ANALYSIS OF THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN INCREASING INTEREST IN ENTERING SCHOOL AT HJ PRIMARY SCHOOL. ISRIATI BAITURRAHMAN 2

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Abstract:
This research aims to find out how digital marketing strategies increase interest in entering school at SD Hj. Isriati Baiturrahman 2. This research is qualitative in nature by describing data and facts comprehensively through words. In this research, the results were obtained that the digital marketing strategy in increasing interest in entering school at SD Hj Isriati Baiturrahman 2 was in the effective category. This effectiveness is seen based on the researchers' findings, namely: 1. In digital marketing, schools use a combination of platforms such as Instagram for visual content, YouTube for video documentation and live streaming, Facebook for visual archive storage, and the school website as an official information center. 2. The school has such innovative Islamic-based education, extracurricular programs, and a family-friendly approach. 3. Elementary School Hj. Isriati Baiturrahman 2 shows that digital marketing that is planned and oriented towards school values is able to increase visibility, build a positive image, and attract the interest of prospective new students more effectively.
Keywords: *Marketing Strategy, Digital Marketing, Student Interests*

INTRODUCTION

Schools are educational institutions that consist of various aspects that support each other and are integrated, where teaching and learning activities take place to improve the quality and develop the potential of students. Quality schools are not created just like that or just because the facilities are complete. On the other hand, superior schools must be designed, built and run with a mature strategy. This process requires synergy from various dimensions, active support from stakeholders, and strong commitment from all school members. (Minsih et al., 2019)

In the world of education today, more and more schools are emerging that offer uniqueness and excellence, especially in terms of facilities, even at affordable costs. This phenomenon triggers increasingly fierce competition. Therefore, school managers are required to be more creative and innovative in creating unique advantages and attractions, so that people see added value and feel interested in choosing this institution, so that appropriate marketing strategies are needed as an anticipatory step. One effective strategy is through promotion, which is an important factor in determining the success of a marketing program (Huda, 2020). If in the past school promotions were

considered taboo because they were considered business-oriented, now they are done openly. Creativity in managing educational services is very important to improve the quality of human resources in the future. (Najiha & Munastiwi, 2022).

As an institution that provides services in the education sector, to create a positive image and attract the interest of prospective students, educational institutions need to develop effective marketing management strategies so that they are able to attract the attention of potential customers. Marketing educational services is the main activity carried out by educational institutions to maintain organizational sustainability, attract the interest of potential participants, and support institutional development. These marketing efforts must be able to provide satisfaction to consumers so that they have a positive view of the institution and ensure business sustainability. As a forum that aims to shape individuals and prepare them for a better future, each educational institution has characteristics that influence the development of its students. With the increasing number of educational and training institutions offering various fields of expertise, competition between educational service providers is increasingly fierce, demanding creative and effective marketing strategies. (Mukmin, 2020).

In today's technological era, many schools are utilizing digital promotional strategies to be effective and keep up with the times. In the context of marketing in the Industry 4.0 era and the future, digital readiness, transformation capabilities and digital collaboration are the main keys to success (wahdiniwaty, 2023). This is proven according to the theory of Amalia, Widyakto, Prapti (2021), Rizaldi, Margareta, Simehate, Hikmah, Albar, Rafdhi (2021), and Chaffey and Ellis-Chadwick (2019), digital marketing strategies are important for providing consistent guidance in activities. online marketing. This strategy ensures harmonious integration with other marketing activities, thereby supporting the achievement of overall business goals (Ningrum, 2020). Digital marketing is a set of strategies designed to promote products or services using devices connected to the internet. This research aims to develop effective and relevant marketing strategies to be published via digital platforms, including social media (Amir & Savero, 2024).

Meanwhile, the facts on the ground are that in the world of education, competition between institutions is increasingly fierce, so effective marketing strategies are needed to attract student interest. One approach that has the potential to answer this challenge is digital marketing, but not much research has explored the effectiveness or implementation of this strategy in the context of educational institutions.

The results of research researched by Oki Hermawati, et al (2023) entitled "The Spirit of Digital Marketing in Christian Schools: An Integrated Marketing Model with Vision and Mission" is that Christian schools have switched to digital marketing during the COVID-19 pandemic, using social media, email, videos, and blogs for promotion. This marketing is designed to reflect the vision, mission and Christian values that are characteristic of the school. Teachers, students and parents take an active role in promotions through various digital platforms. Highlighting the uniqueness of the school, such as religious values, quality of education, and superior programs, is an important strategy to attract public interest. With this approach, digital marketing becomes an effective tool for introducing the school widely while maintaining the school's identity and goals. Research at SD Hj. Isriati Baiturrahman 2 focuses more on how Islamic

elementary schools utilize digital marketing to introduce Islamic-based education, taking into account local values and school goals which may be different from Christian schools.

SD Hj. Isriati Baiturrahman 2 is a formal educational institution that seeks to increase students' interest in attending school. This formal education institution is starting to focus on digital marketing to attract students' interest in attending school. Therefore, this research examines digital marketing strategies as a strategy to increase interest in entering school at SD Hj. Isriati Baiturrahman 2 Semarang.

The essence of school marketing strategy

The term strategy comes from the Greek stratagos, which means military general. In simple terms, strategy is a way of organizing troops on the battlefield to defeat the enemy (Rofiki et al., 2021). Strategy is a series of actions that are progressive and sustainable, designed taking into account the perspectives and needs of future customers (Ayesha, 2022). Strategies are usually designed as the first step to start an activity in a directed and planned manner.

Meanwhile, marketing is a social process in which individuals and groups fulfill their needs and desires by creating, offering and exchanging valuable products with other parties (Huda, 2020). Marketing is a combination of art and science in meeting customer needs. According to the American Marketing Association, marketing is the process of creating, communicating, delivering, and offering exchangeable value to customers, clients, partners, and society at large (Andriesgo & Ivonesti, 2023). So it can be concluded that marketing is an activity that involves efforts to fulfill people's needs and desires through the creation, delivery and exchange of products or services that are useful to customers, partners and society.

Marketing in the world of education still does not receive serious attention. Often, marketing is only understood as promotions carried out during the acceptance of new students (PPDB). As a result, school marketing is often limited to outreach activities, creating profile videos, flyers, brochures, or banners/billboards to attract new students. A limited focus on these things is not the right approach (Rouf et al., 2021).

A school marketing strategy is a step designed to attract the interest of prospective students, make the school their first choice, and ensure the school remains competitive and in demand amidst competition with other schools (Siboro et al., 2020). The function of educational marketing is to create competitiveness and a positive image that attracts students to choose the institution as a place to fulfill their educational needs. Therefore, before implementing appropriate marketing strategies, educational institutions need to understand the characteristics of their targets (Rofiki et al., 2021).

Various educational marketing strategies include:

a. External marketing

External marketing is carried out by schools to reach the wider community through mass and digital media, in order to attract prospective students from outside the school area.

b. Internal marketing

Internal marketing is carried out by schools by providing the best services, such as interesting teaching in class, which students can then share with the public.

c. Interactive marketing

Interactive marketing involves active communication between teachers

and parents, paying special attention to prospective students (Siboro et al., 2020).

The following are the steps for an education marketing strategy, including:

a. Identify market segmentation

Market segmentation is market mapping carried out by dividing large groups into smaller segments, according to the characteristics and needs of each.

1) Based on demographics

The service user segmentation process is carried out based on various factors, such as age, parents' income level, previous educational background, and others.

2) Based on geography

Service users in the same area usually have similar needs and desires, but can be different from service users in other areas.

3) Based on psychographics

The service user segmentation process is based on students' interest in the study program or major they are interested in, choice of extracurricular activities, quality of graduates, and their loyalty to educational institutions supported by the facilities and facilities offered.

4) Based on psychology

The service user segmentation process is based on student motivation in choosing an educational institution, perceptions, knowledge, personality and attitudes of students towards their education.

5) Based on benefits

The service user segmentation process is based on the benefits received, especially from the service and quality provided by educational institutions to students. (Panggabean, 2021)

b. Product Differentiation

The product differentiation process is to introduce the advantages possessed by the school, such as a strategic location in the city center, adequate facilities, professional teaching staff in their field, or even international status. In essence, our school must have characteristics that differentiate it from other schools.

c. Marketing Communication

Marketing communications can be used to disseminate information about our school to the community. By conveying accurate information about the school's advantages, we can attract the interest of prospective students to join the school we manage (Siboro et al., 2020).

Digital Marketing

Discussing internet marketing actually covers most aspects of digital marketing, especially if what is meant by "digital" is "the Internet". Many digital marketing articles focus on the role of the internet as an extraordinary technological innovation, with its significant contribution to the business world, especially in the field of marketing (Rianto, 2023). According to the Big Indonesian Dictionary (KBBI), digitalization is the process of implementing or using digital systems. The aim is to make various people's daily activities and work easier.

Digital marketing is a marketing strategy that optimizes the internet and information technology to promote company brands through various web-based platforms, such as email, online advertising (AdWords), and social media. (Azhari & Ardiansah, 2022). According to Elida T. (2019), digital marketing is often referred to by other terms such as online marketing, internet marketing, or

web marketing, even though the meaning is the same. Digital marketing has several main functions, namely: (a) as a tool to increase sales, (b) as a means of customer service, (c) as a communication medium, (d) as a way to save costs, and (e) as a tool to develop brand (Mukmin, 2020).

The definition of digital marketing as stated by Chaffey (2013) in James Rianto says that digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (digital marketing is the use of technology to assist marketing activities in order to increase knowledge customers that suit their needs) (Rianto, 2023).

According to Pangestika (2018), digital marketing provides a number of benefits for companies in marketing products or services, including:

1. Speed of Distribution in Marketing via digital media can be done very quickly, even in just a matter of seconds. Additionally, its effectiveness can be measured in real-time and quickly.

2. Ease of Evaluation Online media allows the results of marketing activities to be directly analyzed. Data such as product display duration, sales conversion percentage from advertisements, and other metrics can be found easily.

3. Wide Reach in Digital marketing has a very wide geographic coverage, allowing products to reach the entire world with just a few simple steps via the internet.

Educational marketing tools are means or media used by educational institutions to introduce and promote their services, programs and values to prospective students, parents and the wider community. These tools include various forms of communication and strategies designed to attract interest, build trust, and improve the institution's positive image in the eyes of the public. The digital marketing process can be carried out in several ways, including the following:

1.Website

One form of effective digital marketing is a website. Currently, many products and services use websites as promotional and marketing media in the digital era. Apart from that, websites also make it easier for consumers to search for information and read reviews about the products they want to buy. Here are some of the advantages of using a website:

a.The website can be accessed at any time, allowing customers to get information and services 24 hours a day.

b.The website provides accurate and reliable information about products or services for customers.

c. Websites help save costs and time in the marketing process.

2. Social media

Social media plays an important role in building social and business networks. This platform is a means for sharing ideas, knowledge and communicating between users. The presence of social media also marks a shift from traditional marketing models (push marketing) to a conversation-based approach, where customer purchasing decisions are influenced more by content such as blog reviews, tags, comments and other interactions.

3.Search Engine or Search Engine

Search engines are special websites that collect and store a list of websites in a database, then display the results based on keywords that users search for (Wati et al., 2019).

4. Digital Content Creativity

Digital content is information presented through digital media in various formats, such as text, images, audio, video or multimedia. This content is distributed to reach online audiences or internet users. In a marketing strategy, the content must be designed to have value that can attract the attention of the audience, so that marketing objectives can be achieved (Rouf et al., 2021).

Student Interests

According to Slamito, interest is a feeling of interest or liking for something or an activity, without any compulsion. Interest is basically a relationship between oneself and things outside oneself. The stronger or closer the relationship, the greater the interest that grows within oneself (Sodik, 2023). Meanwhile, Crow & Crow in Mangal (2007, 351) explain that interest is a drive that makes someone interested and focused on a particular person, object or activity, or in other words, the reason why someone pays more attention and is involved in an activity (Dharmayanti & Munadi, 2014).

From the opinions above, it can be seen that interest is a tendency in a person to pay attention, focus, or a high level of interest to a particular object, activity, or experience.

There are several factors that influence a person's interest, including:

1) Internal drive factor, namely curiosity or the desire to create something new.

2) Social motivation factors, namely interest in developing oneself and knowledge, which can be triggered by the desire to improve one's ability to work or get appreciation from family or friends.

3) Emotional factors, namely interests related to a person's feelings and emotions. Interest can also be divided into two types, namely intrinsic interest and extrinsic interest (Sodik, 2023).

Meanwhile, students are God's creation who have been gifted with various potentials (fitrah) which must be developed comprehensively (Irmayani & Wardiah, 2017). Students are individuals who try to develop their potential through learning processes available in various pathways, levels and types of education (Puspita et al., 2021).

Based on various existing terms, it can be concluded that new student interest is a natural interest that students or parents have towards an educational institution. This interest arises without any pressure or coercion, but is driven by the desire to develop potential according to the individual's stage of development. These conditions are reflected in students' preferences or tendencies in choosing certain educational institutions, which directly influences their decisions independently and naturally.

RESEARCH METHODOLOGY

This research uses a qualitative approach. According to Sugiyono (2013), research that uses scientific methods aims to reveal certain phenomena by describing data and facts comprehensively through words, providing a clear and in-depth picture of the research subject. Data collection in research is adjusted to the focus and objectives of the research. The techniques used in collecting data were obtained through interviews with the head of public relations and the school media team. Observations regarding the school's vision and mission and new student data reports for the last 3 years, then documentation regarding the school website and social media platforms. Data analysis uses data presentation, data reduction and conclusions.

RESULTS AND DISCUSSION

SD Hj. Isriati Baiturrahman 2, yang berlokasi di Jalan Abdul Rahman Saleh No. 285, Semarang, is an Islamic-based basic education institution that was founded in 1996. Initially known as SD Islamic Center, this school was founded to answer the community's need for education that integrates religious values in learning. One of the main figures behind its founding was Mr. K.H. Sirozi Zuhdi, a Foundation administrator who dedicatedly made this school possible through the sacrifice of his energy, thoughts and finances.

With the vision of becoming an Islamic educational institution that excels in academic achievement, character development and spirituality, SD Hj. Isriati Baiturrahman 2 continues to strive to provide comprehensive education. Through a mission that focuses on Islamic-based education, instilling faith values, a conducive learning environment, and developing student creativity, this school has become the first choice for many families.

Fasilitas yang tersedia di sekolah ini meliputi ruang kelas yang nyaman, computer laboratory, library, and mosque which is a center for spiritual formation. Excellent programs such as intensive Islamic education, tahfidz Al-Qur'an, various extracurricular activities, and Islamic character development are the main attractions.

This school's commitment is to produce a generation that is not only intellectually intelligent, but also has noble morals and strong Islamic insight. With support from teachers, students and parents, SD Hj. Isriati Baiturrahman 2 continues to develop as an educational institution that is able to meet community expectations.

Marketing Strategy of SD Hj. Isriati Baiturrahman 2

SD Hj. Isriati Baiturrahman 2 carries out a comprehensive marketing strategy, combining offline and online approaches to reach a wider audience. The New Student Admissions Team (PPDB), led by the Deputy Principal, is the spearhead in planning and implementing this strategy. This team collaborates with the Public Relations Division and the Publication and Documentation Division, which are responsible for disseminating information to the public.

1. Offline Marketing in Building Direct Relationships with the Community

The Public Relations Division has a very important role in offline marketing strategies. They are tasked with maintaining good relationships with prospective guardians and parents of registered students. One way to do this is by visiting kindergartens around the school to introduce the various superior programs that SD Hj has. Isriati Baiturrahman 2. Through direct visits, Public Relations can explain in more detail about teaching and learning activities at schools and build closeness with parents of prospective students.

2. Digital Marketing by Utilizing Technology to Increase Visibility

a. In the digital era, the use of online platforms has become very important to reach a wider audience. The Publication and Documentation Division, together with the school admin, manages digital content spread across various platforms. They created photos, videos, news and posters which were then shared via several social media channels and the school website. The platforms used are:

b. School Website: The main place to display official information about the school, such as the latest news, activity schedules, and documentation archives.

c. Facebook: Used to store large photo albums of school activities, which makes it easier to find specific moments.

d. Instagram: Shows interesting photos of student activities, championships and various other school activities.

e.YouTube: Becomes a forum for video documentation and live streaming of major events, so that parents who are outside the area can still follow their children's progress at school.

3.Proses Kerja yang Terstruktur

The process of creating and distributing digital content at SD Hj. Isriati Baiturrahman 2 was carried out in a very structured manner. Every content created by the Publications and Documentation Division will be checked by the Public Relations Division to ensure the message conveyed is appropriate and clear. Once approved, content will be published via social media platforms or school communication groups. This organized approach ensures that the information reaching the public is always relevant and up-to-date.

4. Challenges in Digital Marketing and Solutions

As with any marketing strategy, digital marketing also has its challenges. One of the main challenges is how to ensure the uploaded content is not only interesting, but also informative. Therefore, the Publications Division works closely with school admin to ensure that each photo or video is accompanied by a clear and evocative narrative. For example, if there are photos of activities, the narrative must explain in detail the event, who was involved, and what the benefits are for students and the school.

In addition, with a very large volume of photos, especially in one event, the Facebook platform is preferred because it allows uploading large numbers of photos with an album feature that makes searching easier. Meanwhile, Instagram was chosen to upload the best photos that are well curated so that they remain interesting and not too busy.

Utilization of Digital Media for School Promotion

To maximize school promotion, SD Hj. Isriati Baiturrahman 2 utilizes various digital platforms in an integrated manner. By using Facebook, YouTube, and the school website, information about the school can be easily accessed by parents and prospective students. Here are several ways to optimize digital media:

1. Facebook

SD Hj. Isriati Baiturrahman 2 plans to use the live streaming feature on Facebook so that information can be conveyed directly to the audience. In addition, uploaded videos will remain relevant even though they are old, making it easier for users to view archives of school activities.

2. YouTube

The school's YouTube channel is used to upload video documentation of events and promotional activities. Consistency in uploading videos is key to building trust and increasing school visibility.

3.School Website

The school website functions as the main information center that provides details regarding registration, activity schedules, school facilities, and other information. SD Hj. Isriati Baiturrahman 2 is also developing an online registration feature so that parents can easily access administration services.

To ensure that digital marketing strategies run effectively, SD Hj. Isriati Baiturrahman 2 carries out regular evaluations. Every week, the team coordinates to review and plan the next content publication. One of the challenges faced is limited facilities, such as space for a recording studio which is still under development. Even so, the team continues to make maximum efforts to produce quality content by utilizing existing facilities. Apart from that, the publication team also continues to innovate in creating interesting content, even though these

challenges exist. Evaluation is carried out by collecting feedback from the audience to understand what is working well and what needs to be improved.

By implementing a holistic marketing approach and combining the use of various digital platforms and conventional offline marketing strategies. This step was taken to reach a wider audience while building meaningful interactions with the community and students' parents. Through this effective combination of modern and traditional approaches, the school not only focuses on attracting potential new students but also ensures that existing relationships with parents and the surrounding community remain harmonious.

This strategy aims to introduce school excellence in the academic field, innovative superior programs, and continually improving service quality. In this way, SD Hj. Isriati Baiturrahman 2 hopes to foster greater trust among the community. The ultimate hope is that more and more parents will feel confident in choosing this school as a partner in providing the best education for their children, while supporting their holistic development in an environment based on Islamic values.

CONCLUSION

SD Hj. Isriati Baiturrahman 2 succeeded in developing an organized digital marketing strategy to strengthen competitiveness and increase school exposure in the digital era. This strategy is implemented through two main channels: offline marketing which focuses on direct interaction with the local community, such as visits to kindergartens, and digital marketing which utilizes various social media platforms and school websites.

In digital marketing, schools use a combination of platforms such as Instagram for visual content, YouTube for video documentation and live streaming, Facebook for visual archive storage, and the school website as an official information center. Each platform is utilized according to its characteristics to reach a wider audience, especially parents and prospective new students.

The main strength of this strategy is collaboration between divisions, namely the Publication and Documentation Division with school Public Relations, to ensure that the content published is interesting, informative and reflects the school's superior programs. This team also plays a role in conveying the uniqueness of SD Hj. Isriati Baiturrahman 2, such as innovative Islamic-based education, extracurricular programs, and a family-friendly approach. Overall, SD Hj. Isriati Baiturrahman 2 shows that digital marketing that is planned and oriented towards school values is able to increase visibility, build a positive image, and attract the interest of prospective new students more effectively. This strategy also creates better communication with the community, especially in the environment around the school.

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