

# EDUCATIONAL MARKETING STRATEGIES IN INTEGRATED ISLAMIC JUNIOR HIGH SCHOOL

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**Abstract:** This study analyzes the implementation of education marketing strategies in an integrated Islamic junior high school using the marketing mix theory. A descriptive qualitative approach was employed to collect data through in-depth interviews and observations. The research subjects consisted of school leaders, teachers, school committee representatives, and parents. The collected data underwent analysis with the assistance of ATLAS.ti software. The findings revealed that the school's marketing strategy encompasses market segmentation, targeting, and positioning that are customized to product characteristics, consumer demographics, and institutional capacity. The marketing strategy is anchored by the 7P framework, encompassing product, price, place, promotion, people, physical evidence, and process. The analysis revealed that the school demonstrated a predilection for conventional promotional strategies, such as socialization to proximate primary schools and word-of-mouth marketing. The effectiveness of marketing strategies is influenced by a multitude of internal and external factors, including the decline in public interest in education due to the pandemic. This study posits that collaboration with primary schools emerges as the most efficacious strategy for enhancing education marketing. The study's findings offer strategic recommendations for educational institutions seeking to enhance their marketing efforts, with the aim of increasing student enrollment and enhancing their reputation.

**Key words:** Implementation, Strategy, Education Marketing, Marketing Mix

In Indonesia, particularly in West Java, the school participation rate has not yet attained 100% (Hendajany & Riyadi, 2022). According to data from Badan Pusat Statistik, the school participation rate in West Java reached 99.40% at the Elementary School level, 95.75% at the junior high school level, and 68.58% at the senior high school level (Hendajany & Riyadi, 2022). This decline in participation can be attributed to the limited accessibility of education (Alegana et al., 2021). Therefore, the government must collaborate with various stakeholders, including educational institutions, to enhance access to education and ensure its equitable distribution, thereby positioning Indonesia to compete globally. Schools must prioritize the provision of quality education services to foster awareness of the significance of education (Rusina, 2022).

In the contemporary educational landscape, the competitive environment is intensifying, compelling educational institutions to maintain their viability in the

face of mounting challenges (Jordi et al., 2022). Institutions that are not well-regarded or have a limited student body may encounter significant difficulties in sustaining their operations. A comprehensive review of extant literature reveals that influential factors in school growth include administrators' capacity to observe the external environment, analyze competitors, and develop efficient strategies to survive and compete without compromising the quality of education (Macalisang, 2023)

Education marketing has emerged as a pressing concern, underscoring the necessity for educational institutions to address this critical issue (Avornic et al., 2023). Schools must recognize the imperative to develop and implement effective marketing strategies to meet the growing demands for quality educational services. The creation of quality educational products necessitates the establishment of values that provide meaning to customers, thereby ensuring their satisfaction according to their wants or needs

(Musa et al., 2023). In this regard, asserts that the success of education delivery is contingent upon the implementation of effective marketing strategies, aimed at increasing prospective students' interest, customer satisfaction, and service quality (Danko, 2022.). Emphasizes the pivotal role of school administrators in analyzing the external environment, comprehending competing schools, optimizing internal competencies, and cultivating efficient management to facilitate the growth and development of educational institutions (Mustafa et al., 2023).

The marketing mix constitutes a pivotal instrument within the framework of education marketing strategy. According to Kotler dan Keller (2010), the marketing mix comprises seven fundamental components, herein referred to as the "7Ps": product (educational products offered), price (pricing strategy), place (location of educational services), promotion (promotions carried out), people (competence of faculty and staff), physical evidence (facilities and infrastructure), and process (management of learning services) (Muttaqin, 2022). The judicious implementation of an effective marketing strategy through these seven pillars of the marketing mix can assist educational institutions in attracting prospective students and enhancing the quality and image of their educational services (Ibadiyah & Hermawan, 2022)

Education marketing management is defined as the process of planning, implementing, and evaluating marketing strategies. It encompasses market identification, methods of marketing communication, and barriers and solutions in education marketing (Rahmi et al., 2021). Effective marketing management aims to provide effective and efficient education services, thereby increasing learner satisfaction and strengthening school competitiveness (Wardhani, 2022). Consequently, the concepts inherent in education marketing management, along with the utilization of marketing mix tools, serve as a pivotal unifying element for educational institutions seeking to augment their student population, enhance the quality of their educational offerings, cultivate a favorable image, and establish a competitive edge in

the educational sector by producing quality products.

One of the schools in Indonesia, Garut, is facing challenges in marketing the school, resulting in a lack of interest due to the school's invisibility based on its excellence. This sparked the researcher's interest in reviewing the main cause of the ups and downs of the number of students in the school. To this end, the researcher sought to analyze the implementation of educational marketing strategies through the marketing mix theory and identify the supporting and inhibiting factors that exist in Assyakir Integrated Islamic Junior High School in marketing educational services. In light of these considerations, the researcher endeavors to assess the marketing of education in Assyakir Integrated Islamic Junior High School.

The school has witnessed a decline in student enrollment in recent years. During the 2020/2021 academic year, the student body numbered 80 individuals. However, this number decreased to 64 in the 2021/2022 academic year and further to 58 in the 2022/2023 academic year. Nonetheless, the student population rebounded to 76 in the 2023/2024 academic year. The school currently operates with one study group per level, comprising an average of 20 students per class. The target student population that the school aims to attain aligns with Permendikbud No. 17/2017, which stipulates a maximum class size of 32 students (Permendikbud, 2017). While 20 students per class are considered adequate for private schools, the school's target population has not been fully realized.

The principal of Assyakir Integrated Islamic Junior High School has identified several factors that have contributed to the low enrollment of students. The primary factors include a lack of public awareness regarding the significance of education, the economic status of families primarily belonging to the lower middle class, and the high prevalence of early marriage in the surrounding community. Furthermore, observations conducted on December 15, 2023, revealed that the school had not optimized its marketing strategies, including the absence of banner installation and brochure distribution. This deficiency in

promotional activities has resulted in a limited level of awareness among the external community regarding the institution's existence and its exceptional academic standards.

Assyakir Integrated Islamic Junior High School is a unique institution in that it is the only junior high school in the village, which provides a significant opportunity for the school to attract more students. However, the lack of a marketing strategy has become a major obstacle in increasing the number of students. The objective of this study is to analyze and evaluate the marketing strategy implemented by Assyakir Integrated Islamic Junior High School, focusing on the target market and the implementation of the marketing mix. The two main questions to be answered in this study are as follows: First, the study will examine the implementation of an education marketing strategy at Assyakir Integrated Islamic Junior High School. Second, it will assess the factors that either support or impede the effectiveness of the school's marketing strategy.

The objective of this study is to provide strategic recommendations for Assyakir Integrated Islamic Junior High School to enhance the efficacy of its educational marketing initiatives and attract a greater number of prospective learners. This research contributes to the development of educational marketing concepts in private schools, facilitating their ability to compete in the market for learners and improve the quality of their educational services. The researcher is interested in conducting the research described in the following title: "Analysis of the Implementation of Educational Marketing Strategy at Assyakir Integrated Islamic Junior High School."

## METHOD

This research employs a qualitative approach, utilizing a descriptive analysis method to examine the implementation and formulate recommendations to enhance the effectiveness of education marketing (Deckert & Wilson, 2023). Contends that qualitative research is an effective method for exploring and understanding the dynamics of a particular group or individual (Creswell, 2023). The emphasis on the results of this

study leads to the collection of qualitative data to avoid bias in analysis and in understanding the context of the institution that is the object of research. The phenomena discussed provide deep insights into qualitative research designs that are relevant to the purpose and focus of this research (Charli et al., 2022).

This research employs a qualitative case study approach, focusing on Assyakir Integrated Islamic Junior High School. While the single-site design offers rich, context-specific insights, it also limits the generalizability of the findings. It is acknowledged that educational institutions vary widely in terms of governance structure, target demographics, and resource availability. Consequently, future research should incorporate a broader sample, such as comparing schools in different regions or with varying educational models (e.g., public, private, Islamic, general) to understand how marketing strategies function across diverse educational contexts. Such comparative research would help validate and refine the conclusions presented in this study, thereby enhancing its contribution to the field of educational marketing.

The population studied in this study consisted of the head of the foundation, the principal, the vice principal for public relations, teachers, the head of the school committee, and parents of students. A total of 1 head of the foundation, 1 principal, 1 vice principal for public relations, 2 teachers, 1 school committee, and 2 parents were involved as the main informants based on the closeness of the researchers and the ease of communication established during the data collection process. The selection of informants was predicated on their demonstrated readiness to engage actively in the research endeavor and to furnish pertinent information concerning the subject under scrutiny. It was anticipated that the selected informants would possess the capacity to offer an exhaustive exposition of their experiences in opting for the Education Administration major and the factors that exerted influence on their decision.

The data sources in this study were collected through interviews conducted directly by researchers, then supplemented using an instrument in the form of a list of

research questions. The questionnaire was designed to obtain data relevant to the predetermined research questions. The objective of proper questionnaire design is to minimize potential errors and biases, thus ensuring that the data collected can effectively answer the research objectives and contribute to valid findings (Taherdoost, 2022). During the data collection process, the informants were asked to provide answers to questions related to the implementation of educational marketing strategies at Assyakir Integrated Islamic Junior High School. The researcher, who was physically present at the school to collect the data, facilitated the process of communication and interaction, thus encouraging the informants to share the information necessary for this research.

The interviews were conducted from May 2 to 17, 2024, and the respondents' demographics are detailed in Table 1 Research Respondents.

**Table 1. Research Respondents**

No.	Name Initials	Gender	Status
1.	DR	M	P
2.	AS	M	TFP
3.	HL	M	VP
4.	DY	F	T
5.	UN	F	T
6.	ZA	M	SC
7.	AS	F	P
8.	LH	F	P

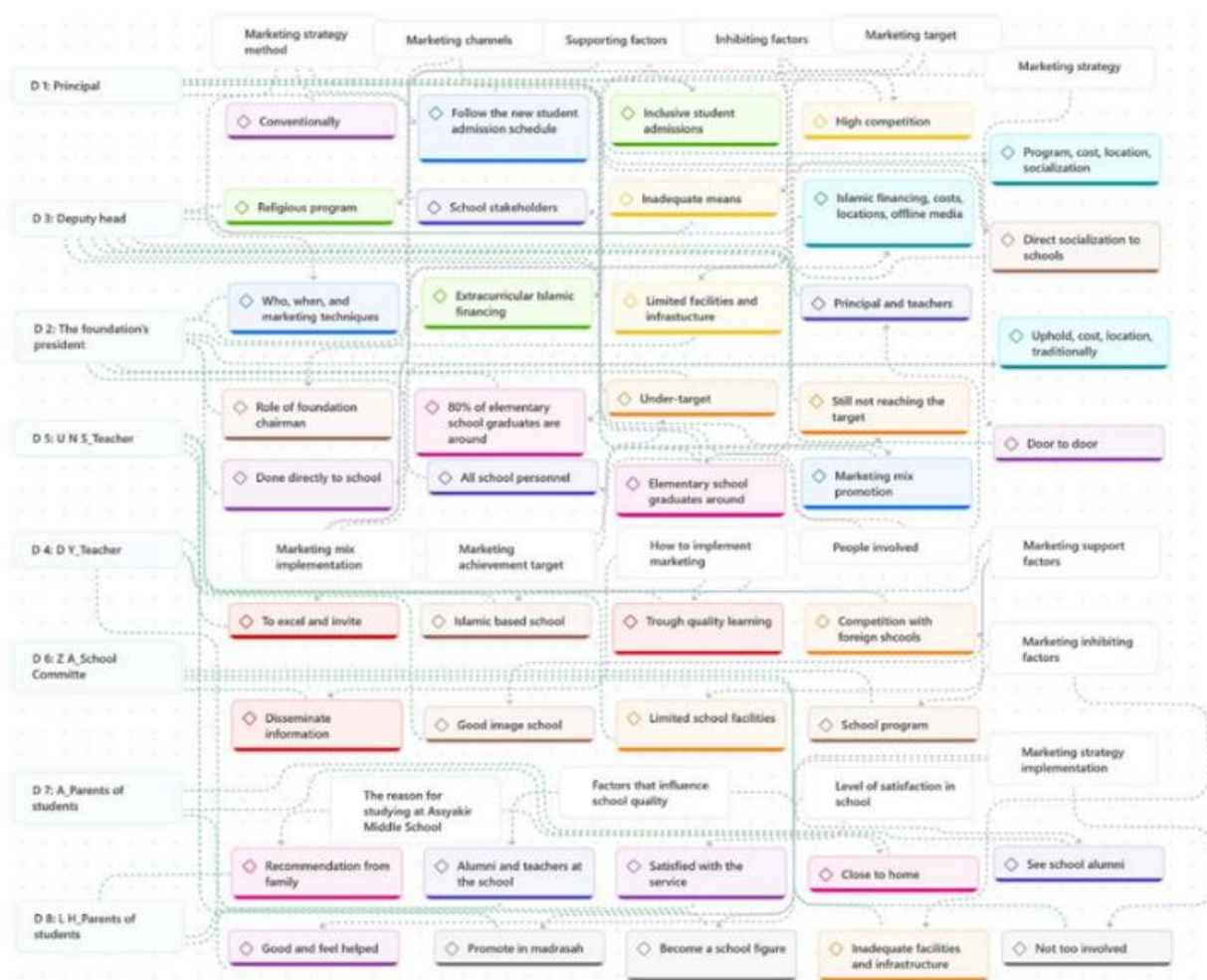
Source: School Database

The researcher employed a series of steps to ensure the accuracy and completeness of the interview data. These steps involved the recording of various events in the field through observations and interviews. Consequently, data analysis can be conducted in an efficient and organized

manner, while analyzing the implementation and formulating recommendations to improve the effectiveness of educational marketing strategies. The findings form the basis for formulating recommendations for the development of more innovative and needs-oriented marketing strategies for prospective learners and school image. The data processing was conducted using ATLAS.ti, a software that supports grounded theory-based qualitative research analysis. The researcher first coded each data set to facilitate analysis and discussion (Mahmudahi, 2021). The data obtained through interviews were then categorized based on certain codes to make it more structured. The set of codes was then arranged in the form of a concept map that describes the characteristics of educational marketing.

## RESULT

This research analyzes the implementation of educational marketing strategies in Assyakir Integrated Islamic Junior High School. The research data were collected through in-depth interviews and analyzed using ATLAS.ti software to identify influential factors in the school's marketing strategy. The analysis results show that the education marketing strategy at Assyakir Integrated Islamic Junior High School is carried out through various stages, from planning, and implementation, to evaluation. The research data also show that internal and external factors influence the effectiveness of the marketing strategy. A more thorough exposition of these factors is available in the descriptive analysis presented in Figure Implementation of Education Marketing at Assyakir Integrated Islamic Junior High School.



**Figure 1. Implementation of Education Marketing at Assyakir Integrated Islamic Junior High School**

Source: Data analysis using ATLAS.ti

Furthermore, a concise overview of the institution's implementation of the 7Ps of marketing is provided. The structured layout facilitates a more lucid comprehension of the institution's strategic priorities and its operational realities in marketing its educational offerings. Table 2 below summarizes the application of the 7P marketing mix elements observed at Assyakir Integrated Islamic Junior High School.

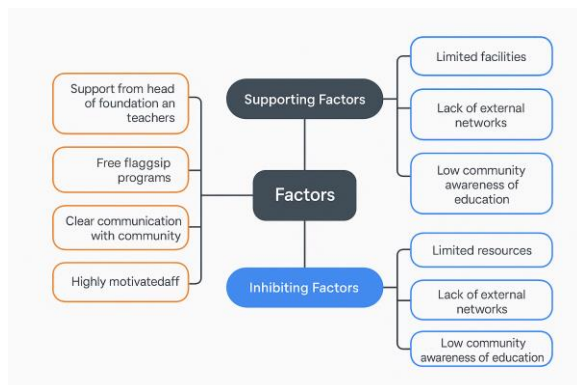
**Table 2. Implementation of 7P Marketing Mix**

Marketing Mix	Implementation in Assyakir Integrated Islamic Junior High School
Product	Religious habituation program and Islamic value-based education
Price	Free tuition for all students
Place	Strategically located and accessible to the local community
Promotion	Socialization to nearby elementary schools, door-to-door



Marketing Mix	Implementation in Assyakir Integrated Islamic Junior High School
	visits, religious forums
People	Bachelor's degree teachers with teaching experience
Physical Evidence	Adequate facilities including classrooms, prayer spaces, and clean environment
Process	Learning managed based on the 2013 Curriculum

The following mind map illustrates the key internal and external factors that influence a school's marketing strategy. Enablers include strong leadership, teacher commitment, excellent programs, and community trust. Constraining factors include limited infrastructure, weak networks, low digital literacy, and minimal community awareness. These elements reflect the drivers and challenges of effective education marketing.



**Figure 2. Supporting and Inhibiting Factors in the Implementation of School Marketing Strategy**

## DISCUSSION

### Implementation of Education Marketing Strategy at Assyakir Integrated Islamic Junior High School

As illustrated in Figure 1, the implementation of the education marketing strategy at Assyakir Integrated Islamic Junior High School commences with a planning process involving discussions with the team. The initial finding from this planning is the formation of two teams, the marketing team and the New Learner Admission team. The marketing team is comprised of the head of the foundation, the principal, and the teachers. Subsequently, the marketing team establishes objectives for promoting Assyakir Integrated Islamic Junior High School, including determining the time, location, and target of prospective students. Furthermore, the team has identified the promotional media to be utilized in the execution of the marketing strategy.

The marketing strategy employed aligns with the concept of education marketing proposed by Kotler & Keller (2010), which posits that educational institutions must understand the needs of prospective students and develop marketing programs that are by their capabilities and targets (Rahmi et al., 2021). (Ibadiyah & Hermawan (2022) elucidate that the marketing mix consists of 7Ps: process, physical evidence, people, promotion, place, price, and product. The seven elements of the marketing mix (product, price, place, promotion, people, physical evidence, and process) have been described in the marketing strategy at Assyakir Integrated Islamic Junior High School as follows.

1. Product: Religious Habituation Program as a school excellence.
2. Price: Free school fees for all students.
3. Place: The school location is strategic and easily accessible to the surrounding community.
4. Promotion: Conventional promotion methods such as socialization to nearby elementary schools, door-to-door, and word-of-mouth marketing.
5. People: Teacher resources who are on average bachelor's degree and have good teaching experience.

6. Physical Evidence: School facilities are complete enough to support the learning process.
7. Process: Learning using the 2013 Curriculum as the implemented education standard.

By the implementation of marketing strategies by Assyakir Integrated Islamic Junior High School and the research conducted by (Mujiyanto et al., 2023) the strategic application of the marketing mix or marketing mix marketing strategy in the context of educational services emerges as a tactical instrument for the promotion of school excellence products. The marketing initiatives undertaken by Assyakir Integrated Islamic Junior High School reflect a strategic approach that is adaptable to the socio-economic conditions of the community. The outcomes of this study are consistent with the findings of (Fitriyanto (2021), who underscored the significance of a systematic action program in education marketing, tailored to the school's capabilities and objectives.

This study draws parallels with the research conducted by Rahmi (2021), which employs the school planning process in marketing education by conducting market segmentation, targeting, and positioning. It also analyzes education consumers with the same approach. However, the study differs in that the marketing strategy in its implementation is strongly influenced by product characteristics, consumer conditions, and the institution's capacity as an education producer (Purnomo, 2022.). Consequently, the marketing strategy implemented by the educational institution must be adapted to align with the characteristics and internal and external conditions of the institution.

The educational marketing activities carried out by Assyakir Integrated Islamic Junior High School are quite optimal and effective because they have been implemented through various strategies that are tailored to the characteristics and conditions that exist. For example, in its promotional activities, the school emphasizes to the community that Assyakir Integrated Islamic Junior High School is an educational institution that is committed to helping students continue their education to a higher

level to reduce the dropout rate in the community. In addition, the school also pays attention to aspects of religious life and social interests. This is evidenced by various promotional activities carried out through oral forums in ta'lim assemblies, door-to-door activities, and establishing cooperation with the community including village officials.

In general, the implementation of the marketing strategy of Assyakir Integrated Islamic Junior High School is reflected in the school's ability to go through a series of activity stages as developed by Bertram, Blasé, and Fixen in Triana (2017), which includes the stages of market analysis, resource allocation, trial, and full implementation of the entire series of activity stages (Solechan & Afifah, 2022). Based on the research results, Assyakir Integrated Islamic Junior High School has identified the target market that is the priority target, allocated resources for marketing, conducted trials with different promotions that have been implemented, and conducted full implementation for the promotions that have been deemed effective. In line with the research conducted by Setiawati & Nuraeni (2022) that through this process, the school seeks to increase the number of students, public interest in education, and develop a good image in the community.

Based on the findings, the decline in the number of students at Assyakir Integrated Islamic Junior High School in the past three years was due to the impact of the COVID-19 outbreak, which had an impact on the decline of students' interest in continuing school and prefers to help the family economy. In addition, the decline in students was also influenced by the existence of Tanjungsari Elementary School, which is a source of input that has great potential for schools to reduce enrollment. Finally, in the 2023-2024 academic year there was an increase again because the situation had begun to recover, so the school was maximized in the implementation of marketing.

The result of the marketing strategy of Assyakir Integrated Islamic Junior High School is the increasing interest of the community and new students in education. The head of Assyakir Integrated Islamic Junior High School Foundation and the team

that determines the target market has successfully implemented a marketing strategy that can increase the number of enrolled students. To achieve this goal, the school has explored various activities that have the potential to attract students, starting from socialization in various forums and door-to-door. Through these activities, the target targets, especially elementary school students, especially those in Tanjungsari Elementary School and Karangpawitan Subdistrict area, can find out the advantages of the school so that they are interested in attending school there.

The implementation of educational promotion methods by the head of Assyakir Integrated Islamic Junior High School and educators in the field of serious market placement procedures can be applied in the field by continuing to present the brand, "Achieving in Science, Noble Charity, and Noble Character." This signifies that Assyakir Integrated Islamic Junior High School has a clear component as a religious science that is equivalent to other general sciences. Additionally, the role of school stakeholders, particularly principals, and teachers, in marketing initiatives must be effective in establishing a positive reputation within the community (Frengki, 2022).

The implementation of the marketing strategy carried out by the marketing team of Assyakir Integrated Islamic Junior High School exemplifies the indirect marketing methodology approach. This approach can also be applied in the field, where the school carries it out by associating with the local community and the environment around the school through support in the administrative activities of the local community. This approach aligns with the findings of research conducted by Mamlukhah & Ni'mah (2022), which suggests that marketing activities can be developed through the cultivation of fraternal obligations in social and religious activities.

Furthermore, the objective of education marketing management is to ensure customer satisfaction. The target audience will prioritize the aspects of marketing communication that they deem significant (Pratama & Anggrainie, 2022). Marketing communication will be a fairly objective and effective medium if customers are satisfied

with the experience provided (Burhan et al., 2023). The marketing of educational products will greatly benefit institutions that place a strong emphasis on quality. A notable example is Assyakir Integrated Islamic Junior High School, which, despite its pioneering status, consistently endeavors to deliver exceptional service to its consumers. While its school service standards may not be fully optimal, the school's efforts have resulted in a notable level of satisfaction among students, parents, and the community, as evidenced by the findings of interviews and observational studies.

The development of an education marketing strategy in Integrated Islamic Secondary Schools can be approached through the adoption of a quality improvement approach, as evidenced by the implementation of the reference school concept. This concept underscores the necessity of management effectiveness, the cultivation of a quality culture, and the differentiation of excellent programs. In an effort to attract parents and prospective students, schools can highlight Islamic values integrated with modern curriculum, strengthen the institution's image through academic and non-academic achievements, and build effective communication with the community through digital media and community-based activities (Nauraida, 2023). This comprehensive strategy, when implemented, will not only enhance the quality of education but also fortify the schools' competitive edge in the evolving educational landscape.

A direct assessment of parents of students enrolled in the school reveals their satisfaction with various aspects of the institution, particularly the communication with the school and the provision of free school fees, which facilitate access to further education. The parents hold a favorable view of the school, recognizing its contribution to the socioeconomic enhancement of the surrounding community, particularly in the field of education.



### **Supporting and Hindering Factors for the Implementation of Educational Marketing Strategies at Assyakir Integrated Islamic Junior High School**

The results of the research indicate that the following factors contribute to the efficacy of the education marketing strategy at Assyakir Integrated Islamic Junior High School. Internal factors include the unique role of the head of the Assyakir Integrated Islamic Junior High School foundation, the support of the principal, the school committee, teachers, and alumni, and the exemption of school fees. External factors include the cooperative relationship between schools, particularly elementary schools, and the surrounding community.

According to Kotler (2010), the elements that facilitate the formulation of an effective and integrated marketing strategy include the alignment of the strategy with the target demographic, the objectives of the educational institution, and the available resources. Assyakir I Integrated Islamic Junior High School, for instance, aims to address the issue of early marriage, provide opportunities for children facing economic constraints to remain in school and enhance their post-graduation prospects, thereby contributing to an improvement in their standard of living. The onus falls on educational institutions to encourage parents to prioritize their children's education.

Community involvement in the implementation of school marketing is also important, especially in the planning process (Rahmi et al., 2021). This involvement can help build trust and support. For example, a committee or advisory board consisting of community leaders, parents, and school representatives can be formed. Assyakir Integrated Islamic Junior High School needs to re-optimize community involvement and participate in community activities to promote the school. This will help the school gain a good image from the surrounding community.

The subsequent supporting factor for the implementation of the strategy of Assyakir Integrated Islamic Junior High School is that the school has identified targeted promotional channels that are considered effective in reaching its targets around the village. These

promotional channels include invitations to forums, collaboration with elementary schools, and door-to-door marketing, where the marketing approach is carried out conventionally through oral communication. The school has not targeted students more widely outside the village; therefore, it has not optimized marketing digitally or with print media. Furthermore, the strategy aims to leverage free school fees to provide educational opportunities to individuals facing financial constraints, thereby promoting inclusive learning opportunities.

Nevertheless, the following factors impede the implementation of educational marketing strategies at Assyakir Integrated Islamic Junior High School: inadequate school infrastructure, an absence of external school networks, and insufficient human resources from within the institution. From an external perspective, the community's socio-cultural issues and its limited awareness of education further compound the situation.

The implementation of marketing strategies at Assyakir Integrated Islamic Junior High School is severely constrained due to inadequate facilities and infrastructure to support learning activities, which in turn negatively impacts the school's marketing efforts, resulting in suboptimal utilization of marketing resources. The limited financial resources allocated for marketing activities, which restricts schools' options for selecting media and marketing channels that can effectively achieve their marketing objectives (Taufik et al., 2023). In terms of competition within the educational sector, Assyakir Integrated Islamic Junior High School faces challenges due to its location in a rural setting, which often limits its access to resources and reputation compared to schools located in more urban or metropolitan areas. To address these limitations, Assyakir Integrated Islamic Junior High School must prioritize efforts to enhance public trust and confidence in the institution.

Concurrently, the institution does not systematically undertake evaluations to refine the subsequent year's marketing strategy, which hinders the execution of marketing initiatives. Evaluation serves as a crucial tool for assessing the efficacy of marketing campaigns. Furthermore, evaluation enables

the identification of deficiencies in marketing, facilitating their subsequent mitigation in future marketing initiatives (Haeril et al., 2023). The formulation of effective marketing strategies is contingent upon an understanding of prevailing community trends, thereby ensuring the alignment of educational institutions' marketing efforts with the genuine needs of the community (Setiawati & Nuraeni, 2022).

A comprehensive analysis of the factors that support and impede the implementation of Assyakir Integrated Islamic Junior High School's marketing strategy reveals significant insights into the intricacies and challenges associated with marketing management. The successful realization of the institution's educational objectives hinges upon the effective utilization of these supporting factors and the surmounting of the prevailing impediments.

Although current marketing efforts - such as free tuition and personalised outreach - have successfully increased enrolment, their long-term sustainability depends on consistent funding and continued institutional support. The school needs to assess whether it can maintain these initiatives without compromising quality or facing financial strain. In the future, the School may face increased competition from institutions with more advanced digital marketing capabilities or superior facilities. In addition, changing demographics and education policies may pose challenges to maintaining a stable student population.

The marketing strategies currently employed by Assyakir Integrated Islamic Junior High School have had a positive effect on student enrollment, concerns regarding their long-term sustainability persist. The institution must prepare for prospective challenges, including intensified competition, evolving educational requirements, and constrained resources. To ensure its continued relevance and vitality, the institution must engage in continuous evaluation and strategic innovation. The adoption of digital platforms, the cultivation of robust community-alumni networks, and the assurance of consistent funding are identified as pivotal factors in ensuring the continuity and growth of student enrollment in the forthcoming years.

## CONCLUSION

Assyakir Integrated Islamic Junior High School implements a marketing strategy that includes market segmentation, targeting, and positioning, which is adapted to the characteristics of the product and consumer conditions. Marketing is executed through annual socialization, involving a team consisting of teachers and the head of the foundation. The school builds a brand through a distinctive slogan and tailors marketing messages to the needs of prospective students. The marketing strategy is primarily focused on cooperation with elementary schools, door-to-door canvassing, and visits to religious study sessions. The efficacy of these strategies is evidenced by the observed increase in new enrolments and the receipt of positive feedback from parents and the community. Collaborations with nearby elementary schools have been identified as the most effective promotional strategy, and parents have expressed satisfaction with the communication and the provision of complimentary school fees.

The factors that support the marketing efforts include cooperation with Tanjungsari Elementary School, internal synergy between the foundation and the school, free education, and excellent programs. However, the obstacles encountered include marketing management that is not yet optimal, limited facilities and infrastructure, and low community interest due to the economic crisis and competition with other schools that have superior programs and facilities. To ensure long-term success, Assyakir Integrated Islamic Junior High School should invest in digital infrastructure, diversify its promotional methods, and build a sustainable support system through alumni networks and community partnerships.

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