Jieman
Journal of Islamic Educational Management
OPEN ACCESS
2716-246X (p)
2716-2451 (e)
Faculty of Tarbiyah and Teaching Training
UIN Kiai Haji Achmad Siddiq Jember

JIEMAN: Journal of Islamic Educational Management
Vol. 6, No. 1, June 2024
Available online at
https://jieman.uinkhas.ac.id/index.php/jieman/article/view/203

PESANTREN GRADUATES AS MEDIATORS OF PERSONALISED STRATEGIES

Luluk Sulthoniyah, Edy Wahyudi, Ridha Nurhaliza
UIN Kiai Haji Achamad Siddiq Jember, Institut Agama Islam Negeri Pontianak, Institut Agama Islam Negeri Pontianak

lulukjenggawah@gmail.com

Article Information:
Received 2023-11-16
Revised 2024-04-25
Published 2024-06-20

DOI
https://doi.org/10.35719/jieman.v6i1.203

Keywords: Management, Curriculum, Language Program.

ABSTRACT

Alumni have an important role in the development of the boarding school, especially as a connector of information in the form of personal promotion, so the attachment of alumni and the boarding school must be maintained and maximally empowered. Alumni also become the mediators of the boarding school in promoting it to the community in accordance with the function of alumni in building a good image of the boarding school. This research focuses on 1) how the role of alumni as mediators and personal promotion strategies. 2) What is the boarding school's promotion strategy through alumni? This research uses descriptive qualitative research through data collection techniques based on the results of observations and interviews in the field related to the required data. The results of this study indicate that the role of alumni is very influential in conveying information at the boarding school, and the boarding school's strategy in carrying out promotions involves alumni as a conduit of information to the community regarding the boarding school. In addition, the strategy is carried out by providing reinforcement to alumni when going into the community to invite continuing education to the boarding school based on good manners.

INTRODUCTION

Islamic boarding schools are Islamic educational institutions that have become a special attraction at this time because pesantren is a product of Islamic education institutions native to Indonesia.(Amin, 2007) Pesantren is also a strategic means in the process of spreading Islamic-based education among traditional communities.(Susilo & Wulansari, 2020) Various management cycles are very complex in the order of the educational institution. So it does not rule out the possibility that there are so many interesting things to be revealed in the dynamics of Islamic boarding schools.

How to cite: Sulthoniyah.L, Edy Wahyudi, & Ridha Nurhaliza. (2024). Pesantren Graduates As Mediators Of Personalised Strategies . JIEMAN: Journal of Islamic Educational Management, 6(1), 47–60. https://doi.org/10.35719/jieman.v6i1.203

Copyright: 2024 ©by authors
This work is licensed under a Attribution-ShareAlike 4.0 International (CC BY-SA 4.0).

Islamic boarding school is one of the educational institutions that has a very important role in providing developments related to scientific treasures that contribute greatly to its role.(Al Qadrie, 2022) It is not only identical to Islamic sciences but also accompanied by learning that contains elements of Indonesian authenticity.(Syafe'i, 2017)

Islamic boarding schools are transformed in the form of an institutional order from an organization that does not have a personal nature in its management.(Khoiriyah & Sintasari, 2019) This is strengthened due to the form of cooperation and collective responsibility. So that the boarding school can organise its institution according to its own wishes.(AlQadrie, 2022)

The main capital in supporting the sustainability of the boarding school in the process is the number of students in quantity every year. Not only that, the boarding school must also be able to graduate its students with a significant ratio.(Imam, 1993) In improving this, a good implementation is needed in the form of evaluation in the boarding school, which is quite complete and can run well through evaluation objects that are strengthened in the aspects of input, process, output/outcome, and impact.(Husnan, 2019) Each boarding school certainly has its own strategy in promoting its institution to the community as consumers. So it does not rule out the possibility that each boarding school has differences in conducting the promotion.

In implementing promotion, of course, there is a lot of involvement from the community by providing information related to Islamic boarding schools and being a special attraction so that people are happy to choose Islamic boarding schools as a place for scientific development.(Pratama, 2015)

Promotion is a process of communicating useful information about a company or product to influence potential consumers. The purpose of promotion is to help achieve marketing goals and company goals in a broader scope.(Mulyana, 2019) Promotion is also said to be an activity in marketing from an educational institution that introduces the public to the institution regarding products that are an important part of marketing services at an educational institution. In determining the strategy, boarding schools always think about the best steps in conducting promotions. So that there are boarding schools that utilize their alumni as a medium of personal promotion by disseminating information known by alumni related to their boarding school to the community. The achievements of the alumni during their education at the boarding school also need to be recorded because these records will be very useful in promoting their educational institutions.(tim Dosen, 2014) The existence of Islamic boarding schools and their students for the community is very much expected in the order of the social environment. However, in the order of the community environment, it will have a positive and negative impact on the alumni in that environment. (Rahayu, 2018)

Improving the quality of Islamic boarding schools with effective, efficient, and productive management to achieve the main objectives of education is always based on curriculum management, which aims to create competent alumni (output) in building the lives of themselves, society, and even the nation, and country. It is characterized by the manifestation of students' habits of thought and action in their daily lives, both in the smallest environment, such as family to society.(Aminatul, 2014) Therefore, one of the indicators of the success of the educational process in an educational institution can be seen from the success of alumni in carrying out their roles at the next level of education and in the jobs they carry out according to their abilities and interests.(Wathoni, 2021) Alumni are examples of the success of Islamic boarding schools in educating the community attraction, and they will entrust their children to Islamic boarding schools with the hope that they are in accordance

with the knowledge and morals of the alumni they have met. Formally, the relationship between students and educational institutions ends when they graduate. However, the relationship between students and their educational institutions can be continued through a forum in the form of an alumni association. Schools can benefit from this alumni relationship. Educational institutions or schools can capture various information from alumni.(Badrudin, 2014) Therefore, alumni are considered mediators in individual promotion. Thus, the boarding school always maintains a friendly relationship with the alumni, which is held annually. This is where the boarding school empowers alumni to disseminate information as widely as possible to the community.

RESEARCH METHODS

This research uses a descriptive qualitative approach in order to explore the facts using data collection techniques in the form of observation, interviews, and documentation related to the research title. So that the data from the technique becomes the basis for factual reinforcement to be analysed in accordance with the actual situation..(Sugiyono, 2013)

For data analysis, data condensation, data presentation, data verification, and conclusion drawing are used to make it easier to get data in accordance with field conditions. The data will be processed into a discussion related to the title of this article.

RESULTS AND DISCUSSION OF FINDINGS

Alumni Sebagai Mediator Pondok Pesantren

Alumni is a term for students who have completed their education process formally or non-formally.(Rohman, 2020) A learner can be said to be an alumnus if he has completed the educational process and obtained his main objectives in the learning process at an educational institution. The role of alumni is very influential; alumni are also said to be an extension of the information from the institution when they underwent the education process. The information will be conveyed to the community according to what they have obtained. Alumni have an emotional and physical attachment to their educational institutions. It makes a reciprocal relationship that has an impact on the surrounding community after alumni leave the place where they studied.(Badrudin, 2014) The community, in general, tends to get information related to educational institutions through alumni with the assumption that alumni are the product of the education process reflected in the alumni themselves.

At the Islamic education institution, Pondok Pesantren al Murabbi highly utilizes alumni as mediators in conveying information in all aspects. Al Murabbi Islamic Boarding School believes that alumni will apply their knowledge directly to the community. This is the reason that the boarding school will empower its alumni by establishing friendships between the boarding school and its graduates so that the latest information will be available to alumni when they stay in touch.

In maintaining its sustainability, alumni become the main point for the boarding school because there are benefits in improving the quality of the boarding school itself and making it an evaluation and improvement material towards a better direction.(Dawami et al., 2023) Information from the alumni is the basis for improving the quality of the al murabbi boarding school and evaluation in developing it. So that this reciprocity will continue to be applied in the future.

Thus, alumni at Al Murabbi Islamic boarding school are used as mediators. This means that information from the boarding school will be received by alumni will be disseminated to

the community and vice versa information from the community will be informed back to the boarding school.

Strategi Promosi Personal Pondok Pesantren Melalui Alumni A promotion strategy is a unity of various plans that are used optimally by combining elements in the marketing mix and has a goal of providing information, persuading, and as a reminder to consumers as service users.(Waruwu & Munawwaroh, 2021) Carrying out a promotion, of course, requires a strategy that has clear targets, so the strategy is considered effective without having to have such a large efficiency. In the boarding school, the promotion strategy is very important to be designed better, which is a way to market the boarding school to the community.

Promotion is a part of marketing that emphasizes its success rate in convincing users. According to Onny Fitriana S. and Novelia Utama in Rokimin et al., stated that no matter how good the quality of the product is, if consumers do not hear directly, hear, and if consumers are also not sure that the product is useful for its users, then they are reluctant to use it.(Rokimin et al., 2022)

The marketing strategy of boarding school education services is very helpful in the process of implementing marketing with strategies used to overcome any problems that arise when it has been designed and compiled from the beginning of implementation to achieve goals.(Nahdhia Nila Dahlia, 2022) In the marketing strategy, there are also elements of the mix. According to experts, there are many types of mixes in marketing strategies. The elements of the mix used by researchers in this study refer to the opinion of Booms and Bitner because this research is related to service marketing. The seven service marketing mixes or, better known as the 7Ps include product, price, place, promotion, people, physical evidence, process, and product.(Waruwu & Munawwaroh, 2021)

One of the elements of the mix used in this study is the product. Alumni of Al-Murabbi Islamic Boarding School, as a product that is used by Al-Murabbi Islamic Boarding School as a promotional tool that attracts public interest as consumers. Products that have high value and quality will certainly be easier to attract interest from consumers, so they can create a sense of trust from consumers in the value and quality of The strategy used by Al Murabbi Boarding School is to use alumni as products and also as mediators of personal promotion. This strategy is considered very effective because alumni will inform the public about the boarding school institution.

This is in line with what David Wijaya stated that information can be done through word of mouth communication in order to convince customers of educational services rather than through mass communication.(Wijaya, 2022)

It is not surprising that the cycle runs significantly. Many alumni already have a role in the community, such as opening majelis taklim, continuing their studies in college, and continuing their education with other pesantren.

In addition, another strategy carried out by Al-Murabbi Islamic Boarding School is to emphasize to each alumnus to always prioritize karakul Karima if they have entered the community. As well as inviting at least one or two people from the alumni's family who have completed education at the elementary school level (SD) or junior high school level (SMP) to continue their education at Al-Murabbi Islamic Boarding School as a reference for making alumni as mediators in the form of personal promotion.

Alumni are an important factor in the promotion process of an educational institution. There is good strategic potential in alumni by accommodating alumni and making them alumni who have high dedication and quality.(Khasanah, n.d.)

This is the main point in supporting the success of the promotional strategy carried out by Al-Murabbi Islamic Boarding School. So, this strategy runs from year to year. So, it is not surprising that Al-Murabbi Islamic Boarding School is a boarding school institution that has rapid development compared to other boarding schools in Pontianak City.

For this reason, Pondok Pesantren Al Murabbi does not emphasize and fully utilize the idea that personal promotion must be carried out by each alumnus. However, Al-murabbi boarding school always conveys information through the alumni forum. This information is always conveyed by the caregivers and administrators of Al-Murabbi Islamic Boarding School to each alumnus. So, it creates a sense of care from each alumni that promoting Al-Murabbi Islamic Boarding School is one of the efforts to serve the teacher and also Al-Murabbi Islamic Boarding School. On this basis, every alumni of Al-Murabbi Islamic Boarding School has the initiative to disseminate the information to the community. Different ways are carried out by each alumnus to promote Al-Murabbi Islamic Boarding School, which is a special attraction for the community so that people believe and want to send their children to Al-Murabbi Islamic Boarding School.

CONCLUSIONS

Basically, everything that is designed through good planning and organization cannot escape a good implementation process. The implementation process is an important organ in the application of management, especially curriculum management because, without implementation, planning and organization will be very difficult to realize and achieve. This is found in several Arabic language learning institutions whose program curriculum management planning is very good but lacking in terms of implementation.

However, researchers did not find this phenomenon in the implementation of the Arabic language program for health and medical students at Mabna Ar-Razzi, Batu. This is because the implementation of the management curriculum in the Arabic language program at Mabna Ar-Razzi, Batu is well managed and very varied with various activities in it such as yaumul fan, mufrodat of the day, international day, language consultation, language festival, and language evaluation. These activities focus on developing Arabic language skills and elements. In its implementation, some of these activities are certainly not free from problems, whether on a small or large scale. The problem that arises in the implementation of the management curriculum of the Arabic language program at Mabna Ar-Razzi, Batu is the lack of supervision and lack of active participation from students in activities.

BIBLIOGRAPH

Al Qadrie, S. A. (2022). Preventif Konflik Melalui Tradisi Sowan di Lingkungan Pondok Pesantren Al-Mubarok Miftahul Ulum Parit Masigi Sungai Ambawang Kabupaten Kuburaya. *Jurnal Ilmiah Hospitality*, *11*(2), 1065–1074. https://doi.org/https://doi.org/10.47492/jih.v11i2.2317

AlQadrie, S. A. (2022). Decision-Making Policies of Leaders within Islamic Boarding School's Institute to Improve Formal Education Managerial's Quality. *JIEMAN: Journal of Islamic Educational Management*, *4*(1), 41–60. https://doi.org/https://doi.org/10.35719/jieman.v4i1.107

Amin, H. (2007). Jurnal Pondok Pesantren Mihrab. *Jurnal Pondok Pesantren Mihrab*, *II*(1), 34.

Aminatul, Z. (2014). *Total Quality Managemen: Teori dan Praktik Manajemen Untuk Mendongkrak Mutu Pendidikan*. Ar-Ruzz Media.

Badrudin. (2014). *Manajemen Peserta Didik*. PT Indeks.

Dawami, A., Mujahidin, E., & Andriana, N. (2023). *Kontribusi Alumni Terhadap Pengelolaan Pendidikan Islam di Pesantren Modern Assalaam Putri Sukabumi*. *12*, 57–66.

Dosen, T. (2014). *Manajemen Pendidikan*. Alfabeta.

Husnan, R. (2019). Manajemen Kepemimpinan Kiai dalam Meningkatkan Kecerdasan Emosional Santri Pondok Pesantren Husnul Ri'ayah Suboh Situbondo. *JIEMAN: Journal of Islamic Educational Management*, *1*(1), 90–106. https://doi.org/https://doi.org/10.35719/jieman.v1i1.13

Imam, B. (1993). *Tradisionalisme Dalam Pendidikan Islam*. Al Ikhlas.

KHASANAH, F. N. U. R. (n.d.). *Strategi promosi madrasah berbasis alumni di Madrasah Aliyah Negeri 2 Banyumas*.

Khoiriyah, U. M., & Sintasari, B. (2019). Strategi Promosi dalam Manajemen Pemasaran Pondok Pesantren Al Urwatul Wutsqo Diwek Jombang. *Al-Idaroh: Jurnal Studi Manajemen Pendidikan Islam*, *3*(2), 1–19. https://doi.org/10.54437/alidaroh.v3i2.71

Mulyana, M. (2019). *Strategi Promosi dan Komunikasi*.

Nahdhia Nila Dahlia. (2022). STRATEGI PROMOSI HARGA JASA PENDIDIKAN DI PONDOK PESANTREN AL-ISHLAH MANGKANG KOTA SEMARANG. *Walisongo Institutional Repository*, *8.5.2017*, 2003–2005.

Pratama, M. A. (2015). *Strategi Bauran Promosi Pondok Pesantren Darul Muttaqien*.

Rahayu, M. P. (2018). *KEBERAGAMAAN MAHASISWA ALUMNI PONDOK PESANTREN Studi atas Konversi dan Apostasi Agama Mahasiswa Alumni Gontor di UIN Sunan Kalijaga Yogyakarta (Gorduka)*. *XIV*(1), 1–26.

Rohman, H. (2020). *Manajemen Pemberdayaan Alumni dalam Pengembangan Ekonomi dan Dakwah*. *21*(1), 1–9.

Rokimin, R., Ubaedullah, D., Idham, I., & Rusdiana, L. P. (2022). Manajemen Strategi Pemasaran Pondok Pesantren Mafatihul Hikmah Jati Agung Lampung Selatan. *Mudir: Jurnal Manajemen Pendidikan*, *4*(2), 25–35.

Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.

Susilo, A. A., & Wulansari, R. (2020). Sejarah Pesantren Sebagai Lembaga Pendidikan Islam Di Indonesia. *Tamaddun: Jurnal Kebudayaan Dan Sastra Islam*, *20*(2), 83–96.

Syafe'i, I. (2017). Pondok pesantren: Lembaga pendidikan pembentukan karakter. *Al-Tadzkiyyah: Jurnal Pendidikan Islam*, *8*(1), 61–82.

Waruwu, N., & Munawwaroh, Z. (2021). Strategi Promosi Jasa Pendidikan di Pondok Pesantren Nurul Ulum Kabupaten Blitar. *Al-Idaroh: Jurnal Studi Manajemen Pendidikan Islam*, *5*(2), 216–231. https://doi.org/https://doi.org/10.54437/alidaroh.v5i2.294

Wathoni, K. (2021). Alumni Menurut Perspektif Total Quality Management (TQM). *MA'ALIM: Jurnal Pendidikan Islam*, *2*(01), 34–48.

Wijaya, D. (2022). *Pemasaran jasa pendidikan*. Bumi Aksara.