemen Pendidikan*. (Jakarta: Rajawali Pers, 2014), 111.

<sup>7</sup> Muhammad Untung Surapati, Anuar Rasyid dan Nurjanah, “ Satrategi Humas Dalam Mempromosikan Sekolah Menengah Kejuruan (SMK) Muhammadiyah 2 Pekanbaru”, *Jurnal Ilmu Komunikasi* Volume 9, Nomor 3, Juni

able to attract prospective students from local community and outside. Then for the 2021/2022 academic year there were 1140 students spread across 4 programs at MAN 1 Jember. Likewise, MAN 1 Jember also produces many outstanding students from various fields. This is in accordance with the school's vision, such as being "Excellence in achievement, skill, morality based on faith and piety". From the 2017/2018 academic year, MAN 1 Jember developed several excellence program, such as Madrasah Aliyah Negeri Religious Program (MANPK), madrasah BIC program (Bina Insan Scholars), madrasah skills program, madrasah regular program (specialization in Mathematics and Natural Sciences, Social Sciences and Language), madrasah *tahfidz* program, and research program.<sup>8</sup> Moreover, according to data, MAN 1 Jember is included in the 6 best high schools in Jember and is the only Madrasah institution recognized as excellent schools where they are ranked 5th out of the 6 best and superior schools in Jember, East Java.<sup>9</sup>

MAN 1 Jember has a creative and innovative promotional strategy that can attract public interest. Here it can be seen from the large number of people who entrust their children to be sent to school at MAN 1 Jember, apart from that they can have a more Islamic social environment because at school they are not only taught science but also religious knowledge such as congregational prayers and Duha prayers. Madrasahs can help educate and develop character that is in accordance with the teachings of the Islamic religion.

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352.,

<https://jkms.ejournal.unri.ac.id/index.php/JKMS/article/viewFile/7393/6483>

<sup>8</sup>Dardiri, diwawancara oleh penulis, MAN 1 Jember, 20 Januari 2022

<sup>9</sup> Hendra Sulistiono, "6 SMA Terbaik dan Unggulan di Kabupaten Jember Jawa Timur, Lengkap dengan Alamat Sekolah, Referensi PPDB 2022," <https://seputarlampung.pikiran-rakyat.com/pendidikan/pr-974344104/6-sma-terbaik-dan-unggulan-di-kabupaten-jember-jawa-tomur-lengkap-dengan-alamat-sekolah-referensi-ppdb-2022>

Thus, a promotion mix strategy is really needed by madrasas, so researchers are interested in using it as research material entitled "Implementation of Promotion Mix Strategy in Accepting New Students at Madrasah Aliyah Negeri 1 Jember".

## Methods

This type of research uses descriptive qualitative research methods. Steven Dukeshire and Jennifer Thurlow stated that qualitative research is narrative data, not numbers, in order to find data from several pieces of information in order to solve problems and issues took place.<sup>10</sup> Meanwhile, the descriptive method is used as problem solving instrument by explaining the research object as it is, then interpreted and analyzed in the form of further studies and surveys.<sup>11</sup> So the method and type of research used is to try to describe the topic being studied.

The research locus taken was MAN 1 Jember, on Jl. Imam Bonjol No. 50 Kaliwates District, Jember Regency. The object of the research is the Implementation of the Promotion Mix Strategy school admission at MAN 1 Jember. The data sources in this research are: (1) Head of Madrasah MAN 1 Jember, (2) PPDB Committee and Deputy Head of Public Relations MAN 1 Jember, (3) Community, (4) Students of MAN 1 Jember, as well as another primary data as supporting data such as documents, and etc. The data were collected through interviews, observation and documentation. Data analysis includes data collection, data condensation, data presentation and drawing conclusions. Validity of the data was checked by using source triangulation and technique triangulation.

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<sup>10</sup> Sugiyono, *Metode Penelitian Kualitatif Untuk Meneliti Yang bersifat: Eksploratif, Enterpretif, Interaktif Dan Konstruktif*, (Bandung: Alfabeta, 2018), 3

<sup>11</sup> Syofiyani Siregar, *Metode Penelitian Kuantitatif Dilengkapi dengan Perbandingan Perhitungan Manual dan SPSS*, (Jakarta: PRENADAMEDIA, 2013), 8

## **Result and Discussion**

### **Promotional Mix Strategy Planning within School Admission at MAN 1 Jember**

#### 1. Needs Analysis

The initial stage in this planning is that the school associates analyze the needs according to the Madrasah's objectives and vision, as well as finding out what the Madrasah and community need and understands what kind of model prospective students to look for. After knowing what the conditions and needs are, then school associates prepare a program in the form of school admission technical instructions which will later be used as a reference in informing prospective students about the admission at MAN 1 Jember so that it can be widely known by the public.

This is in line with Gerson's theory in the book entitled *Mark Plus on Strategy* by Kertajaya H which states that a need is something that must be met so that consumers can survive and attain the most basic level of satisfaction.<sup>12</sup>

#### 2. Program formulation

After analyzing and knowing what the prospective students' needs are, the next step is to prepare a program which will later be implemented for promotional activities for the admission, because the programs that have been prepared can create good communication and interaction with the community or other stake holder both within internal and external context. The program formulation is carried out by MAN 1 Jember in promotional activities for student admissions includes creating technical guidelines or school admission technical instructions.

From the results of the analysis carried out by MAN 1 Jember, the school admission technical instruction was made which serves as the technical guidelines adjusted to the conditions at MAN 1 Jember. It usually contains general school admission provisions

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<sup>12</sup>Kertajaya , H. etal, *Mark Plus onStrategy* (B,D,I,M Ed), (Jakarta: Gramedia Pustaka Utama, 2005), 53.

such as requirements for accepting new students, registration procedures, determining implementation schedules, registration fees, deciding capacity and student transfers. This is also supported by the results of the SNPDB documentation at MAN 1 Jember.

SNPDB MANPK and BIC and Regular school admission of MAN 1 Jember are series of information regarding school admission registration and link which can be visited by prospective students who want to register and it contains some stages of registration activities that must be followed.

### 3. Coordination Meeting at Madrasah

After knowing the desired needs and preparing a program, then hold a school coordination meeting. This meeting was attended by committee members who had been appointed by Madrasah's Principal as a committee for the program which aims to make sure the admission process can be organized and run based on the provisions that have been made.

This is in line with Mustari's theory which explains that the steps for accepting new students are the formation of a new student admission committee and the creation and posting of new student admission announcements which are carried out openly.<sup>13</sup> So to make the School Admission activity run well, MAN 1 Jember decided to form a distinctive committee to prepare and execute the school admission based on the planning which to attract prospective students.

## **Promotional Mix Strategy Implementation within School Admission at MAN 1 Jember**

### 1. Advertising

The promotional mix strategy used within school admission at MAN 1 Jember is firstly done through advertising in which it can be used to build the school's image and provide information about

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<sup>13</sup>Muhammad Mustari, *Manajemen Pendidikan*, (Jakarta: Rajawali Pers, 2014), 111.



programs or activities held by the school. This is similar to theory of American Marketing Association quoted in David Wijaya's book that advertising is a form of non-personal presentation and promotion of ideas, products, and services paid for by a specific sponsor.<sup>14</sup>

MAN 1 Jember carries out promotional activities within school admission by advertising through printed media, like brochures, banners, and also social media. This is also supported by the documentation of the school admission MAN 1 Jember brochure.

The MAN 1 Jember admission brochure is designed attractively containing a picture of MAN 1 Jember building, and in the brochure, there is also information regarding the programs offered, such as MANPK, BIC, regular (Mipa, Social Sciences, Language), *tahfidz*, and other competence-based programs. Further, there are provisions and registration preference, such as the test and achievement option. It is also written in the brochure that the registration flow is as follow: 1) create a registration account, 2) choose the registration route, 3) input data, 4) choose a program, 5) upload the required files. required, 6) print the registration card and 7) choose the test location. There is also information related with educational scholarship of 700,000 per month (specifically for MANPK) written in the brochure.

Apart from using brochures, the promotion carried out by MAN 1 Jember in this admission process is done thorough media social like Instagram, Facebook and also YouTube. The following are several social media websites owned by MAN 1 Jember, including YouTube <https://youtube.com/@manijemberofficial830?si=vmr5FX7ST7stemMF>  
<https://www.facebook.com/profile.php?id=100085306522597>  
[https://instagram.com/manijember\\_official?igshid=OGQ5ZDc2ODk2ZA==](https://instagram.com/manijember_official?igshid=OGQ5ZDc2ODk2ZA==)

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<sup>14</sup> David Wijaya, *Pemasaran Jasa Pendidikan "Mengapa sekolah memerlukan marketing?"*, 164.

## 2. Personal Selling

Personal selling is a sales promotion carried out in two directions, face to face or presenting a personal presentation directly between the seller and the buyer to introduce the product being offered, persuade and influence potential buyers which aims to produce the sale.<sup>15</sup> Personal selling or individual sales carried out by MAN 1 Jember to promote the school admission process is done by providing services to prospective students and parents who come to school or who do not. Moreover, the teachers create whatsapp groups to make it easier in communicating what should be promoted, and all kinds of things related to the school admission.

In promotional mix theory done with personal selling approach, an oral presentation in the form of a conversation with one or more prospective buyers needs to be done to produce the sales.<sup>16</sup> So the activities carried out can provide benefits to MAN 1 Jember, that are getting new prospective students as well as retaining and looking after existing customers by trying to provide maximum and better service.

## 3. Publicity/Public Relations

Publicity or public relations is a comprehensive communication effort from the school to influence the perceptions, opinions, beliefs, and attitudes of school residents towards the school.<sup>17</sup> Public relations have a very important influence on the sustainability and introduction of the admission of MAN 1 Jember

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<sup>15</sup>Elda Nurgina, dkk, "Analisis Bauran Promosi Terhadap Minat Beli Konsumen Produk Gula Aren di CV. Candalena", Jurnal Ilmiah Nasional Vol. 2 No. 1 Tahun 2020,

<https://ejournal.goacademica.com/index.php/ja/article/download/106/102>

<sup>16</sup> David Wijaya, *Pemasaran Jasa Pendidikan "Mengapa sekolah memerlukan marketing?"*, 164.

<sup>17</sup> David Wijaya, *Pemasaran Jasa Pendidikan "Mengapa sekolah memerlukan marketing?"*, 165.

or inviting the public directly. The Publicity or public relations carried out by MAN 1 Jember to hold the school admission activities is in the form of MOSAIC (Science, Islamic, Rhetoric and Social Olympic Council). Such activity is one of the promotional tools for introducing MAN 1 Jember to attract excellent prospective students who excel.

#### 4. Sales Promotion

Sales promotion is all activities intended to increase the flow of goods or services from producers to final sales.<sup>18</sup> The sales promotion activities carried out by MAN 1 Jember aims to reach as many students as possible which is not only in the Jember area but also outside such as Lumajang, Bondowoso, and Banyuwangi.

### **Promotional Mix Strategy Evaluation within Shool Admission at MAN 1 Jember**

The evaluation of the promotional mix strategy within school admission carried out by MAN 1 Jember is done by providing an assessment of what has been done by the current admissions committee as a consideration for future work programs and also to determine the obstacles or attainments achieved.

#### 1. Avertising Evaluation

The evaluation in advertising process carried out by the school admission committee was done through collecting or finding out which advertisements communicate best with the public so that they can achieve sales targets within admission process for MAN 1 Jember and can minimize the funds spent or issued for promotional activities using this advertising. This is in line with the theory expressed by Eko Widoyoko who states that evaluation is an activity

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<sup>18</sup>Fitantina, Mahrom, Yudha Mahrom dan M. Alief Annanta, "Pengaruh Bauran Promosi Terhadap Keputusan Mahasiswa Memilih Universitas Muhammadiyah Palembang (UMP)", *Jurnal Manajemen dan Bisnis* Volume 6 Nomor 1 (2021), 48, <https://jurnal.um.palembang.ac.id/motivasi/article/download/3421/2368>

seen as a systematic and continuous process used as a basis for decision making and formulating policies aiming to describe, collect, interpret, and present information about a program.<sup>19</sup>

## 2. Personal selling Evaluation

The personal selling evaluation done by the admission committee is discussing the results of several services that have been provided to prospective students or the community, and examining what has been achieved from these activities and what needs to be improved or if there are deficiencies, improvements will be made so that the quality can be improved. This is also in line with Tjiptono's theory which suggest that service quality is closely related to customer satisfaction. Quality of service provides encouragement especially for customers to establish long-term mutually beneficial relationships with the institution.<sup>20</sup>

## 3. Publicity/Public Relations Evaluation

The publicity or public relations carried out by MAN 1 Jember is in the form of Mosaic competition between SMP/MTs students as a forum for improving the talents and achievements of students and attracting their interest to continue their studies at MAN 1 Jember. Thus, the evaluation carried out by the committee is to make a report on the results of the activities carried out from the planning, implementation, to the end of the events. This is in line with Arikunto and Abdul Jabar's theory saying that the evaluation results that have been presented in a report are usually followed by decision making, like drawing certain conclusions on the basis of the existing evaluation results.<sup>21</sup>

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<sup>19</sup> Eko Widoyoko, *Evaluasi Program Pembelajaran*, (Yogyakarta: Pustaka Pelajar, 2012), 6.

<sup>20</sup> Fandy Tjiptono, *Service, Quality&Satisfaction* (3 rded), (Yogyakarta: Andi Offset, 2015), 57.

<sup>21</sup>Suharsimi Arikunto dan Cepi Safruddin Abdul Jabar, *Evaluasi Program Pendidikan*, (Jakarta: Bumi Aksara, 2018),200.

Therefore, by conducting an evaluation for the event, the Mosaic program can have better quality than the previous one which is also seen as the effort to improve the quality of the school admission in the future.

#### 4. Sales Promotion Evaluation

Sales promotion evaluation in the promotional mix strategy within school admission at MAN 1 Jember is done by evaluating the outreach commotions to target schools. Socialization activities are part of the implementation for school admission, so the evaluation is carried out to find out what the response from the school is, whether these activities can have an impact on increasing new students at MAN 1 Jember and can fix any shortcomings during the completion of these activities. Thus, the evaluation can be used as a reference for designing better activities in the future.

This is in accordance with Daryanto's theory stating that the role of evaluation is more constructive, because information from the assessment results is used as input for necessary improvements in the education system that is being developed. Apart from that, it is also seen as a factor that enables optimal development results to be achieved.<sup>22</sup>

### Conclusion

Promotional mix strategy planning within school admission at Madrasah Aliyah Negeri 1 Jember includes: a) carrying out a needs analysis which aims to find out what the Madrasah and the community need and understand what kind of model prospective students are looking for. b) prepare a program by making technical instructions as SCHOOL ADMISSION with the aim of facilitating the process of accepting new students. c) holding a school coordination meeting, namely forming a SCHOOL ADMISSION committee to implement the program that has been prepared and carry out the activities well and successfully.

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<sup>22</sup> Daryanto, *Evaluasi Pendidikan*, (Jakarta: PT Rineka Cipta, 2014), 6.

Implementation of the promotional mix strategy within school admission at Madrasah Aliyah Negeri 1 Jember is done by using 4 promotional mixes, namely: a) advertising by distributing brochures, utilizing owned social media such as Youtube, Instagram, Facebook owned by MAN 1 Jember. b) personal selling by providing good service to prospective students and the community who come directly to the school or via MAN 1 Jember social media. c) publicity/public relations carried out to promote school admission of MAN 1 Jember is done through organizing MOSAIC competition in the fields of mathematics, physics, biology, social studies, MHQ/MQK, Arabic and English speech as well as scientific writing for SMP/MTs students. d) sales promotion What is being done is holding outreach activities to schools outside the target area and working together to establish communication with schools that have many potential students enrolling at MAN 1 Jember.

Evaluation of promotional mix strategies within school admission at Madrasah Aliyah Negeri 1 Jember is done by implementing 4 evaluations, such advertising, personal selling, publicity, and sales promotion evaluation. These evaluation process will be evaluated as a whole at the end of the activity to assess what has been done by the student admissions committee as a consideration for the work program in the future.

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