

## Analysis of Promotion Strategies in Increasing The Number of New Students

Munarsih<sup>1\*</sup>, Yhonanda Harsono<sup>2</sup>, Muhammad Musyfiq Salami<sup>3</sup>

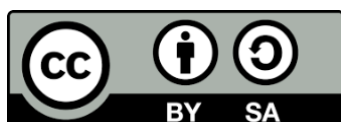
<sup>1,2,3</sup>Universitas Pamulang, Pamulang, Indonesia

dosen02448@unpam.ac.id<sup>1</sup>, yhonanda2906@gmail.com<sup>2</sup>, m.musyfiq@gmail.com<sup>3</sup>

### Abstract

The author conducted this research at SDIT Bina Cendekia. The purpose of the study was to determine the promotion strategy for new student admissions during the pandemic. A qualitative approach is an analysis that is used without the use of numerical calculations, but based on judgments or opinions and the basics that can support subjective decision making. Data collection methods used in this study include observation, interviews and documentation obtained from the principal, teachers and staff of SDIT Bina Cendekia. The results of the study indicate that the marketing approach used in student recruitment at SDIT Bina Cendekia Depok is based on the concept of a promotional mix such as advertising including print media (signboards, banners, brochures), sales promotions that offer free registration fees, and personal sales based on. The school will also promote SDIT Bina Cendekia Depok to the surrounding community. Public relations/advertising, especially by contacting the nearest kindergarten to announce that SDIT Bina Cendekia Depok has started registering and direct sales, especially by providing brochures and other information so that prospective new students can get clearer information. The method is by providing the school's telephone number on the banner.

**Keywords:** Promotion Strategy, New Student Admission, SDIT Bina Cendekia



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## INTRODUCTION

Education plays a fundamental role in shaping individuals into knowledgeable, ethical, and competitive human beings who contribute to national development. In Indonesia, the education system is organized through formal, non-formal, and informal pathways. Among them, formal education remains the most structured and widely accessed, starting from early childhood education through to tertiary levels. Elementary schools, especially Islamic-based institutions such as Sekolah Dasar Islam Terpadu (SDIT), have gained popularity among Muslim families seeking integrated religious and academic education.

SDIT Bina Cendekia, located in Bojongsari, Depok, is one such institution that offers a holistic educational experience by combining the national curriculum with Islamic teachings. Despite its solid foundation and clear mission to produce a Qur'anic generation that is competitive and morally upright, the school faces challenges in increasing its new student admissions each academic year. The intensifying competition among schools, both public and private, necessitates the application of well-structured marketing and promotional strategies.

Marketing strategies in education are vital for increasing awareness, building brand image, and attracting prospective students and parents. According to Kotler and Keller (2009), promotional strategy is an essential element in the marketing mix that includes advertising, personal selling, sales promotion, public relations, and direct marketing. These tools must be effectively combined to reach the school's target audience.

Previous studies by Patadungan & Bandaso (2022) and Munarsih (2019) suggest that strategic promotion has a significant impact on enrollment rates in private educational institutions. However, the application of these strategies must consider both the internal capabilities and external environment of the school. In this context, understanding how SDIT Bina Cendekia applies its promotional strategy becomes relevant and necessary to ensure the institution's sustainability and growth.

The urgency of this research lies in identifying and evaluating the current promotional practices of the school and proposing improvements to maximize their effectiveness. The study also seeks to fill the literature gap in educational marketing within Islamic elementary schools, which are often overlooked in mainstream research.

This study aims to explore the strategies used by SDIT Bina Cendekia to attract new students and to analyze how these strategies align with theoretical frameworks and best practices in promotional management. It addresses the following research question: *How effective are the promotional strategies implemented by SDIT Bina Cendekia in increasing new student enrollment?*

From this research question, the following hypothesis is developed:

H<sub>0</sub>: There is no significant relationship between the implementation of promotion strategies and the increase in new student enrollment at SDIT Bina Cendekia.

H<sub>1</sub>: The implementation of promotion strategies significantly influences the increase in new student enrollment at SDIT Bina Cendekia.

The findings of this study are expected to provide both theoretical and practical contributions. Theoretically, it contributes to the academic discourse on educational marketing. Practically, it offers insights for school management to optimize their promotional efforts and improve enrollment outcomes.

## RESEARCH METHODS

This research employed a qualitative descriptive method to gain an in-depth understanding of the promotional strategies implemented by the school.

1. Location: SDIT Bina Cendekia, Jl. Curug Raya, Depok, Jawa Barat.
2. Duration: September 2024 – Januari 2025.
3. Data Collection Techniques:

- 1) Interviews: Conducted with the principal, administrative staff, and teachers.
- 2) Observation: Observed promotional materials and activities.
- 3) Documentation: Analyzed brochures, banners, and internal promotional records.

The data were analyzed using Miles and Huberman's technique: data reduction, data display, and conclusion drawing/verification.

## RESULT AND DISCUSSION

A promotional strategy refers to the approach used to select and implement the most effective promotional methods to support the overall operations of a school. Based on findings from interviews and observations conducted during the research, the researcher gathered and analyzed data related to promotional efforts at SDIT BINA CENDEKIA DEPOK. The school employs various promotional strategies to support its development and increase public awareness.

To attract potential customers, organizations utilize different promotional strategies. Marketers must inform prospective clients about the products and services they offer through promotions or other means. In an effort to increase student enrollment, SDIT BINA CENDEKIA DEPOK has implemented the following promotional strategies:

### Advertising

The goal of advertising is to utilize various promotional media as a marketing strategy to disseminate information to the general public, particularly prospective new students. SDIT BINA CENDEKIA DEPOK employs a range of media, including:

#### A. Print Media:

- a) Billboards and Banners: These are installed in easily visible locations to attract public attention.
- b) Brochures: Distributed to junior high schools, especially targeting ninth-grade students.

An interview conducted on July 25, 2024, with the Head of SDIT BINA CENDEKIA DEPOK revealed the following statement:

“We use print media for our advertisements; we install banners and billboards along the streets. We also distribute brochures to kindergarten students.”

This statement indicates that SDIT BINA CENDEKIA DEPOK actively uses banners, billboards, and brochures for its advertising efforts.

“We do this to help attract new students to enroll at SDIT BINA CENDEKIA DEPOK,” the statement continued, implying that the promotional efforts have been effective, as evidenced by the number of new student registrations resulting from these activities.

### Personal Selling

Personal selling involves the use of direct marketing communication techniques to interact with potential customers and boost enrollment. In an interview conducted on July 25, 2024, the Principal of SDIT BINA CENDEKIA DEPOK stated:

“The individual selling promotion we carry out involves the participation of the entire school community, including myself as the principal, the administrative staff, teachers, and even our students, all of whom take part in promoting our school.”

This statement implies that every part of the SDIT BINA CENDEKIA DEPOK community is encouraged to actively promote the school to their personal networks, including family and friends. Such a strategy emphasizes the importance of collaboration and personal engagement in the school's promotional efforts.

### Advertising/Public Relations

Advertising is a strategy used by organizations to raise consumer awareness of their products and services. One of the promotional activities carried out by SDIT BINA

CENDEKIA DEPOK involves reaching out to nearby kindergartens and announcing that the school is open for student registration.

The following is an excerpt from an interview with the Director of SDIT BINA CENDEKIA DEPOK on July 25, 2024:

“We conduct promotional campaigns by visiting local kindergartens to inform them that our school is now accepting new student registrations.”

This statement supports the conclusion that the promotional activities conducted by SDIT BINA CENDEKIA DEPOK play a significant role in increasing public awareness of the institution.

#### 4. Direct Selling

Advertising goods and services through direct selling aims to influence consumer behavior. SDIT BINA CENDEKIA DEPOK engages in direct selling by, for example, including the school's phone number on brochures and banners.

The following is an excerpt from an interview with the Director of SDIT BINA CENDEKIA DEPOK on July 25, 2024:

“We conduct direct promotion by displaying the school’s contact number on our brochures and banners. Prospective students can call the provided number for more information.”

This statement indicates that SDIT BINA CENDEKIA DEPOK implements direct marketing by clearly providing the school’s contact number on printed promotional materials, allowing prospective students and their families to access further details about the school.

Based on this theory, the researcher concludes that when SDIT BINA CENDEKIA DEPOK adopts an advertising strategy, brochures and banners are used effectively to ensure prospective students can obtain more comprehensive information about the school. Therefore, it is advisable to utilize direct selling media as part of the promotional approach.

Barriers to the Implementation of Support Strategies at SDIT BINA CENDEKIA DEPOK Several factors hinder the effective implementation of support strategies at SDIT BINA CENDEKIA DEPOK, including the school’s inadequate facilities and infrastructure, as well as the limited resources available to fully optimize institutional support. Furthermore, an increasing number of junior high schools are now offering elementary-level education, adding to the competitive landscape.

## CONCLUSIONS

The marketing approach used in student recruitment at SDIT BINA CENDEKIA DEPOK is based on the concept of the promotional mix, which includes advertising through print media (signboards, banners, brochures), sales promotions such as offering free registration fees, and personal selling. The school actively promotes SDIT BINA CENDEKIA DEPOK to the surrounding community.

Public relations/advertising efforts specifically involve contacting nearby kindergartens to announce that SDIT BINA CENDEKIA DEPOK has begun the enrollment process and conducting direct selling, particularly by distributing brochures and other information to provide prospective students with clearer details. This is done by including the school's phone number on banners.

## ACKNOWLEDGMENT

The author expresses his gratitude to Allah SWT for His abundant grace and blessings, enabling him to compile and complete this research progress report entitled: "Analysis of Promotion Strategies to Increase the Number of New Students at SDIT Bina Cendekia - Depok" in the 2024/2025 Academic Year.

The author expresses his deepest gratitude and appreciation to:

1. Pamulang University, through the Institute for Research and Community Service (LPPM), for providing funding and the opportunity to conduct this research.
2. Dr. Susanto, S.H., M.M., M.H., as Head of LPPM Pamulang University, for his support and approval of this research.
3. Dr. H. Endang Ruhayat, S.E., M.M., CSRA., CMA, as Dean of the Faculty of Economics and Business, Pamulang University, for his guidance in conducting this research.
4. SDIT Bina Cendekia – Depok, especially the Principal, teachers, and staff, who provided time, information, and cooperation during data collection through interviews, observations, and documentation.
5. Family and colleagues who provided encouragement, prayers, and support throughout the implementation of this research.

Hopefully, this report will benefit the development of science, particularly in the field of educational marketing management.

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