

Rohwatin_Artikel_23/1/23_1

by Rohwatin Artikel

Submission date: 25-Jan-2023 01:26PM (UTC+0700)

Submission ID: 1999007018

File name: Translate_Rohwatin_1.docx (1.48M)

Word count: 5939

Character count: 33330

Marketing Management of Educational Services at the Al Fattah Buduran Islamic Boarding School, Sidoarjo

Rohwatin¹⁾, Taufik Churahman²⁾

Program Studi Magister Manajemen Pendidikan Islam, Universitas Muhammadiyah Sidoarjo, Indonesia
rohwatintitin@gmail.com¹⁾; taufik.umsida67@gmail.com²⁾

ABSTRACT.

In the range of 2020 to 2021, there was a decrease in new students at the Al Fattah Buduran Sidoarjo Islamic Boarding School. The decline in new students shows that there is still a lack of parental satisfaction with the Al Fattah Buduran Sidoarjo Islamic Boarding School institution. The purpose of this study is to find out and analyze the implementation of educational marketing in Pesantren Al Fattah Buduran Sidoarjo and to find out and analyze the obstacles in the implementation of educational marketing in Pesantren Al Fattah Buduran Sidoarjo. Data analysis is carried out by analyzing the Miles and Huberman model data which consists of three stages, namely data reduction, data presentation (data display) and drawing or verifying conclusions. The results showed that the implementation of educational marketing at Pesantren Al Fattah Buduran Sidoarjo can be seen from educational service products in the form of junior high schools, high schools and Diniyah Madrasah (Madin) or Islamic boarding schools; prices in the range of 12 million rupiah; easily accessible location and ownership by the foundation; promotion through online and non-online media; implement a full school system and international classes; the condition of the building is already permanent and suitable for use. The results of the study also showed that there were several obstacles in the implementation of educational marketing at Pesantren Al Fattah Buduran Sidoarjo, namely there was a similar modern Islamic boarding school, there were no special human resources in the public relations and promotion section, the thought of entering pesantren was an ancient thing, lack of parental awareness to enter children into Pesantren, promotion was less intense and the appearance of the website was not maximized.

Keywords : service marketing management; parental satisfaction; the image of the educational institution.

INTRODUCTION

Al Fattah Buduran Buduran Sidoarjo Islamic Boarding School is a boarding school educational institution that was established in 1986. The Al Fattah Islamic Boarding School Foundation has three educational institutions, namely Junior High School (SMP), High School (SMA), and Madrasah Diniyah (Madin). Al Fattah Islamic Boarding School has special characteristics, such as by educating students to be able to preach in the community which is carried out with various programs of Field Da'wah Practices (PDL), Integrated Da'wah Practices, Weekly Da'wah and Daily Da'wah. Even though they have advantages in the field of student education, the management of Islamic boarding schools must always make various efforts so that they can still be recognized by the wider community. Strong and appropriate marketing management is needed, so that the foundation continues to have students and gain the trust of students' parents.

Educational marketing management is something that includes social and managerial processes carried out by individuals and groups with the intent and purpose of interchanging educational services [1]. What is offered in education marketing is the quality and quantity of educational institutions and teaching systems. Education service marketing management has seven main elements, namely product, price, place, promotion, people, process, physical evidence (7P) [1], [2].

Understanding the 7P marketing mix is a marketing tool that is within a company, where the company is able to control it so that it can influence the response of the target market. Marketing mix is considered as a strategy of mixing activities [3]. Product is a type of service offered to students to meet their needs and desires [1]. Management needs to do product development, if you have done an analysis of the needs and wants of the market. Price is an

element issued by consumers to be able to enjoy the services offered, such as education costs, costs for the need to settle in cottages and others [4]. Place is the location or place where the organization or company is located [5]. Promotion is any form of marketing communication carried out in disseminating information, influencing or reminding the target market of the institution and its products [1], [4]. People are the overall human resources owned by the institution in an effort to provide educational services to customers [2]. Process is the overall service activity provided in achieving the goals desired by customers and institutions [1]. Physical evidence is concrete evidence that institutions have achieved in achieving educational goals [4]. Proper education marketing management is able to form a positive institutional image [6]. Institutional image is the perception that exists in the minds of consumers related to a particular institution. Institutional image helps facilitate consumer awareness of the services offered by a particular institution and reduces temporary uncertainty [7]. A positive institutional image will create a sense of satisfaction for customers [8].

Parental satisfaction is an individual's feelings as parents after comparing, feeling, and comparing the performance and results obtained from the services provided, and compared with expectations [9]. Parents in this case have a role as school partners to carry out education as a big hope for their children in school which has a positive image. The fulfillment of parents' expectations for their children's education creates satisfaction in itself.

Based on the results of the researchers' initial observations, the managers of the Al Fattah Islamic Boarding School implemented various marketing strategies. Marketing management is carried out such as by making banners related to the acceptance of new students, publishing student learning activities on the YouTube channel, and utilizing several social media as a means of introducing them to the public. Al Fattah Islamic Boarding School has two educational alternatives, namely Madrasah Diniyah Al Fattah and Al Fattah High School. In addition, there is a special high school flagship program owned by the Institute, namely student da'wah safaris, entrepreneurial da'wah practices, the Middle East success program and the success program of state universities.

Al Fattah Islamic Boarding School has a fairly competitive price. For the first wave of high school level for the 2022-2023 academic year, the total costs are IDR 11,960,000 for boarding students and IDR 10,895,000 for non-dormitory students. As for the second wave, the total cost is IDR 5,685,000 for boarding students and IDR 4,935,000 for non-dormitory students. As for the junior high school level, the first wave of the total cost is IDR 11,910,000 for boarding students and IDR 10,845,000 for non-dormitory students. This shows that the price offered by the Al Fattah Islamic Boarding School educational institution is still quite competitive.

So far, the Al Fattah Islamic Boarding School has four branches, namely Al Fattah 1 in the Buduran sub-district of Sidoarjo, Al Fattah 2 in the Ngantang sub-district, Malang Regency, Al Fattah 3 in the Puri sub-district, Mojokerto Regency and Al Fattah 4 in the Sedati sub-district, Sidoarjo Regency. The existence of a branch of the Al Fattah Islamic Boarding School aims, so that people can easily reach them. The institute chose Malang and Mojokerto Regencies because many of the students came from these cities.

The promotion was carried out by the Al Fattah Islamic Boarding School in various ways, such as by utilizing social media and carrying out face-to-face promotions to schools at the Junior High level in Sidoarjo. Management also distributes brochures that contain schedules and information related to Islamic boarding schools at nearby Islamic institutions. The institution also has an official website <https://alfattah.sch.id/> which contains information related to the educational activities held and the educational facilities it has.

Al Fattah Islamic Boarding School has teaching staff who are professional in their fields and have certification. The teaching staff at the Al Fattah Islamic Boarding School do not only

prioritize scientific abilities, but also prioritize abilities in the field of religion. This is done in order to achieve the goal of Al Fattah Islamic Boarding School, which is to produce a generation of Muslims who have good morals, achievements, and have a global perspective.

The process of being able to study at the Al Fattah Islamic Boarding School is very easy. The community, namely parents, can register their children online or offline. So that parents who are out of town do not need to come directly to the Islamic boarding school. For students who are in the dormitory, all the equipment for the students has been provided by the institution so that the students do not need to think about daily needs such as eating and drinking, with the hope that the students can focus on studying and actively participate in activities at the Islamic boarding school.

Al Fattah Islamic Boarding School has good concrete evidence and there is always improvement. The accreditation obtained by Al Fatah Islamic Boarding School is A accreditation for SMA and SMP. The foundation also builds partnerships with various other institutions to improve the quality of education, such as the Islamic Science University of Malaysia, the Muhammadiyah University of Surabaya, the Computer Education Center and several other institutions. Some of the achievements that have been achieved by Al Fattah Islamic Boarding School, namely 1st place in the Indonesian language speech competition at the district level, 1st place in a poetry reading competition, 3rd place in the millennial youth festival oration competition, 1st place in the Da'i Muslim Competition in 2021, and 2nd place in the Islamic story competition in 2021..

Al Fattah Islamic Boarding School has good concrete evidence and there is always improvement. The accreditation obtained by Al Fatah Islamic Boarding School is A accreditation for SMA and SMP. The foundation also builds partnerships with various other institutions to improve the quality of education, such as the Islamic Science University of Malaysia, the Muhammadiyah University of Surabaya, the Computer Education Center and several other institutions. Some of the achievements that have been achieved by Islamic Boarding School Al Fattah are 1st place in the Regency-level Indonesian language speech competition, 1st place in a poetry reading competition, 3rd place in the millennial youth festival oration competition, 1st place in the Da'i Muslim Competition in 2021, and 2nd place in the 2021 Islamic Serita competition. 2021.

However, it is known that there are still some parents who complain that their children do not experience optimal development while living in the cottage. The perceived complaints of parents are also related to the higher costs incurred when compared to schools with state status. The lack of parental satisfaction can also be seen from the number of new students at Al Fattah Buduran Sidoarjo Islamic Boarding School which has decreased. Data for new students for the Al Fattah Buduran Sidoarjo Middle and High School levels are presented in Figure 1.

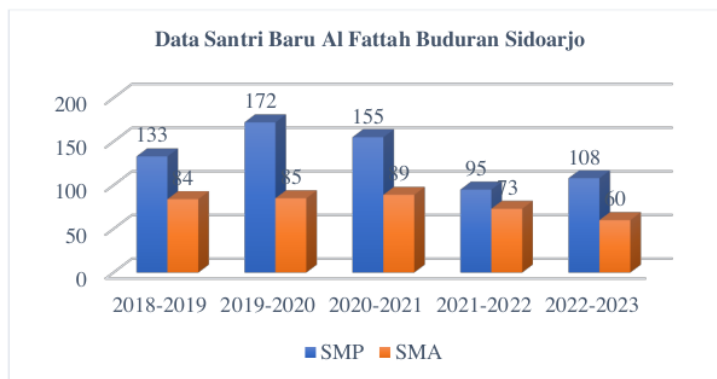


Figure 1 : Data for new student Al Fattah Buduran Sidoarjo
Source: Academic Documentation of Al Fattah Buduran Sidoarjo

Based on Figure 1, it can be seen that there has been a decrease in new students at Al Fattah Buduran Sidoarjo Islamic Boarding School. For junior high school students, the most new students were in the 2019-2020 school year, but there was a decline until the 2021-2022 school year. There was an increase again in the 2022-2023 school year but it is still lower compared to the 2019-2020 and 2020-2022 school year. As for the high school level, from the 2020-2021 school year to the 2022-2023 school year it has continued to decline. The decline in new students shows that parents are still lacking in satisfaction with the Al Fattah Buduran Sidoarjo Islamic Boarding School.

Referring to this background, the formulation of the problem in this study is as follows:

1. How is the implementation of educational marketing at the Al Fattah Buduran Sidoarjo Islamic Boarding School?
2. What are the obstacles in implementing educational marketing at the Al Fattah Buduran Islamic Boarding School, Sidoarjo?

Based on the formulation of the problem, the purpose of this study can be described as follows:

1. To find out and analyze the implementation of educational marketing at Al Fattah Buduran Sidoarjo Islamic Boarding School.
2. To find out and analyze the obstacles in the implementation of educational marketing at the Al Fattah Buduran Islamic Boarding School, Sidoarjo.

II. METHODS

This research is included in the qualitative research approach. Qualitative research is research that uses a natural background with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods. This type of research is descriptive research. The researcher will describe an object, phenomenon or social setting which will be written in a narrative text [10]. The informant determination technique in this study used a purposive sampling technique. The purposive sampling method is a sample determination method based on specific objectives and reasons related to the problem to be studied [11]. The

research informants consisted of the management² of the Al Fattah Buduran Sidoarjo Islamic Boarding School¹² and the marketing department of the Al Fattah Buduran Sidoarjo Islamic Boarding School. Data collection techniques in this study were carried out by interviews, observation and documentation. Test the validity of the data in this⁶ study was carried out by triangulation of sources. This study was analyzed by data analysis of the Miles and Huberman model which consisted of three stages, namely data reduction, data presentation, and drawing or verifying conclusions [12].

III. RESULTS AND DISCUSSION

Marketing as a process carried out by individuals and groups to achieve specified goals by creating, offering and exchanging products either goods or services. The essence of marketing is delivering products to consumers in order to create transactions [13]. Marketing is an activity carried out by companies to promote their products or services. Marketing management as a tool for analysis, planning, implementation and monitoring of any program designed to provide benefits.

Marketing activities do not only focus on delivering products to consumers, but various efforts to create a sense of consumer satisfaction from the products offered. Marketing has a role in attracting new customers, determining attractive price levels, determining easy product distribution, determining effective promotion strategies and retaining customers. Marketing management is defined as an effort to plan, implement and control marketing activities carried out so that they are in accordance with what is planned and achieve the goals set [14].

Educational marketing management is something that includes social and managerial processes carried out by individuals and groups with the intent and purpose of interchanging educational services [1]. What is offered in education marketing is the quality and quantity of educational institutions and teaching systems. Education service marketing management has seven main elements, namely product, price, place, promotion, people, process, physical evidence (7P) [1], [2].

1. Service Products (Product)

Service products are something that is offered by producers to the public, in order to create attractiveness and have an impact on purchasing decisions. Products can be physical goods, people, services, organizations, places or ideas. Consumers will feel satisfaction if they can feel the benefits of the products offered and consumed. At educational institutions, the services offered to consumers are in the form of reputation or quality of education that suits their needs, prospects for the future for students, and the choice of educational concentration offered by the institution. Educational products as the first element that must be planned to be able to see the potentials in students, the characteristics and characteristics of regional funds and religion [15].

The results showed that education at the Al Fattah Buduran Sidoarjo Islamic Boarding School, namely junior high, high school and Madrasah Diniyah (Madin) or Islamic boarding schools. Educational service products that are favored at the Al Fattah Buduran Sidoarjo Islamic Boarding School are the International Class Program (ICP), tahfidz, meaning Javanese, lecture skills, muhadhoroh (public speaking), and Field Da'wah Practices (PDL). In addition, there is a special program at the Al Fattah Buduran Sidoarjo Islamic Boarding School which is considered different from other Islamic boarding schools, namely the Sorogan model of recitation, soft skill activity, meaning or pego to interpret the Qur'an per lafadz using Javanese, muhadhoroh, tahfidz, International Class Program (ICP), student development programs in the form of student exchanges abroad and study abroad programs.

2. Price

The price of services is the amount that must be paid by consumers to be able to obtain and enjoy the services provided. Price is a very important component in the marketing mix so that marketing objectives can be achieved. Pricing is very helpful in shaping the perception of the services offered to consumers. Pricing that is too low is often perceived as a low quality service, and vice versa. There are three strategies in pricing, including following market prices, market skimming and neutral prices. The cost of education is defined as the cost of education purchased and spent by schools as institution education. This means that both budgetary and non-budgetary costs of education fall under the broad definition of education costs.

The results showed that the price offered at the Al Fattah Buduran Sidoarjo Islamic Boarding School was approximately twelve to twelve and a half million rupiah per year, where the fee was divided into registration fees, building fees and monthly tuition fees. At the junior high school level, the price offered for registration fees, building fees and education fees is IDR 12,155,000 and at the high school level it is IDR 12,410,000. In practice, the Al Fattah Buduran Sidoarjo Islamic Boarding School has scholarship programs for outstanding students, bidik misi scholarships, tahfidz scholarships and partnership scholarships.

3. Place

Place is the location where services are offered to consumers. With regard to educational institutions, location or place is a decision made by an educational institution with regard to where its operations and start-up will be located. If the location is in the city center, then the location is considered strategic and accessibility in terms of population density, convenience of public transportation, smoothness of transportation and confusing orientation for consumers. With the proliferation of companies and companies offering similar products and services, the slightest difference in location can have a significant impact on the market share and profitability of a product [16].

The results of the study show that the Al Fattah Buduran Sidoarjo Islamic Boarding School has a location or place with foundation ownership and is legal. Initially the location or place of the Al Fattah Buduran Islamic Boarding School in Sidoarjo was a waqf but now it is legal and belongs to the foundation. Al Fattah Buduran Sidoarjo Islamic Boarding School has an easily accessible location because it has been registered and can be easily accessed via Google Maps, it is located on the eastern ring route and is in the middle of Sidoarjo City. The location of Al Fattah Buduran Sidoarjo Islamic Boarding School is close to Surabaya, Sidoarjo city and close to the airport. In addition, Al Fattah Buduran Sidoarjo Islamic Boarding School can be accessed via Tebel Sidoarjo and Lingkar Timur and the distance from the main road is only 1 kilometer.

The Al Fattah Buduran Sidoarjo Islamic Boarding School also has a conducive environment because the majority of residents around the Pondok are Al Fattah congregation, beautiful, quiet, comfortable, clean, supportive of learning, and isolated with a wall partition around the boarding school so that the students can focus more on studying. In addition, the environmental conditions around the Al Fattah Buduran Sidoarjo Islamic Boarding School are very religious.

4. Promotion (Promotion)

Promotion as a marketing component is the form of activities to introduce services to potential customers. Promotion can increase brand recognition and sales. Promotion consists of various elements, namely sales organization, public relations, advertising, sales promotion. At educational institutions, promotion is carried out as an effort to introduce educational services provided by institutions to fulfill customer desires.

The results showed that the promotional activities that had been carried out by the Al Fattah Buduran Sidoarjo Islamic Boarding School were promotions through social media

websites, distributing brochures, visiting and presenting to schools in the Sidoarjo area, promotions through billboards, participating in educational exhibitions, sending students on safari preaching to the congregation, holding social services to the congregation and guardians, raising funds for victims of natural disasters, placing banners in several locations, promoting on the radio, making promotional calendars and distributing New Student Admissions (PPDB) and holding competitions. The flyers distributed for the promotion of the Al Fattah Buduran Sidoarjo Islamic Boarding School are presented in Figure 2.

The Al Fattah Buduran Sidoarjo Islamic Boarding School has also tried to carry out promotions online and this has had a pretty good impact. The acquisition of students and female students has increased and there have been many registrations from outside the island and outside the Al Fattah congregation who have participated in entrusting their children or relatives to the Al Fattah Islamic Boarding School. In addition, online promotions have made the Al Fattah Islamic Boarding School gain the interest of new members, especially during PPDB and made the Al Fattah Buduran Sidoarjo Islamic Boarding School more widely known to the public.

5. People

People as a combination of target market and people directly related to the business. Employees in the organization are important in marketing, because they can provide these services to consumers. It is important to be able to recruit and train the right people in order to provide superior service to customers. In educational institutions, people as a whole are employees in the institution as executors of providing services to customers. People can consist of the entire staff and also teaching staff in educational institutions. Employees recruited by educational institutions must have the skills, attitude, commitment, and ability to build relationships with customers [17]. The results showed that there was no special human resources for public relations and promotion.

The image displays a collage of promotional materials for SMA Al Fattah. It includes:

- RINCIAN BIAYA GELOMBANG 1:** A financial breakdown table for the first group, showing details for 'Siswa' and 'Siswa Perempuan' across various categories like 'SPP', 'Buku', and 'Kuliah Kerja Nyata'.
- PROGRAM INSULAN KHUSUS SMA:** A section highlighting special programs for SMA students, such as 'SARUNG BAHAMU SAKIT' and 'PRAKTIK DOKUMEN ENTITIPREKUR'.
- BEASISWA PROGRAM EKSTRAKURIKULER:** Information regarding scholarships and extracurricular programs, listing activities like 'TARIK SUCI', 'BASKET', and 'MULTIMEDIA'.
- PENERIMAAN PESERTA DIDIK BARU:** Recruitment information for new students for the 2023/2024 academic year, specifically for SMA Al Fattah (Terakreditasi 'A').



Figure 2. Promotional Brochure of Al Fattah Buduran Sidoarjo Islamic Boarding School

6. Process

Organizational systems or processes in providing and implementing services. Organizations or companies must have a process that is specifically designed to minimize costs but can produce maximum output. In educational institutions, the process relates to all activities that students experience during the educational process, such as the teaching-learning process, guidance and counseling, exams, graduation, and so on. Elements of the process as an educational institution's efforts to run and carry out its activities to meet the needs and desires of customers. The results showed that the Al Fattah Buduran Sidoarjo Islamic Boarding School implemented a full day school system and international classes. The full day school system is implemented with more focus on providing science material which includes science so that schools are varied enough to be the choice for students. There is a student development class at the Islamic boarding school where each student will get a target of memorizing. In international classes, aspects of English are used as one of the strengths in international languages.

7. Physical Evidence

In the service industry, there must be evidence of services that have been used or often referred to as testimonials from consumers who have used these services. Proof can be related to how a business can be perceived by the market, because companies must know exactly their presence in their respective markets, bearing in mind that they are generally led by a market that has established proof. In educational institutions, physical evidence can be in the form of the physical environment of educational institutions in providing services to customers. The results showed that the condition of the building at the Al Fattah Buduran Sidoarjo Islamic Boarding School was permanent, in very good condition, adequate, representative, magnificent and fit for use. However, there are still several buildings that are still under construction. Regarding facilities and infrastructure, educational facilities and infrastructure at the Al Fattah Buduran Islamic Boarding School Sidoarjo consist of commuter laboratories, chemistry laboratories, physics laboratories, biology laboratories, mosques, libraries and LCDs. These facilities and infrastructure are in adequate and usable condition, but still need to be improved. This is because in each class is not equipped with air conditioning.

The results of the study also showed that there were several achievements at the Al Fattah Buduran Sidoarjo Islamic boarding school, including: 3rd place in Middle School Arabic Speech at the Islamic Education Fair Event at CITO, 2nd Place in Arabic Speech at the High School

level at the Islamic Education Fair Event at CITO, 2nd Place in Language Speech Middle School Level Arabic at the Islamic Education Fair Event at CITO, 1st Place in Junior High Level Arabic Speech at the Islamic Education Fair Event at CITO, 2nd Place at the Kultum Ramadhan Fair at the Middle School/MTS Equivalent Islamic Competition at the National Level, 1st Place at the Speech Competition at the Kwarcab Skilled Raising Event Sidoarjo 2021, 2nd Winner of Ramadhan Fair Islamic Story at National Middle School/MTS Equivalent Islamic Competition, 2nd Winner of Oration Competition at DPC Iman Bangkalan Millennial Youth Festival, 2nd Winner of Islamic Story Competition at SMADA Muslim Competition 2021, 2nd Winner of Poetry Reading Competition at Youth Festival Millennial DPC Iman Bangkalan, 1st Place in the JKTC National Silat Championship in the Competition Category, Champion in the National Da'i Competition ional KIP-K UINSA, 1st Place in the 2023 IPSI National Pencak Silat Championship in the Double Arts Category, 1st Place in the Da'i Competition at the SMADA Muslim Competition 2021, 1st Place in the 2023 IPSI National Pencak Silat Championship in the Class 1 Young Men Competition Category, 1st Place in the Pencak National Championship Silat IPSI 2023 Double Arts Category.

Obstacles in the Implementation of Educational Marketing at the Al Fattah Buduran Islamic Boarding School, Sidoarjo

Educational marketing management is considered as a social process in planning, organizing, directing and supervising in which individuals, members and educational institutions get what is needed and wanted by creating, offering and exchanging products of value to society. Marketing in the sphere of education is to offer quality intellectual and character building services as a whole because education is more complex, which is carried out with full responsibility, the results of education are far ahead, fostering the lives of citizens, as well as future generation [18]. The results showed that the number of students at the Al Fattah Buduran Sidoarjo Islamic Boarding School was 445 to 500 students. However, the number of students has not met the target. At the junior high school level, the number of existing students is considered to have met the target, but at the high school level the number of existing students is considered not to have reached the specified target.

In practice, there are obstacles in the implementation of educational marketing at the Al Fattah Buduran Sidoarjo Islamic Boarding School, namely:

1. The existence of 2 similar modern Islamic boarding school in the Sidoarjo region

Apart from the Al Fattah Buduran Sidoarjo Islamic Boarding School, there are several modern Islamic boarding schools in the Sidoarjo area, including: Bumi Shalawat Progressive Islamic Boarding School (PPI), Al Amanah Junwangi Modern Islamic Boarding School, Tahfidz Al Qur'an Darul Fikri Islamic Boarding School, Al Khoziny Islamic Boarding School, Islamic Boarding School Sabilurrosyad, Al Hamdaniyah Islamic Boarding School and Mandiri Boarding School Scholars.

2. There is no special human resources for public relations and promotion

In practice, there is no special section for public relations considering that promotion activities are assisted by teachers from the ICT section and administration section.

3. There is a thought that entering Islamic boarding schools is old-fashioned or less advanced

It cannot be denied that currently there is still a mindset in society regarding education in Islamic boarding schools which is still ancient and not advanced enough to keep up with the times.

4. Lack of awareness on the part of parents to enroll their children in Islamic boarding schools

The research informants realized that not all parents had the awareness to enroll their children in Islamic boarding schools and preferred to send their children to other public and private schools.

5. The promotions are less intense and do not reach the target market

The target market for the Al Fattah Buduran Sidoarjo Islamic Boarding School are congregations, alumni, the community around the Al Fattah Buduran Sidoarjo Islamic Boarding School and the City of Sidoarjo, all Muslims, as well as Islamic-based elementary and junior high school students. Research informants explained that the promotions were less intense and did not reach the target market considering the number of existing students had not yet reached the target.

6. The website that is used as a promotional medium is less attractive and the appearance of the website is not maximized

The website of the Al Fattah Buduran Sidoarjo Islamic Boarding School displays information about the profile of the Al Fattah Buduran Sidoarjo Islamic Boarding School, vision and mission, level of education, achievements, information regarding registration and contacts to contact. In addition, there are three videos related to the profile of the Al Fattah Buduran Sidoarjo Foundation. The appearance of the Al Fattah Buduran Sidoarjo Islamic Boarding School's website is considered to be ordinary and not creative in presenting interesting content. Likewise on social media owned by the Al Fattah Buduran Sidoarjo Islamic Boarding School, such as Instagram.

IV. CONCLUSION

This research resulted in the following conclusions:

The implementation of educational marketing at the Al Fattah Buduran Sidoarjo Islamic Boarding School can be seen from seven things, including:

- a. Service Products; education at the Al Fattah Buduran Sidoarjo Islamic Boarding School, namely junior high school, high school and Madrasah Diniyah (Madin) or Islamic boarding school. Educational service products that are favored at the Al Fattah Buduran Sidoarjo Islamic Boarding School are the International Class Program (ICP), tahfidz, Javanese meaning, lecture skills, muhadhoroh (public speaking), and Field Da'wah Practices (PDL). In addition, there is a special program at the Al Fattah Buduran Sidoarjo Islamic Boarding School which is considered different from other Islamic boarding schools, namely the Sorogan model of recitation, soft skill activity, meaning or pego to interpret the Qur'an per lafadz using Javanese, muhadhoroh, tahfidz, International Class Program (ICP).), student development programs in the form of student exchanges abroad and study abroad programs.
- b. Price ; the price offered at the Al Fattah Buduran Sidoarjo Islamic Boarding School is approximately twelve to twelve and a half million rupiah per year, where the fee is divided into registration fees, which are building and monthly tuition fees. At the junior high school level, the price offered for registration fees, building fees and education fees is IDR 12,155,000 and at the high school level it is IDR 12,410,000. In practice, the Al Fattah Buduran Sidoarjo Islamic Boarding School has scholarship programs for outstanding students, bidik misi scholarships, tahfidz scholarships and partnership scholarships.
- c. The place ; Al Fattah Buduran Islamic Boarding School Sidoarjo has a location or place with foundation ownership and is legal. Al Fattah Buduran Sidoarjo Islamic Boarding School has an easily accessible location because it has been registered and can be easily accessed via Google Maps, it is located on the eastern ring route and is in the middle of Sidoarjo City. The

location of Al Fattah Buduran Sidoarjo Islamic Boarding School is close to Surabaya, Sidoarjo city and close to the airport. In addition, Al Fattah Buduran Sidoarjo Islamic Boarding School can be accessed via Tebel Sidoarjo and Lingkar Timur and the distance from the main road is only 1 kilometer.

- d. Promotion ; Promotional activities that have been carried out by the Al Fattah Buduran Sidoarjo Islamic Boarding School, namely promotions through social media websites, distributing brochures, visiting and presenting to schools in the Sidoarjo area, promotions through billboards, participating in educational exhibitions, sending students on da'wah safaris to the congregation. , holding social services for congregations and guardians, raising funds for victims of natural disasters, placing banners in several locations, promoting on radio, making promotional calendars and distributing New Student Admissions (PPDB) and holding competitions.
- e. People ; there is no special human resources for public relations and promotion.
- f. Process; Al Fattah Buduran Sidoarjo Islamic Boarding School implements a full day school system and international classes. The full day school system is implemented with more focus on providing science material which includes science so that schools are varied enough to be the choice for students. In international classes, aspects of English are used as one of the strengths in international languages.
- g. Physical Evidence ; the condition of the building at Al Fattah Buduran Sidoarjo Islamic Boarding School is permanent, in very good condition, adequate, representative, magnificent and fit for use. However, there are still several buildings that are still under construction. Regarding facilities and infrastructure, educational facilities and infrastructure at the Al Fattah Buduran Islamic Boarding School Sidoarjo consist of commuter laboratories, chemistry laboratories, physics laboratories, biology laboratories, mosques, libraries and LCDs. These facilities and infrastructure are in adequate and usable condition, but still need to be improved. This is because in each class is not equipped with air conditioning.

Obstacles in the implementation of education marketing at the Al Fattah Buduran Sidoarjo Islamic Boarding School, namely the existence of a similar modern Islamic boarding school in the Sidoarjo region, no special human resources for public relations and promotion, the idea that entering a boarding school is old-fashioned or less advanced, lack of awareness from parents In order to enroll children in Islamic boarding schools, the promotions are less intense and do not reach the target market, the websites used as promotional media are less attractive and the appearance of the website is not maximized.

REFERENCES

- [1] M. Munir, "Manajemen Pemasaran Pendidikan Dalam Meningkatkan Kuantitas Peserta Didik," *Intizam J. Manaj. Pendidik. Islam*, vol. 1, no. 2, 2018.
- [2] F. Halim *et al.*, *Manajemen Pemasaran Jasa*. Medan: Yayasan Kita Menulis, 2021.
- [3] J. R. K. Wichmann, A. Uppal, A. Sharma, and M. G. Dekimpe, "A global perspective on the marketing mix across time and space," *Int. J. Res. Mark.*, vol. 39, no. 2, 2022, doi: 10.1016/j.ijresmar.2021.09.001.
- [4] Amiruddin, A. H. Ritonga, and Samsu, *Manajemen Pemasaran Jasa Lembaga Pendidikan Islam*. Yogyakarta: K-Media, 2021.
- [5] T. F. Musfar, *Buku Ajar Manajemen Pemasaran : Bauran Pemasaran sebagai Materi Pokok dalam Manajemen Pemasaran*, 1st ed. Bandung: CV. Media Sains Indonesia, 2020.
- [6] T. Ibrahim and P. Umuhani, "PENGARUH MANAJEMEN PEMASARAN JASA TERHADAP CITRA LEMBAGA PENDIDIKAN DI MADRASAH TSANAWIYAH

- MA'ARIF CIKERUH JATINANGOR SUMEDANG," *J. Isema Islam. Educ. Manag.*, vol. 6, no. 2, pp. 221–230, 2021, doi: 10.15575/isema.v6i2.12023.
- [7] S. Rezeki, *Membangu Citra Lembaga Perguruan (Sebuah Tinjauan Perspektif Pasar)*. Lukluk: NilaCakra Publishing House, 2021.
- [8] N. Triwijayanti, H. Sanoto, and M. Paseleng, "Pengaruh Kualitas Layanan Pendidikan, Budaya Sekolah, Citra Sekolah Terhadap Kepuasan Orang Tua," *Sch. J. Pendidik. dan Kebud.*, vol. 12, no. 1, 2022, doi: 10.24246/j.js.2022.v12.i1.p74-80.
- [9] B. Bokayev, Z. Torebekova, Z. Davletbayeva, and F. Zhakypova, "Distance learning in Kazakhstan: estimating parents' satisfaction of educational quality during the coronavirus," *Technol. Pedagog. Educ.*, vol. 30, no. 1, 2021, doi: 10.1080/1475939X.2020.1865192.
- [10] A. Anggito and J. Setiawan, *Metodologi Penelitian Kualitatif*. Sukabumi: CV. Jejak, 2018.
- [11] M. Yusuf, *Metode Penelitian: Kuantitatif, Kualitatif dan Penelitian Gabungan*. Jakarta: Kencana, 2017.
- [12] A. Zakariah, V. Afriani, and Zakariah, *Metode Penelitian Kuntitatif, Kualitatif, Action Research, research and Development (R and D)*. Yayasan Pondok Pesantren Al-Mawaddah Warrahmah, 2020.
- [13] Hasnidar *et al.*, *Pemasaran Terbaru*. Bandung: CV. Media Sains Indonesia, 2021.
- [14] Laela and M. Asdar, *Manajemen Pemasaran Digital Kunci Sukses Masa Depan*. Pekalongan: PT Nasya Expanding Management, 2022.
- [15] B. Alma and R. Hurriyati, *Manajemen Corporate dan Strategi Pemasaran Jasa Pendidikan: Fokus Pada Mutu dan Layanan Prima*. Bandung: Alfabeta, 2008.
- [16] Zakaria, "PENGARUH HARGA DAN LOKASI TERHADAP KEPUASAN ORANG TUA MURID DI MI MATHLAUL ANWAR PAMULANG," *J. ARASTIRMA Fak. Ekon. Progr. Stud. Manaj. UNPAM*, vol. 1, no. 2, pp. 282–290, 2021.
- [17] Rahmat, "ANALISIS PENGARUH PRODUK, ORANG, DAN KUALITAS LAYANAN TERHADAP KEPUASAN ORANGTUA MURIDDI SEKOLAH NISRINA BEKASI," *J. Perspekt. Manajerial dan Kewirausahaan*, vol. 2, no. 1, pp. 1–15, 2021.
- [18] K. Azan *et al.*, *Isu-Isu Global: Manajemen Pendidikan Islam*. Yogyakarta: Samudra Biru, 2021.

ORIGINALITY REPORT

13%

SIMILARITY INDEX

8%

INTERNET SOURCES

11%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

- 1** Zakariyah Zakariyah, Umu Fauziah, Muhammad Maulana Nur Kholis. "Strengthening the Value of Religious Moderation in Islamic Boarding Schools", *Tafkir: Interdisciplinary Journal of Islamic Education*, 2022
Publication 3%

- 2** repository.uin-malang.ac.id
Internet Source 2%

- 3** Herman Herman. "Functionalization of Management Elements in Managing Thriving Education Units in Madrasah Aliyah", *AL-ISHLAH: Jurnal Pendidikan*, 2022
Publication 1%

- 4** Mahlil Nurul Ihsan, Nurwadjah Ahmad, Aan Hasanah, Andewi Suhartini. "Islamic Boarding School Culture Climate in Forming The Religious Attitude of Islamic Students in Modern and Agrobusiness Islamic Boarding Schools", *Nazhruna: Jurnal Pendidikan Islam*, 2021
Publication 1%

5	www.genesisco.co Internet Source	1 %
6	eprints.ipdn.ac.id Internet Source	1 %
7	Grisna Anggadwita, Leo-Paul Dana, Veland Ramadani, Reza Yanuar Ramadan. "Empowering Islamic boarding schools by applying the humane entrepreneurship approach: the case of Indonesia", International Journal of Entrepreneurial Behavior & Research, 2021 Publication	1 %
8	jurnal.kwikkiangie.ac.id Internet Source	1 %
9	bircu-journal.com Internet Source	<1 %
10	www.iiste.org Internet Source	<1 %
11	Submitted to Wawasan Open University Student Paper	<1 %
12	ejmcm.com Internet Source	<1 %
13	etd.aau.edu.et Internet Source	<1 %

14

Sriyanto Sriyanto, Edi Kurniawan, Erni Suharini, Mohammad Syifauddin. "The Development of a Model of Inducing Nationalist-Religious Characters in Islamic Boarding School in SMP 6 Kedungsuren Kendal Regency to Anticipate Radicalism among Young Generation", KnE Social Sciences, 2019

Publication

<1 %

15

Suryani Triana Oktavia, Susi Handayani, M Kurniawan D.P. "Effect of Employee Competency and Engagement on Employee Performance of Sharia Bank Sumselbabel KCP UIN Raden Fatah Palembang", International Journal of Marketing & Human Resource Research, 2022

Publication

<1 %

16

Wahdania Suardi, Mardiansyah. "Implementation of Participatory Policy through Quality Awareness and Quarantine Community Movement (Gemasatukata) in Untia Village, Makassar City", IOP Conference Series: Earth and Environmental Science, 2019

Publication

<1 %

17

www.ojs.excelingtech.co.uk

Internet Source

<1 %

18

slideplayer.com

Internet Source

<1 %

Exclude quotes On

Exclude matches < 15 words

Exclude bibliography On