

**PROMOTION STRATEGY IN INCREASING THE NUMBER OF NEW
SANTRIES IN MADRASAH TSANAWIYAH TARBIYAH
ISLAMIYAH (MTI) PONDOK PESANTREN SYEKH
MUHAMMAD DJAMIL JAHO**

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Abstract

This study examines the promotion strategy in increasing the number of new students. This research is aimed at alumni of Madrasah Tsanawiyah Tarbiyah Islamiyah (MTI) Jaho. The purpose of this study was to determine the promotion strategy at the MTI Syekh Muhammad Djamil Jaho Islamic Boarding School. This type of research is a qualitative descriptive study to reveal events or facts, circumstances, phenomena, variables and circumstances that occurred during the research by presenting what actually happened. The instrument used to collect data was an interview guide, with direct interview techniques to the head of MTs, several grade VII students and several MTI alumni. Based on the research results, it was stated that every promotion mix carried out by MTI alumni that was very influential was word of mouth marketing. As for the magnitude of the influence given by words of mouth marketing is the number of new students who come from outside the Padang Panjang area.

Key Word: Promotion strategy, Increasing, New santries, MTI Djamil jaho

INTRODUCTION

Pondok or Pesantren is an Islamic educational institution that has been established for a long time, hundreds of years ago, especially in Java. In general, pesantren education institutions are under the Ministry of Religion. It is in this institution that students are taught and educated on religious knowledge and values. In the beginning education at the pesantren focused on teaching religious sciences with classical books and yellow books. The religious sciences which consist of various branches are taught in pesantren in the form of wetonan, sorogan, rote memorization, or deliberation. In the early stages the system was also in the form of non-formal, not in classical form, and the duration of the students in the pesantren was not determined by the year, but

by the book read. It is also common for a santri to move from one pesantren to another, to explore more specific knowledge of the respective pesantren, and it is also common for students who have economic ability to continue their studies to Mecca or to Egypt (Cairo) (Haidar Putra Daulay, 2006: 25).

Promotion activity is a marketing activity that plays an important role for a company, especially educational institutions to attract and increase the number of students, by providing complete and convincing information. Later the community's interest will be influenced and increased to want to enter the education institution. This promotional activity is a communication between the educational institution and the community by communicating the information in the educational institution, then in a good way and convincing educational institution marketers to influence the attitudes and interests of the community to want to buy products that are marketed, so that the public can confidently enter the market, attending school at the said educational institution. Of course, for the effectiveness of promotional activities, it must be supported by high quality products or services. Therefore, schools must strive to be able to produce quality products, because with quality products, satisfying services and supported by maximum promotion, the expected results will be achieved. Therefore, marketing or promotion is something that absolutely must be carried out by schools, in addition to being aimed at introducing, the marketing function of educational institutions is to form a good image of the institution and attract the interest of a number of prospective students (Ujang Syarif Hidayatullah 2010: 3).

The optimization of this promotional activity is carried out as an effort to increase the number of new students who have previously been adjusted to the capacity of the room provided. In general, this Madrasah can accommodate 25 to 30 new students each year and that is only 1 local for MTs. However, one aspect of supporting the success of an educational institution is the number of students in accordance with the ideal quota, which is between 25 and 30 students per class.

This madrasah is expected to be able to compete with other schools, especially public schools. In this case, schools must always implement new methods, especially in the implementation of promotions, so that the community is more familiar with and makes their choice to this madrasah. In this case, of course this MTs carries out a marketing strategy, each consumer, namely parents and prospective new students, to choose to enter this MTs through how big and effective the promotional mix is made and made by the educational institution. Especially MTs Syekh Muhammad Djamil Djaho

Islamic Boarding School. In influencing prospective students who will join as well as the parents of prospective students, where parents will support the student's school funding while studying, of course, if they choose their child to attend MTs Pondok Pesantren Syekh Muhammad Jamil Jaho.

The marketing mix plays an important role, this is because the marketing mix is a factor that can be controlled by a company or institution in influencing potential customers. schools are part of the service industry where the services provided are educational services, of course the approach taken is the marketing mix approach, according to many experts the marketing mix is a special blend of advertising, personal selling, sales promotion and public relations.

The times in the era of globalization and technological advances in marketing have resulted in intense competition in conducting school promotions. promotional activities that only use brochures have not been sufficiently helpful in recruiting the number of students targeted by schools. some schools think that the failure of this promotion may arise due to the lack of creativity in the message content used in billboards so that it is not able to attract many students, while some parties say that the failure in this promotion may be the result of the performance of the school promotion team executors so that the promotion is not right on target. The existence of these possibilities is what makes schools still promoting with traditional approaches. This phenomenon illustrates to researchers that schools need to have a school promotion strategy. New methods in school promotion strategies that are carried out such as school promotion by holding futsal tournaments, performances attending competitions, and this is not enough to raise the target of school promotion.

Several studies that are related and relevant to this research are research from Ujang Syarif Hidayatullah in 2010 entitled Promotion Strategy of SMP PGRI 12 Jakarta in Increasing the Number of Students. This research was conducted with the intention of knowing how the promotion strategy of SMP 12 PGRI Jakarta in increasing the number of students. The method used in this research is descriptive analysis method. To obtain the required data, the researchers distributed a questionnaire aimed at class IX students. In addition, the author also conducted interviews with the principal and the public relations department. After conducting the research, it was concluded that the promotion strategy carried out by SMP PGRI 12 Jakarta was optimal and in accordance with effective promotional measures, resulting in an increase in the number of students each year.

Then, research from Lutfil Hakim in 2014 entitled "The Promotion Strategy for Madrasah Ibtidaiyah Roudlotuzzahidin Karanganom in Increasing the Number of Students in 2013/2014". This study seeks to examine the effectiveness of the promotion carried out by Madrasah Ibtidaiyah Roudlotuzzahidin, Kunden, Karanganom, Klaten to increase the number of students in the 2013/2014 school year. Since the 2009/2010 school year, Madrasah Ibtidaiyah Roudlotuzzahidin has made various promotional efforts to increase the number of new students who enroll in this school. Promotion is carried out in two ways, namely: through advertisements and community activities. Promotion through advertisements is carried out by submitting to local radios so that the public can better understand the vision, mission and advantages of Madrasah Ibtidaiyah Roudlotuzzahidin so that people are interested in enrolling their children in this school. In addition, advertising is also carried out by placing banners, posters, and billboards on several strategic roads and in accordance with the target community for advertisements. The results of this study indicate that the promotion carried out by Madrasah Ibtidaiyah Roudlotuzzahidin has had a positive effect on the increase in the number of students in this school since the year. 2009/2010 lessons. This is evidenced by the continuing increase in the number of new applicants attending this school.

Surya Dharmawansyah's research, Hafied Cangara, M. Iqbal Sultan in 2014 entitled "Promotion Strategies in Increasing the Number of Students at Makassar Creative Media State Polytechnic". Currently, the competition for both state (PTN) and private (PTS) universities in Indonesia in competing for students is quite tough. This study aims to analyze the promotion strategy, effectiveness, and inhibiting factors of promotion using a mixed method. The subjects in this study consisted of a promotion team and 53 new student candidates for the Makassar Creative Media. Data were collected through interviews and questionnaires, then analyzed using data triangulation techniques and regression test techniques. The results showed that the promotion strategies implemented by the State Polytechnic of Creative Media Makassar were Advertising, Personal Selling, Publicity, and Word of Mouth. Partially advertising is the most influential variable (34.4%) while the least influencing variable is publicity (19.3%). Advertising, Personal Selling, Publicity, and Word of Mouth variables simultaneously have a significant effect on the increase in the number of students by 65.6% while the remaining 34.4% is influenced by other variables. The inhibiting factors for promotional activities so far are inadequate promotion funds, lack of human resources in the field of

communication science, and less harmonious interpersonal communication among employees.

Research from Fathur Rahman in 2015 entitled "Promotion Strategies in Increasing Educational Community Participation in Islamic Boarding Schools (Case Study at the Tahfidzul Qur'an Islamic Boarding School in Manggis Mojosoongo Boyolali)". In line with the competition between competitive educational institutions, in relation to the world of education, promotion to introduce products from educational institutions to the wider community so that they know the benefits, advantages / quality of education (pesantren), vision and mission, and educational programs implementation. In this case, the Tahfidzul Qur'an Islamic Boarding School, whose status is still classified as a developing Islamic boarding school, however, the public's interest in sending their children to school is not diminishing, this can be seen from the increasing number of students each year. Departing from this background, the researcher is interested in researching more deeply about the promotion strategy in increasing the participation of the educated community in the Tahfidzul Qur'an Manggis Islamic boarding school, the success of the promotion strategy, as well as the factors supporting and inhibiting the promotion strategy in increasing the participation of the educated community in the Tahfidzul Qur 'Islamic boarding school.

RESEARCH METHODS

Based on the problems studied, this research includes field research and is carried out using a qualitative approach. This research reveals events or facts, circumstances, phenomena, variables and circumstances that occurred during the research by presenting what actually happened. This study interprets and describes the data related to the current situation, attitudes and views that occur in a society, the conflict between two or more conditions, the relationship between variables that arise, the differences between existing facts and their effect on a condition, and so on. The reason the researcher conducted this research is so that the author can reveal events or facts, circumstances, phenomena, variables and circumstances that occurred during the research by presenting what actually happened in the promotional strategy carried out by MTI Jaho in increasing the number of new students at MTs Pondok Pesantren Sheikh Muhammad Djamil Jaho. Collecting data doing by interview. The data analysis technique used the Miles and Huberman method, which is an analysis activity which includes data reduction, data presentation, and conclusion drawing and verification.

RESULTS AND DISCUSSION

The steps taken by MTI Jaho alumni are strategic in promoting MTs Syekh Muhammad Djamil Jaho. In the implementation of the MTI Jaho promotion, it is only done by the alumni themselves. Promotion of this school is only an alumni initiative, because alumni feel sorry for the condition of the decreasing number of students. And it is very visible in 2011 with the least number of students, namely 4 students who entered MTs, at that time the alumni had not yet formed an organization called the Alumni Communication Forum before the organization existed, the school only distributed brochures to alumni who wanted to help the school and after the alumni organization it was easier to promote the school.

In the organization the alumni discussed how promotional strategies could achieve the common goal of increasing the number of new students at MTI Jaho. This organization always talks about school rivals and the budgets they need every year. Every member in the organization helps each other and complements each other. The various strategies that the alumni have adopted are one of the efforts to promote the Syekh Muhammad Djamil Jaho Islamic boarding school. Promotion planning carried out by MTI Jaho alumni;

- 1) the goal of getting new students
- 2) assisting the government in the success of religious education programs
- 3) introduce this school to the community about the characteristics of MTI Jaho compared to other schools, so that this school has its own appeal in the hearts of the community (MTI Jaho Alumni, interview, 2017).

MTI Jaho alumni identify the target audience or have a target audience in promoting MTs Syekh Muhammad Djamil Jaho. In 2012, the target audience for MTI Jaho were people in the Padang Panjang area such as the location of the school itself, namely Jaho or around Padang Panjang, while outside the Padang Panjang area included Solok, Padang, Jambi, Dharmasraya, Sijunjung, Sawahlunto etc. MTI Jaho alumni in designing messages in promoting MTs Syekh Muhammad Djamil Jaho. MTI Jaho alumni try to design informative messages through preaching and persuasiveness so that people trust in sending their children to MTI Jaho according to the themes and ideas presented. In addition, alumni also coordinate with various parties related to MTI Jaho to maintain good relations and build the image of the school in the eyes of the community (MTI Jaho Alumni, interview, 2017)

Promotion Purpose for MTI Jaho Alumni

This promotion is carried out to inform the community that this school accepts new students, informing the community that this school has its own advantages and is different from other schools. Persuade by encouraging the community to choose the school. In addition to persuading the community, the goal is to remind people of good education and provide trust so that people want to include the next generation to enter the school (MTI Jaho Alumni, interview, 2017).

Communication Process in Promoting MTI Jaho.

In using personal communication channels, in this case MTI Jaho alumni form an Alumni Communication Forum organization in charge of handling school promotion issues. In the process of personal communication, MTI Jaho Alumni carry out promotions by way of school presentations, preaching around the village. As for non-personal communication channels used as another alternative in promoting schools, MTI Jaho alumni conduct non-personal communication through advertising media, namely printed media in the form of brochures (MTI Jaho Alumni, interview, 2017)

Alumni in Determining MTI Jaho Promotion Budget

Funds for promotion are donated by senior alumni. Schools do not provide funds for promotion because schools have difficulty obtaining funds. For the implementation of promotional activities, MTI Jaho alumni cannot determine how much the budget is each year because each promotion is carried out as much as possible or as much as the funds collected, sometimes promotions are not always with the funds collected. However, alumni even use personal funds (MTI Jaho Alumni, interview, 2017).

From the interview with the MTI Jaho Alumni, the writer can conclude that the promotion strategy carried out by the MTI Jaho Alumni in growing the interest of prospective students for school at MTs Syekh Muhammad Djamil Jaho from outside the Padang Panjang area is in identifying the target audience of MTI Jaho Alumni to invite their closest relatives and at the same time disseminating brochures around the alumni village itself. This is done because Alumni in finding costs to promote the school are very minimal, they only get fees from seniors of MTI Jaho alumni, sometimes they promote the school in their own way at their own expense.

Based on the research data shows that most of the 78.9 (%) santri respondents stated that information about school was obtained from friends / family, a small proportion of 21.1 (%) students stated that from brochures. This

shows that many of the students got information from friends. and family, because the factors of friends or family are more influencing in making choices.

From the results of the interviews the author conducted with students and several alumni with the same questions and answers were the same, they said that the factor of family was very important in conveying information about MTI Jaho, because their families had also attended MTI Jaho. They get more information by word of mouth and get support from their families. So, the students are mostly descendants of MTI Jaho alumni such as their parents, older siblings, ethics, or their own cousins. In obtaining information from their own families, trust arises. prospective students for school at MTI Jaho.

Communication Process in Promotion

Promotions carried out by alumni of MTI Jaho use both personal and non-personal communication channels. The use of this communication channel is intended to streamline the communication line between the communicator and the communicant (target audience / target audience). In using personal communication channels, in this case MTI Jaho alumni form an Alumni Communication Forum organization in charge of handling school promotion issues. In the process of personal communication, MTI Jaho Alumni carry out promotions by way of school presentations, preaching around the village.

Non-personal communication channels are used as another alternative in promoting schools, non-personal communication channels are not through direct contact or direct interaction between communicators and communicants like personal communication, but in the process using media or certain events that have been planned. MTI Jaho alumni conduct non-personal communication through advertising media, namely printed media in the form of brochures.

Word of Mouth Marketing

Is an oral, written, and electronic communication between people related to the advantages or experiences of buying or using a product or service (Marceline Livia Hedynata, Radianto, 2015: 89). With this opinion from Kotler and Keller, MTI Jaho Alumni also carry out promotions by word of mouth with alumni who have experience or have attended MTI Jaho. The results of this study are in accordance with the results of research conducted by Rizki, 2018). Therefore, MTI Jaho Alumni who play an active role in promoting the school by word of mouth. Alumni who have attended MTI Jaho will invite their own children, younger siblings, or dunsanak. This promotion has more influence than any other promotional mix method.

CONCLUSION

The promotional strategy carried out by MTI Jaho follows the steps in the management function, namely by planning a promotional strategy, identifying target audiences, planning messages, determining promotional objectives, communication processes in promotion, and determining promotional budgets. Then of the eight promotional mix methods, the most dominant is the promotion method carried out by the Madrasah Tsanawiyah Tarbiyah Islamiyah MTI Jaho. This method was found to be more effective than other methods in the promotional mix.

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