

Research Article

Joko Iswandono^{1*}, Sri Utami Ady², Nur Sayidah³

Marketing Communication Strategy for Private School Promotion and Development Through Students' Parent Support: A Case Study at SD Gracia Surabaya

*Corresponding Author: **Joko Iswandono**: Universitas Dr. Soetomo Surabaya, Indonesia; iswan7169@gmail.com

Sri Utami Ady: Universitas Dr. Soetomo Surabaya, Indonesia; sri.utami@unitomo.ac.id

Nur Sayidah: Universitas Dr. Soetomo Surabaya, Indonesia; nur.sayidah@unitomo.ac.id

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Abstract: Elementary school education is a compulsory education and an important stage in the learning process, so choosing a wise elementary school is crucial. The large number of elementary schools in Indonesia, both public and private, has created fierce competition between educational institutions. Especially after the implementation of zoning regulations, private elementary schools have also been affected and some have been forced to stop operating due to a lack of students. In addition to improving the quality of education, schools are required to have an effective promotional strategy to attract the interest of the community as potential customers. One of the promotional strategies that can be applied is the promotional mix strategy. SD Gracia Surabaya, as one of the private elementary schools, also applies a promotional mix in its strategy. Therefore, this study focuses on discussing in depth how the promotional strategy implemented by SD Gracia Surabaya attracts the support of parents. This study uses a descriptive qualitative approach with a purposive sampling technique to determine the research sample. The data obtained consists of primary and secondary data collected through interviews, observations, and documentation. To ensure data validity, the researcher uses source triangulation and technical triangulation techniques. After the data is validated, data reduction, data presentation, and verification of conclusions are carried out in the analysis. The results of the study show that SD Gracia Surabaya implements a promotional mix strategy involving advertising, personal selling, and public relations activities.

Keywords: promotion, promotional mix, elementary school.

Introduction

The Indonesian government requires all its citizens to undergo a minimum of nine years of education through a compulsory education program regulated in Government Regulation of the Republic of Indonesia Number 47 of 2008. In fact, the new Ministry of Education and Culture, in a discussion entitled "Policy Direction of the Ministry of Education and Culture" on December 2, 2024, proposed increasing compulsory education to 13 years.

In Indonesia, there are two types of formal educational institutions, namely state and private. State schools are built, owned, and managed by the government, while private schools are built and managed by individuals, community organizations, or legal foundations. Private

schools are independent, meaning that their management is not interfered with by the local or national government.

Although public and private schools have differences, both have their own advantages and disadvantages. The Director of Teachers and Education Personnel (GTK) for Secondary Education and Special Education, Ministry of Education and Culture, Praptono, in a teleconference interview on Monday (13/7/2020), emphasized that the government never differentiates between public and private schools. In terms of New Student Admissions (PPDB), both public and private schools experience similar obstacles, such as unfulfilled student quotas or even a shortage of new students. Several public schools were forced to merge for the sake of operational cost efficiency, and the same thing can

also happen to private schools. The zoning system implemented in the 2018/2019 academic year through Permendikbud Number 14 of 2018 is one of the government's policies to address this problem, although this policy has caused controversy in the community.

The number of new students each school year is the starting point in planning and implementing quality learning. If a school does not accept a single new student in PPDB, this can be likened to a production failure that has a serious impact on the continuity of the school's operations. The worst impact is the closure of the school by the authorities.

The main problem that arises is how private schools can be trusted by the community so that parents are willing to send their children

without hesitation. Schools that fail in marketing educational services will experience a decline in the number of students and potentially be closed.

SD Gracia Surabaya, one of the private elementary schools with A accreditation that is in demand by the community, is located on Jalan Ngagel Madya I/35, Bharatajaya Village, Gubeng District, Surabaya City. As a leading educational institution owned by the Pelita Nusantara Surabaya Education Foundation, SD Gracia Surabaya has various achievements achieved by the school, educators, and students. The results of this school's promotional efforts can be seen from the stable increase in the number of students every year and real support from parents as donors in the procurement and improvement of school infrastructure.

New Student Data Table for Gracia Elementary School Surabaya for the Last 2 Years

School year	Number of New Students	Old Infrastructure	New Infrastructure
2023/2024	10	Playgrounds are mostly damaged and are only outdoor.	New and improved playground, indoor and outdoor
2024/2025	41	Some ACs are repaired	Some ACs are repaired
2024/2025	41	No dining room	Has a dining room complete with table and chairs

Source: Gracia Surabaya Archives

Based on the description above, the researcher is interested in conducting further research on the promotional strategies used at SD Gracia Surabaya with the title "Communication Model 267 as the Basis for Marketing Communication for Promotions that Encourage Parents to Support Private Schools: Case Study at SD Gracia Surabaya".

Based on the background that has been described, the formulation of the problem in this study is: How is the 267 Communication Model as the Basis for Marketing Communication for Promotions that Encourage Parents to Support Private Schools: A Case Study at SD Gracia Surabaya?

Literature Review

Model

A model is a representation of an object, system, or actual event that only contains important information to be analyzed (Mahmud Achmad, 2008:1). The word "model" comes from the Latin mold or pattern. According to Mahmud Achmad (2008:2), in general there are four forms of models, namely system models, mental models, verbal models, and mathematical models.

System Model is a tool used to answer questions about a system without conducting experiments. While Communication Model 267 is communication that builds good relationships. Table 2.1 below provides an overview of the types

of models, their basic characteristics, and the final form of the model.

Classification Types	Model Criteria
Mechanistic	Based on the underlying mechanism/phenomenon
Empirical	Based on input-output data, trials or experiments
Stochastic	Contains model elements that are probabilistic in nature
Deterministic	Based on cause-and-effect analysis
Lump Parameter	The dependent variable is not a function of spatial position.
Parameter Variables	The dependent variable is a function of spatial position.
Linear	The Principle of Linear Superposition applies
Non-linear	The nonlinear superposition principle does not apply to dependent variables.
Continuous	Defined more continuous space-time
Discrete	Defined for discrete values of time and/or space
Hybrid	Contains continuous and discrete behavior

In this study, the 267 Communication Model is closer to an empirical model, where this model is collaborated with marketing communications formulated based on data and input from objective conditions in the field, namely SD Gracia Surabaya.

Communication

According to Bernard Berelson and Gary A. Steiner, communication is the process or act of transmitting ideas, information, skills, emotions, and others using symbols, images, graphics, words, and others. Mary B. Cassata and Molefi K. Asante stated that communication is the transmission of information that aims to influence the audience.

Communication 267

Communication 267 is a terminology created by researchers to simplify the definition. The number 2 is read as "re", 6 is read as "la", and 7 is read as "si", so Communication 267 means Relational Communication. Simply put, this communication is communication between relations that is built in depth, forming a relational communication model called the Communication Model 267 in this study.

Definition of Relationship

Relationship is a relationship between people or social relationships that are the result of systematic interaction between two or more people. According to the Big Indonesian Dictionary (KBBI), relationship means relationship, connection, relationship, acquaintance, or customer. In the sociogram developed by Jacob Moreno, relationships include emotional states such as attachment and friendship, where the nature of the relationship can vary such as the flow of information, money, goods, services, influence, emotion, and prestige.

Types of Relationships

a. Relationship of Two (Dyad)

This relationship consists of two people and is a personal relationship, such as face to face. Forms of two-way relationships include:

- 1) Intimacy Relationship: A sociological process that continues without producing a single structure behind its elements.

- 2) Existence of a Dyadic Relationship: A special closeness of relationship between two people that is clearly compared to a triad.
- b. Triad Relationship
- This relationship involves three people, where the addition of members increases the complexity of the relationship without changing its formal type. Forms of three-person relationships include:
- 1) Non-Partisan and Mediator: Social relations in which isolated elements are united by common ties.
 - 2) Small Group Dynamics: Social interactions in small groups such as dyads and triads.
 - 3) Communication Network or Social Network: A strong network of relationships between nodes that can bear a shared load.

Marketing Communications

Communication Model 267 is a combination of communication planning and communication management. In Communication 267 there are two main aspects, namely macro and micro communication. Both of these aspects function to spread persuasive, informative, and instructive messages to targets systematically in order to achieve optimal results.

Promotion

Promotion is a form of marketing communication that aims to convey information about products or services to the public, especially consumers who are the target market (Sutisna, 2002:267).

Promotion Mix

The promotional mix consists of four main elements, namely advertising, sales promotion, public relations, and personal selling (Morissan, 2015:17). Each element has an

important role in supporting the success of the promotional strategy.

1. Advertising
Advertising is a way of delivering persuasive information about a product through paid media (Suyanto, 2004:3). The communicator pays the media owner to deliver the advertising message.
2. Sales Promotion
Sales promotion is the offering of added value or incentives for certain products to increase sales through direct stimulation activities (Winardi, 1992:115).
3. Public Relations
Public relations involves activities related to individuals internal and external to the organization to carry out the organization's tasks and functions (Widjaja, 2008:53).
4. Personal Selling
Personal selling is a two-way relationship that is personal in nature, either face to face, via video conference, telephone, or other media (Ginting, 2012:211).

School Promotion Model

As an educational service provider, schools are entities that require promotional activities to improve the existence and quality of incoming students. School promotion is an effort to introduce oneself to the public and target market in order to market the school (Ansor, 2018:324).

Public Interest

Interest is a person's tendency to pay more attention and take action towards certain objects (Shaleh and Wahab, 2004:263). Interest reflects feelings of pleasure towards the object.

Method

This type of research is qualitative descriptive which aims to collect information related to the status of a situation when the research is taking place (Arikunto, 1998:309).

Descriptive methods are used to describe factually, systematically, and accurately the facts and nature and relationships in the phenomena being studied (Nazir, 1988:63).

The qualitative approach is a naturalistic research process that deepens the understanding of social phenomena naturally (Hendryadi et al., 2019:218). This study focuses on the tight competition between schools in obtaining students, with a focus on promotional activities carried out by SD Gracia Surabaya as the object of research.

The research sample was taken from a representative population using purposive sampling technique, including the type of non-probability sampling where each element in the population has an unequal chance of becoming a sample (Sugiyono, 2007:73). The consideration of sample selection was based on a deep understanding of the implementation of promotion at SD Gracia Surabaya.

Data were collected through interviews with selected informants, direct observation at the research location, and documentation such as archives, notes, and photos related to SD Gracia Surabaya's promotional activities. To ensure the accuracy of the research results, source and technique triangulation techniques were used (Abdussamad, 2021:190-191). Source triangulation is done by comparing data from various sources, while technique triangulation is done by testing the credibility of data from different data collection methods. The data is then analyzed through data reduction, data presentation, and verification of conclusions.

Results and Discussion

SD Gracia Surabaya, one of the private schools under the auspices of the Pelita Nusantara Surabaya Education Foundation, was established on January 20, 2002. As a leading school in Gubeng District, Surabaya City, SD Gracia Surabaya not only offers good quality education

but is also active in conducting promotional activities. Based on the results of interviews with sources, the promotional model applied is Communication Model 267 as the basis for marketing communications and promotional mixes that include advertising, public relations, personal selling, and building good relationships with parents and committees.

Advertising

SD Gracia Surabaya's promotional strategy includes advertising through mass media such as television, newspapers, radio, magazines, banners, billboards, and online media. With the development of technology, advertising media is now not only limited to traditional mass media but also includes online media.

- a. Banner

The use of banners is done at certain times, especially approaching the PPDB season. Banners contain visual information in the form of text and images that attract the attention of prospective students.
- b. Brochure

Brochures are used as promotional media with attractive visual displays to influence potential consumers to register. Brochures convey information and advantages of SD Gracia Surabaya clearly.
- c. Online Media

Promotion through online media, especially social media such as Instagram, is considered effective and efficient because of its wide reach with minimal cost (Nurani and Retno, 2021:128). SD Gracia Surabaya uses the official account @sdgraciasurabaya to maintain the existence and public awareness of the school.

Sales Promotion

Sales promotion at SD Gracia Surabaya includes providing scholarships for outstanding students and subsidies for underprivileged students who have certain achievements. This

aims to maintain the school's image as a quality private educational institution without lowering educational standards.

Public Relations

SD Gracia Surabaya carries out all public relations functions outlined by Kotler and Keller, including press releases, product publicity, corporate communication, lobbying, and counseling. These activities aim to build a positive image of the school in the eyes of the public.

Private Sales

Personal selling is done through direct presentations to parents of students at Gracia Kindergarten Surabaya, receiving direct visits from prospective students to the school, and through various social media such as WhatsApp, Instagram, and YouTube. This allows for more personal and effective two-way interaction in explaining the advantages of the school.

Conclusion

Based on the results of the research and analysis that have been conducted, it can be concluded that SD Gracia Surabaya has implemented the 267 Communication Model as the basis for marketing communication in school promotion. The implementation of this promotion model is carried out by all educators at SD Gracia Surabaya through various promotional activities, namely:

1. Advertising: Through banners, brochures, and online media such as WhatsApp and Instagram.
2. Sales Promotion: Providing scholarships and subsidies for outstanding students.
3. Public Relations: Carrying out public relations functions comprehensively.
4. Personal Selling: Conducting direct presentations, Q&A services, and registration via social media and direct visits.

This promotional strategy has succeeded in increasing the number of students steadily every year and has gained support from parents in procuring and improving school infrastructure.

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