

Research Article

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Marketing Management of The Principal in An Effort to Increase the Number of New Students in Madrasah Aliyah Nurul Iman Singkut

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DOI: <https://doi.org/10.47353/ijedl.v1i4.22>

Abstract: This study aims to analyze the role of school principals in school marketing management in order to increase the number of new students. Principals play an important role in developing effective marketing strategies to attract prospective students and parents. This research will involve school principals, teachers, students, and student guardians as respondents. The research method used is qualitative research. Data collected using observations, interviews and documentation. Meanwhile, data analysis was carried out using data reduction, data presentation, and verification. Efforts made by madrasa heads to increase the number of new students involve several steps, such as market analysis, understanding competition with other educational institutions, financial analysis, forming marketing teams or committees, and implementing marketing strategies through various methods such as promotion through print media, optimizing relations with educational institutions and other institutions, as well as word of mouth promotion. Apart from that, service counters were also made, and information was provided to the public about the absence of registration fees and tuition fees. The process of supervising the implementation of activities is carried out through weekly evaluation meetings and directions to team members and teachers. The results of marketing management carried out by the head of the madrasa show that the community in general feels the presence of Madrasa Aliyah Nurul Iman Singkut and the good contribution it makes to the surrounding environment. The marketing efforts undertaken have also succeeded in improving relations with stakeholders. Even though marketing management has been well implemented, the increase in the number of new students at Madrasah Aliyah Nurul Iman Singkut is still not significant due to certain factors that become obstacles, such as competitors in educational institutions, limited budgets, limited facilities and infrastructure, and limited human Resources. on the other hand.

Keywords: principal, marketing management, increasing, new students.

Introduction

School is an educational institution that has a mission to educate and build the lives of the younger generation. Education can run well if there are components such as teachers, students, teaching staff, infrastructure and learning buildings that are adequate and interconnected. Therefore, it is important to know the grade and quality of the school before enrolling in the school or madrasa you will choose.

The proliferation of educational institutions at various levels ranging from Early Childhood Education (PAUD), Elementary Schools (SD), Junior High Schools (SMP), High Schools (SMA) to tertiary institutions has made competition in the

world of education inevitable. Leaders of educational institutions are required to be able to manage institutions properly and professionally so that the educational institutions they manage are able to compete and continue to exist.

The principal is the spearhead for achieving school goals, the quality of leadership determines the direction of the success of the educational institution they lead. Principals must be able to carry out effective and functional education by prioritizing and developing harmonious working relationships between schools and the community. This harmonious relationship is formed by: (1) mutual understanding between schools, parents, the community and other community institutions, including work; (2) Schools and communities

help each other because they know the use, importance and meaning of shared roles; (3) close cooperation between schools and various actors in society and they share responsibility for the success of school education.

Of course, for the continuity and smooth functioning of these educational institutions, educational institutions must organize activities for accepting new students in the new academic year. Every school led by the principal must have management to increase the number of new students. It is difficult for educational institutions to be able to develop and have competitiveness if they are unable to implement marketing management.

Marketing management is the activity of planning, implementing, analyzing and controlling all activities and programs, to obtain profitable exchange rates with buyers so as to achieve organizational goals. Marketing greatly influences the long-term development of an organization. Educational institutions implement various strategies to introduce or promote institutions to the public and prospective new students. Educational institutions carry out advertising and planning activities in various ways, both directly and indirectly to attract prospective students. Starting from print media to flyers, banners, brochures, social media and even word of strengthen the existence and importance of educational institutions in society.

Singkut is one of the sub-districts in Sarolangun Regency, Jambi. Singkut is also a sub-district with a fairly high competition for educational institutions, especially at the same Aliyah level. The number of educational institutions at this level is very large and the distribution of students between these educational institutions is also unequal. Some educational institutions are overflowing with students, on the other hand there are institutions that have difficulty getting students. This shows there is a problem with marketing management.

Madrasah Aliyah Nurul Iman Singkut is an educational institution that was established and began operating in 2008, having its address at Jl. Poros Rt.14 Dusun III Siliwangi Village, Kec. Singkut, Kab. Sarolangun, Jambi Province.

The Head of Madrasah Aliyah Nurul Iman Singkut certainly has his own ways and efforts to increase the number of new students in his marketing management. It was from here that the author became interested in conducting a thesis research related to marketing management with the title "Marketing Management of Principals in an Effort to Increase the Number of New Students at Madrasah Aliyah Nurul Iman Singkut."

Method

The research method used is qualitative research. Data was collected through observation, interviews and documentation studies. Meanwhile, data analysis was carried out using data reduction, data presentation, and verification.

Results and Discussion

Principal Marketing Management in an Effort to Increase the Number of New Students

To increase the number of students at Madrasa Aliyah Nurul Iman Singkut, the head of the madrasa tries to implement marketing management that is considered effective. Marketing management carried out by the head of the madrasa in an effort to increase the number of students will be presented by taking into account the theory according to George R. Terry, namely to achieve the desired educational goals cannot be separated from the four important points in educational development such as planning, organizing, , implementation (actuating) and controlling (controlling), then the theory will be adjusted to the conditions at Madrasah Aliyah Nurul Iman Singkut. Following are the efforts made to increase the number of new students at Madrasa Aliyah Nurul Iman Singkut based on

data from interviews, observations and documentation:

The efforts of the head of the madrasa in increasing the number of new students at Madrasa Aliyah Nurul Iman Singkut in marketing management are:

a) Planning

At this planning stage, the efforts made were carrying out market analysis activities by looking at existing opportunities, understanding competition with other educational institutions and conducting financial analysis to understand financial aspects.

b) Organizing

The organization that is carried out is the formation of a team or committee that will be in charge of carrying out the marketing strategy as well as preparing for the acceptance of new students. The committee did not work alone in carrying out the marketing strategy but also involved the Student Council and the entire Madrasah Aliyah Nurul Iman Singkut family.

c) Implementation

Efforts made in the implementation stage are by carrying out various kinds of marketing strategies together with the acceptance of new students. The marketing strategies used are: 1). carry out promotions using print media advertising, such as placing banners or banners, distributing brochures. 2). Optimizing relationships with various parties such as educational institutions and other institutions. 3). Promotion by word of mouth, such as carrying out outreach activities. Whereas in the activities of accepting new students, namely trying to make service counters with the aim of providing services to people who want to register and seek information, the second is to provide a registration form. The strategy used is to provide information to the public that there is no withdrawal of registration fees and

tuition fees for those who attend Madrasah Aliyah Nurul Iman Singkut.

d) Supervision

As for efforts to supervise marketing management in increasing the number of new students, namely the Head of Madrasah Aliyah Nurul Iman Singkut, observing the implementation of activities to ensure that all these activities are in accordance with the plans that have been formulated. The strategy used by the madrasa head at this stage is to hold weekly evaluation meetings with the entire team or committee with the aim that everything is well coordinated. In addition, the head of the madrasa also gives directions to the head of the committee to continue to carry out supervision of members, and to teachers to provide direction and supervision of students who assist in the marketing process.

The results of marketing management carried out by the head of the madrasa in increasing the number of new students

The results of marketing management carried out by the head of the Aliyah Nurul Iman Singkut madrasah in increasing the number of new students based on observations of researchers in the field found the fact that:

- a) the community in general feels the presence of Madrasa Aliyah Nurul Iman Singkut because it has made a good contribution or benefit to the surrounding environment.
- b) the efforts made by the principal of the madrasah through marketing activities have yielded good results in improving relations with stakeholders.
- c) The marketing management carried out is quite good but has not had a significant impact on increasing the number of new students at Madrasah Aliyah Nurul Iman Singkut due to certain factors.

Inhibiting and Supporting Factors for Principals in Efforts to Increase the Number of New Students

The inhibiting and supporting factors for the principal's marketing management in an effort to increase the number of new students at Madrasah Aliyah Nurul Iman Singkut are:

- a) The following are the inhibiting factors for the principal's marketing management in an effort to increase the number of new students: 1). The number of competitors in educational institutions. 2). Limited budget. 3). Limited facilities and infrastructure. 4). Limited human resources.
- b) Meanwhile, the supporting factors for the principal's marketing management in an effort to increase the number of new students are: 1). There is good cooperation between the big families of Madrasah aliyah Nurul faith singkut. 2). Partnership relations with other institutions are well maintained.

Conclusion

Based on research conducted at Madrasah Aliyah Nurul Iman Singkut regarding principal marketing management in an effort to increase the number of new students, the researchers concluded that marketing management carried out by the madrasa head was in accordance with George R. Terry's theory and involved four management functions, namely planning, organizing, implementing, and supervising.

Efforts by madrasa heads to increase the number of new students through marketing management involve steps such as market analysis, understanding competition with other educational institutions, financial analysis, forming marketing teams or committees, marketing strategies such as promotion through print media, optimizing relations with educational institutions and other institutions, word of mouth promotion, making service counters, providing information about the absence of registration fees and tuition fees, as well as supervising the

implementation of activities by involving weekly evaluation meetings and directions to team members and teachers.

The results of marketing management carried out by the head of the madrasah show that the community in general feels the presence of Madrasa Aliyah Nurul Iman Singkut and their good contribution to the surrounding environment. Marketing efforts carried out by the head of the madrasa also gave good results in improving relations with stakeholders. Although marketing management has been carried out well, it has not had a significant impact on increasing the number of new students at Madrasah Aliyah Nurul Iman Singkut due to certain factors.

Inhibiting factors in principal marketing management in an effort to increase the number of new students at Madrasah Aliyah Nurul Iman Singkut include competitors in educational institutions, limited budgets, limited facilities and infrastructure, and limited human resources. On the other hand, there are supporting factors such as good cooperation among the extended family of Madrasah Aliyah Nurul Iman Singkut and well-maintained partnerships with other institutions.

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