



MARKETING STRATEGY THROUGH THE UTILIZATION OF TECHNOLOGY TO ATTRACT THE INTEREST OF NEW STUDENTS

Munib¹, Fatimatus Sakdiyah²

^{1,2} Institut Agama Islam Nazhatut Thullab Sampang

Email : munib.cahayailmu@gmail.com¹, fatimzein1717@gmail.com²

DOI:

Received: 15 Agustus 2025

Accepted: 10 September 2025

Published: 30 September 2025

Abstract:

Marketing educational services is a strategy to improve the quality of educational institutions, not only in terms of quality learning, infrastructure, and human resources, but also the collaboration of all members of the educational institution to provide the best service to customers (students and prospective students). Based on this, this study discusses marketing strategies through the use of technology to attract new students at MIN Sampang. There are several things in the research that are the main study in this study, namely: First, how the school's marketing strategy is planned to attract new students at MIN Sampang. Second, how the school's marketing strategy is implemented to attract new students at MIN Sampang. Third, how the school's marketing strategy is evaluated to attract new students at MIN Sampang. This study uses a qualitative descriptive approach. The research can be concluded as follows: The school's marketing strategy to attract new students, namely MIN Sampang, implements marketing strategies in a variety of ways. The media used for marketing are online and offline media. Online media used include: website, Instagram, YouTube, Facebook, and Twitter. The marketing implementation for boarding schools at MIN Sampang utilizes a marketing mix of product (school), price (price), place (place), promotion (social media, brochures, pamphlets, and direct outreach to the community and educational institutions in Sampang Regency), people (people/human resources), physical evidence (facilities and infrastructure), and process (process). The evaluation of the school's marketing strategy involves holding a meeting after each activity to determine the results achieved, including increased student interest and the success of the school program at MIN Sampang.

Keywords: School marketing strategy, attracting new students, MIN Sampang

INTRODUCTION

Today, educational leaders face significant challenges stemming from inter-institutional competition, the dynamics of the educational environment, and the ever-evolving needs of students. This requires them to implement market-oriented educational strategies, with a clear understanding of student characteristics, inter-institutional competition, and the ever-changing educational environment (Oktarini and Maddinsyah, 2022: 11-12).

An effective educational strategy is a policy development process based on the dynamics of student needs and scientific developments, thus providing superior educational value. Therefore, educational strategies must be designed in such a way as to achieve the institution's primary goal, namely to provide a quality learning experience that is more valuable than other institutions. Delivering educational value is not a short-term process, but rather a continuous effort that includes curriculum design, learning methods, evaluation, and the development of teaching staff competencies. This aims to ensure educational institutions can continuously improve the quality of educational services provided to students. Educational value can be defined as the ratio between the benefits students obtain from the learning process and the effort or sacrifice made to achieve those benefits. Therefore, educational institutions must continuously innovate and adapt to change in order to provide superior and more meaningful learning experiences for students.

Marketing is a set of processes within an organization that creates quality infrastructure to communicate, inform potential customers about advantages and uniqueness, and manage customer relationships to achieve organizational goals. Schools, which provide educational services, are encouraged to learn and develop ideas to continuously improve satisfaction with educational services. Therefore, effective educational service marketing techniques are needed to win competition between schools and increase student enrollment. Marketing is a social and leadership process by which individuals and groups meet their needs and wants by creating, offering, and exchanging products of equal value with other brands (Arifin, 2021).

Interest is essentially the acceptance of a relationship between oneself and something external. The stronger or closer the relationship, the greater the person's interest. If the number of students interested in a school increases, the positive impact is an increase in the number of students. Conversely, if the school is unpopular, the school will experience a decline in student numbers and potentially go bankrupt. Therefore, every school is required to optimize its marketing efforts to attract as many prospective students as possible.

This State Islamic Elementary School (Madrasah Ibtidaiyah Negeri) also continues to make development and construction efforts to improve the quality of services and education at the institution. One such effort is the current construction of an additional learning building that serves as an additional classroom. The additional classroom space is clear evidence of the increasing number of new student applicants. With numerous classroom facilities, a library, a school canteen, a mosque, and toilets, the supporting facilities and infrastructure can attract the interest of prospective new students and the community who are considering choosing an educational institution.

Through this research at the Sampang State Elementary School which is a school located in Sampang District, Sampang Regency and is one of the State institutions and is the researcher's choice to study its educational marketing strategy, This is the result of an interview with the vice-chancellor of the State Elementary School, namely Mr. Agus Zainal Abidin S.Pd., he said that the marketing strategy must be adjusted to the interests of students and parents as

the main target market and educational partners, with the large number of competitions between schools that are already quite competitive, each school has superior programs as a characteristic of each school, for example, the State Elementary School always improves its services and has its superior program, namely tahfizul Al-Qur'an juz 30. Marketing is very necessary and important to do so that customers can know and understand what is being offered. In addition, each year, the school renovates its buildings, adds learning media facilities, holds celebrations, and improves the quality of its teaching staff by involving teachers and other educational staff in workshops related to their fields of study. It also provides scholarships to students who meet established requirements. This is complemented by a well-structured and organized marketing strategy to ensure the program is implemented effectively and truly meets its objectives.

Based on this research, this researcher aims to determine the extent of this school's marketing strategy toward students. This fact has sparked interest in further research. Therefore, the author will conduct a more in-depth study of how the school's marketing strategy, through the use of technology, attracts new students at the Sampang State Islamic Elementary School.

RESEARCH METHOD

In this study, the author used a descriptive qualitative approach. According to Soerjono Soekanto, research is a scientific activity based on analysis and construction carried out systematically, methodologically, and consistently to capture the truth (Ramdhan, 2021: 7). Therefore, this research is a descriptive qualitative study, providing descriptions, explanations, and validation of the phenomena under study. The descriptive and explanatory elements in this study relate to the school's marketing strategy through the use of technology to attract new students at the Sampang State Islamic Elementary School.

Data sources are sources that enable a researcher to obtain a certain amount of information or data, from which data is obtained if the researcher uses questionnaires or interviews in collecting the data needed in the research, both primary and secondary data (Rulam, 2017: 92).

Primary data is data collected directly by a researcher, generally from observations of social situations and/or obtained firsthand or from subjects (informants) through the interview process. Primary data is essential information that is the core of this research. This data is obtained by researchers directly through observation and interview methods. Thus, the primary data collected reflects observations and records in the field. In this study, primary data sources come from (principals, teachers, public relations, media teams and students) there is also documentation data collected from social situations or institutions directly, which provides insights into the school's marketing strategy through the use of technology in attracting new students at the Sampang State Elementary School.

Secondary data sources are data obtained indirectly by researchers, for example, by digging up information from data that has been created by other people by looking at documents that are relevant to the object being studied.

Secondary data can be obtained from various sources such as books, journals, journals can be in the form of teacher attendance and documents at MIN Sampang.

Data analysis in qualitative research is that which produces descriptions that can be interpreted by collecting the data obtained and managing it well (Moleong, 2018: 248). The steps taken by the researcher in this study were to analyze data on school marketing strategies in attracting the interest of new students at the Sampang State Elementary School.

FINDINGS AND DISCUSSION

The research findings presented in this chapter describe the data obtained during interviews, observations, and documentation regarding the school's marketing strategy through the use of technology to attract new students at the Sampang State Islamic Elementary School. The data obtained is presented descriptively based on the research method used, namely the descriptive qualitative method discussed in the previous chapter.

In implementing the educational marketing strategy at MIN Sampang, the Head of Public Relations also needs to consider management functions, including planning, organizing, actuating, and controlling, to facilitate the achievement of the educational institution's goals of attracting the interest of the community and prospective students. As explained by Mr. Abdul Hayyi, S.Pd., M.Pd., the principal of MIN Sampang, before implementing the educational marketing strategy at MIN Sampang, the principal formulates the stages of implementing the educational marketing strategy, including planning, implementation, organizing, and evaluation. The educational marketing strategy used at MIN Sampang remains a typical marketing strategy, utilizing print media such as brochures and banners. But in its development, it also uses social media such as WA, Facebook, Instagram, TikTok, and also YouTube as a marketing media tool at MIN Sampang. The following is a series of activities from the educational marketing strategy through social media at MIN Sampang.

a. Digital and Non-Digital Work Program Planning

MIN Sampang's planning process for all activities and programs involves weekly meetings to achieve the desired goals, as stated by the media team leader, Mr. Syauqi Mubarak, S.Pd., "Before planning a marketing strategy, we first assess the needs of the local community, such as easily accessible information. This is because it's remote, and many parents don't know how to use social media. Therefore, we plan to improve social media within the educational institution, such as Facebook, Instagram, YouTube, and TikTok, so that the public can see and indirectly foster interest in our educational institution. We also use banners, brochures, and pamphlets, but now we're focusing more on pamphlets.

Planning itself is the process of preparing a marketing strategy that will be used in an educational institution so that the educational marketing process is well-structured to achieve the institution's goals.

Next, the researchers directly interviewed Ms. Fani Nurhayati, S.Pd.I., the head of the media team, about the school's marketing strategy,

specifically since when MIN Sampang implemented a marketing strategy. She explained that the school had been planning in advance for marketing the institution since 2020. In fact, it had been implemented since 2017, although it was less effective. However, after Mr. Hayyi's term, it was reinstated in 2020. After the planning process for developing an educational marketing strategy through social media at MIN Sampang was completed, the principal would review the plan to determine whether it was adequate. Once deemed adequate, the school would then move on to the implementation stage, implementing the educational marketing strategy through social media at MIN Sampang. Therefore, it can be seen that with good planning, the educational marketing strategy through social media can be implemented effectively in accordance with the plan established by the educational institution.

b. Implementation of educational marketing strategies through social media at MIN Sampang

If the planning has been well prepared, the next step is the process of implementing the educational marketing strategy through social media at MIN Sampang. The process of implementing the educational marketing strategy is an important factor in supporting the success of the educational marketing strategy through social media at MIN Sampang. In the process of implementing the educational marketing strategy through social media at MIN Sampang, the researcher then interviewed Mr. Haris, S.Pd. as TU (Administration) directly. He explained that in implementing the educational marketing strategy, we pay attention to several functions of management such as planning, implementation, organizing, and evaluation, after which we formulate to make it easier to carry out the educational marketing strategy at MIN Sampang. So the marketing strategy is first to improve the quality of education, especially in the religious field because our basis is a religious basis in the sense of madrasah, the first idea emerged around 2011-2012 starting at 6:30 the children were told to pray dhuha, told to recite the Koran together, some even completed the Koran together using the UMMI method, finally the number of students increased and now even the class is not possible but because of the enthusiasm of the community who send their children to MIN, then MIN has an obligation to accept even though the class is no longer there, and now the class is borrowed from the library, the library is now made into 2 places where there are classes and a library, and then now only improve from what has been implemented before especially the discipline of teachers, employees and students there indirectly makes parents aware that MIN is where they come in the morning and go home in the afternoon in the sense that the time is clear, with clarity of time and discipline then that's where students or parents feel that MIN is not playing around in providing education, actually many programs and the most popular is the UMMI method of studying the Koran, with many passing grades 2, 3, 4 and 5 and many others, namely the English and Arabic language programs, which other schools do not necessarily have.

c. Implementation of digital and non-digital media

Advertising: Brochures are one of the print media used to promote schools to the community. Brochures are usually distributed five months before new student enrollment. Brochures are distributed around the school and in residential areas. Information contained in the brochures includes: school location, skills programs, featured programs, extracurricular activities, internship placements, photos of student activities, and more. The school also updates the brochures annually to attract new students and the community.

MIN Sampang's banners are used solely as a promotional medium. A weakness observed in the field is that the school only displays the banners in front of the school gates. MIN Sampang posters are distributed throughout the school's surrounding areas, both within and outside the school grounds. A disadvantage encountered in the field is that the posters are often lost or damaged due to deliberate actions by local residents, water fading, or other causes.

The electronic media used by the school are: website ([https:// www. min.sampang.sch.id](https://www.min.sampang.sch.id)), the school website is almost said to be very simple and has never been used in school promotional activities. MIN Sampang School has a YouTube channel that is used to upload videos related to competitions that students have participated in. Other social media used by the school for marketing is the Facebook fanpage which is most often used actively and also the one that is always active is WhatsApp. The parents of students and alumni are also members of WhatsApp social media which is used by the school to establish communication and is also used as a promotional outbreak to the closest friends of the parents of alumni students. This is in line with what was conveyed by the principal, Mr. Abduk Hayyi, S.Pd M.Pd that if the planning has been well prepared, the next step is the process of implementing educational marketing strategies through social media at MIN Sampang.

The process of implementing an educational marketing strategy is a crucial factor in supporting the success of an educational marketing strategy through social media at MIN Sampang. In implementing an educational marketing strategy through social media at MIN Sampang, we focus on the media team to manage the educational institution's social media accounts. For example, in the process of creating educational content or products, all parts of the media team are responsible. Then the process of uploading to social media is usually sent first to the group and then you distribute it to each account. However, the part of uploading to Facebook, Instagram, TikTok, YouTube is usually the part of our media team, usually only via WhatsApp. So that the public can easily access information in educational institutions, such as information on new student admissions, the institution's flagship programs, achievements that have been achieved by the educational institution and so on. This is in line with what was conveyed by Mrs. Yulia Handayani, ST.Pd. that the school definitely already has social media to upload and also has an annual agenda, for example, the arts and sports

competition will be held at the sub-district level, starting in May from now, the children will be trained and trained so that when the arts and sports competition is held, they will start promoting on social media, promotion in the sense of informing the public that MIN will participate in this activity and usually if they win, they will be put on a banner.

d. Evaluation of the implementation of the school marketing program

Evaluating the implementation of a school marketing program involves controlling an activity to ensure everything is running as it should and to monitor organizational performance. Controlling must be as detailed as possible to prevent recurring errors (Imam, 2017). Control has a very important role or position in management, considering that it has the function of testing whether work implementation is orderly, directed or not. Even though planning, organizing and actuating are good, if the work implementation is not organized, orderly and directed, then the goals that have been set will not be achieved.

Thus, control has a function to supervise all activities so that they are directed towards their targets, so that the goals that have been set can be achieved. Supervision can be formulated as a process of determining what must be achieved, namely what standards are being carried out, namely implementation, assessing implementation, and if necessary making improvements, namely conducting evaluations or supervision so that implementation is in accordance with the plan, namely in line with the standards (measures) that exist at the Sampang State Elementary School (Terry and W. Leslai).

To be able to assess and measure the extent of success achieved in marketing schools at MIN Sampang, an evaluation is needed, the researcher conducted an interview with the principal, namely Mr. Abd Hayyi, S.Pd., M.Pd about how the evaluation was carried out by MIN Sampang and the results achieved by MIN Sampang in marketing the school. The social media evaluation carried out by MIN Sampang is during the completion of distribution on social media, such as if this week we spread about the acceptance of new students, then a week later we evaluate it. Based on the opinions of the informants, it can be seen that MIN Sampang in the process of achieving the school marketing strategy in attracting the interest of new students in the context of what has been planned has gone well, from the presentation of the informants it can be said that MIN Sampang in terms of school marketing strategy in attracting the interest of new students is in accordance with what has been planned. The success of MIN Sampang in terms of school marketing strategy in attracting the interest of new students can be seen from the increasing number of students who register each year.

CONCLUSION

Through the results of research and discussion that have been explained by the researcher in the previous discussion, the researcher can provide the following conclusions: First, planning the use of digital media and non-digital media as well as school activity programs as a means of marketing educational

services in MIN Sampang, This planning aims to obtain an effective and efficient goal achievement process by developing strategies and developing activities through the use of digital media so that it can keep pace with changes in the future. Second, the implementation of the use of digital media and non-digital media as well as school activity programs as a means of marketing educational services in MIN Sampang, In this implementation in accordance with the promotional mix: advertising, personal marketing, sales promotion, Public Relations, and direct marketing. Third, evaluation of the use of digital media as a means of marketing educational services in MIN Sampang, The form of monitoring the implementation of promotions based on the results of the planning to find out whether the use of promotions has achieved the stated goals. There are two evaluations, namely routine evaluation, namely MIN Sampang holds coordination meetings that are held routinely at least once a month. Then, incidental evaluation, namely when the promotion process has a problem or is hampered by something, there are people who are not yet able to use digital media and are not interested in reading information, and the less than optimal public relations editorial team because it consists of teachers who actively teach in class.

REFERENCES

- Ahmadi, Rulam, *Metodologi Penelitian Kualitatif* ed Muhtadi Abdul Mun'im (Sumenep, IDIA 2017)
- Faizin, Imam. "*Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Nilai Jual Madrasah*" vol. 7 No. 2, 31 Agustus 2017
<https://www.neliti.com/publications/195108/>
- George Terry And Rue W.Leslai, "*Dasar-Dasar Manajemen*", (Jakarta Bumi Askara)
- Muhammad Ramdhan, *Metode Penelitian*, (Surabaya: Cipta Media Nusantara, 2021)
- Ninsiar Wolikitor, Arfin, *strategi pemasaran sekolah dalam menarik minat peserta didik baru di SMP kendari* (jurnal pendidikan dan pengajaran) vol. 2 No. 3 September tahun 2021
<https://core.ac.uk/download/pdf/487567394.pdf>
- Lexi J. Moleong, *Metodologi Penelitian Kualitatif*, (Bandung: PT.Remaja Rosda Karya, 2018)
- Riri Oktarini, ed Ali Maddinsyah., *Strategi pemasaran* (Surabaya: Wonocolo, 2022)

