



EDUCATIONAL MARKETING MANAGEMENT STRATEGY THROUGH SOCIAL MEDIA TO INCREASE THE INTEREST OF NEW STUDENTS

Layli Najiah

¹Universitas Nurul Jadid Paiton, East Java, Indonesia

Email: parkweoil@gmail.com

Abstract:

Education marketing management is a series of activities that involve analysis, planning, implementation, implementation and evaluation. The aim of this research is to find out: (1) educational marketing planning at MTs ZaHa 3 Probolinggo, (2) implementation of educational marketing at MTs ZaHa 3 Probolinggo, and (3) evaluation of educational marketing at MTs ZaHa 3 Probolinggo. This research uses qualitative methods with a descriptive and analytical approach. Data was collected through observation, interviews and documentation techniques. The research subjects were the principal and deputy principal for public relations at MTs ZaHa 3 Probolinggo. Based on the research results, education marketing management in schools needs to be implemented with good management, both in planning, implementation and evaluation. Planning in schools is carried out through meetings or conferences with related parties to design programs that will be implemented in the future, including determining the time, place and targets to be achieved. Education marketing is carried out through various promotional methods, such as distributing brochures and outreach to target schools. The evaluation stage is carried out once every semester to ensure whether the marketing implementation is in accordance with the initial plan or still needs adjustments.

Keywords: *Strategy, Marketing Management, social media*

INTRODUCTION

An educational institution is an organization that has the aim of conducting scientific research or managing activities in the field of education. In order for an institution to be considered good by the public, the management and administration of the institution must be well structured and neat. Schools, as a form of formal education, consist of large groups of individuals who require good management. Among them is educational marketing, basically educational marketing is a managerial process that aims to meet the needs and satisfaction of customers and the community, so as to improve and ensure the sustainability of the school's development (Lestari et al., 2024).

In educational marketing, there are three main things that need to be understood. First, the marketing mix, which is a strategy that combines various activities to find the right combination so that it can produce satisfactory results. Second, control of marketing elements which allows all aspects to be monitored and managed by the institution to communicate effectively with customers to meet their needs. Third, promotion and distribution, which are combined to reach the desired target market. These three elements are very important marketing tools for an institution, organization or company, and are expected to be able to control and increase initiative and customer satisfaction (M Dayat, 2019).

The main objective of educational marketing is to provide information to the

public about the products offered by educational institutions, so as to increase their interest and interest. Marketing also aims to differentiate the products of one educational institution from another, as well as providing a more positive assessment from the public of the products offered by the institution (Permadi, 2022).

In this millennial era, the competitiveness of educational institutions must continue to be improved, not only in the internal aspects of the institution, but also in its educational marketing strategy. The public, as customers of educational services, are looking for something different from the educational products generally offered. Therefore, educational institutions need to continue to update ideas and innovations so that the products or services offered are attractive and of high quality. As time goes by, educational institutions must also be sensitive to the problems that exist in society, so that they can create products or services that are solutions to these problems. Apart from that, educational institutions need to provide products that suit the needs and interests of the community.

One educational marketing management strategy that is often used by educational institutions is to promote schools through distributing brochures, placing pamphlets or banners, introducing teachers as teaching staff, or even visiting schools directly to obtain further information. Along with the rapid development of technology today, promoting educational institutions has become increasingly easier. One way is through social media, such as Facebook, Instagram, YouTube and various other platforms. By utilizing social media as a marketing strategy, educational institutions can convey information related to superior programs to a wide audience (Mészáros, 2000). For example, MTs ZaHa 3 Probolinggo uses social media to package information about their various advantages, which in turn makes it easier for the institution to attract more interest and attention from the public as well as potential new students. Seeing the high use of social media by society, such as WhatsApp, Facebook, Instagram, YouTube, TikTok, and websites, it is very appropriate to market educational institutions through these platforms.

Relevant research conducted by Aditia Fradito with the thesis title Education Marketing Strategy in Improving the Image of Islamic Education Institutions (Multicase Study at SDI Surya Buana and MIN 41 Malang 2) (2020). Based on the research results, it can be concluded that: (1) Education services focus on efforts to meet customer expectations and satisfaction, which can be seen from: a) the quality of academic services, b) the standards of teachers and school staff, c) the quality of graduates. (2) Marketing strategies are carried out through direct methods (brochures, calendars, pamphlets, electronic and print media) as well as indirect methods (Mawlid, Muharram, graduation events). (3) The impact of the marketing strategy is increased public trust, strong support and cooperation, and high customer loyalty (Fradito, 2016). Two, research conducted by Neneng Nurmallasari and Imas Masitoh (2023) with the title Strategic Management of Social Media-Based Educational Marketing at the Babakan Jamanis Islamic Boarding School Foundation Madrasah Aliyah. Based on the results of research conducted at the Baban Jamanis Islamic Boarding School Foundation Madrasah Aliyah, it shows that the Jamanis Islamic boarding school uses a social media-based educational marketing strategy such as: Facebook, Instagram, website and YouTube by first identifying the community environment which then becomes an educational marketing strategy by highlighting achievements. the institution (Nurmallasari & Masitoh, 2020). Three, research conducted by Septia Lidiani (2023) with the thesis title educational marketing management in improving interest of new students at SMK Negeri 1 Teupu Tengah. From this research, it can be concluded that the educational marketing planning at SMK Negeri 1 Teupu Tengah is that: (1) the principal divides the main tasks and functions into each field in the school that is related to carrying out educational marketing. (2) implementation of educational marketing at SMK Negeri 1 Teupu Tengah, namely the principal and all school-related fields carrying out outreach to schools which had previously been made in the form of a power point. Apart from that, the school operator also uploads brochures on school social media and the school website. (3) evaluation of educational marketing at SMK Negeri 1 Teupu

Tengah is carried out every 6 months or once a semester. all stages of educational marketing planning have been carried out well (Septia Lidiani, 2022).

Based on the results of initial observations, researchers were interested in a school that was experiencing a shortage of students. Every year, the number of students at the school is very difficult to attract new students, so that annually the number of applicants does not experience significant growth. Researchers note that the community's views, appreciation and participation towards the school are still considered minimal. In fact, many people and prospective students prefer other schools to continue their junior high school/junior high school education. Even though there are other schools of the same level in the area, they still choose other schools compared to the school being observed.

One of the factors causing the decline in the number of students at the school is the lack of attractiveness of the school and the lack of promotion. The role of educational marketing management is very important in this case, because they must understand society's needs well. Therefore, school stakeholders need to develop an effective marketing strategy, including ways to socialize the existence of the school to the community. This is important so that schools can avoid negative perceptions that may develop among the surrounding community.

Berdasarkan penelitian yang ingin saya lakukan, saya tertarik mengambil lokasi research at MTs ZaHa 3 Probolinggo. I took up research at that location because there was a gap in that school. I am interested in researching this school, where the number of students each year only increases slightly or may even decrease. So I am interested in researching and digging deeper into the causes of this, and how marketing management strategies can increase the interest of new students so that they are better known by the public.

Based on the discussion above, the researcher is interested in conducting research on the education marketing management strategy carried out by MTs ZaHa 3 Probolinggo with the research title "Education Marketing Strategy Through Social Media to Increase Interest in New Students."

The research carried out has several objectives, namely: 1. To find out the planning of educational marketing management strategies through social media to increase the interest of new students at MTs ZaHa 3 Probolinggo 2. To find out how to implement educational marketing management strategies through social media to increase the interest of new students at MTs ZaHa 3 Probolinggo. 3. To find out how to evaluate educational marketing management strategies through social media to increase the interest of new students at MTs ZaHa 3 Probolinggo.

RESEARCH METHODS

This research uses a qualitative approach, which aims to explore and understand the meaning understood by individuals or groups regarding social or humanitarian problems. According to Cresswell in his book *Qualitative Research Methods* written by Adhi Kusumastuti and Ahmad Mustamil Khoiron, qualitative research involves several important steps, such as asking appropriate questions and procedures, collecting data from participants, analyzing data inductively from specific themes to more general themes. , as well as interpreting the meaning of the words found in the data. The methods usually used are interviews, observations and use of documents (Kusumastuti & Khoiron, 2019).

This research uses a case study type of research. Case research is a process of collecting data and information in depth, detail, intensive, holistic, and systematic about people, events, social settings (social settings), or groups using various methods and techniques as well as many sources of information to effectively understand how people , events, social settings operate or function according to their context. Case studies basically study intensively an individual or group who is seen to have experienced a particular case. The main emphasis in case studies is why the individual did what he did and how he behaved under the conditions and its impact on the environment (EDUCATION, n.d.).

The object of this research is the marketing management strategy of MTs ZaHa 3 Probolinggo. This object was chosen because the institution attracts new students by using social media, although this has not yet been implemented well. Therefore, researchers are interested in conducting research at this institution to find out what are the inhibiting and supporting factors in using educational marketing strategies through social media.

RESULTS AND DISCUSSION

Education Marketing Planning at MTs ZaHa 3 Probolinggo

Planning is an action or initial step taken in order to obtain results and for predetermined goals. From this plan there will be an implementation or action taken to get the desired results, after that it can be evaluated or assessed to see whether there are any shortcomings compared to what has been implemented previously, and whether the initial plan has been implemented well or not.

Based on the results of research conducted at Mts ZaHa 3 Probolinggo obtained through interviews, documents and documentation from the school principal. That the education marketing planning at the madrasah was prepared involving collaboration with OSIM. The planning steps taken by the school principal include collaboration with various related fields and forming a team to implement educational marketing. Apart from that, school principals also design goals and targets aimed at schools that are marketing targets.

Furthermore, according to the results of interviews with sources conducted by researchers with the Deputy Head of Public Relations of Mts ZaHa 3 Probolinggo, namely the steps taken by the school in marketing education, including the first, the school sent a letter to the target school and the second carried out outreach and prepared tools and materials for presenting prospective students.

Planning is a step taken by each institution or organization which involves the process of designing and considering the steps to be taken accompanied by the vision and mission of the institution or organization. This also applies to educational marketing planning, where every marketing plan prepared from the start must be based on the vision and mission that have been set. Apart from that, this plan also considers the strategies that will be taken to implement educational marketing with the aim of attracting public interest, especially prospective new students. This planning must also pay attention to market opportunities so that the planned process can run smoothly and achieve the desired results.

Strategic marketing theory according to David W. Cravens, he defines strategic marketing as a market-based strategy development process that always observes the changing business environment and is committed to providing maximum satisfaction to customers. Strategic marketing focuses on organizational performance rather than increasing sales like traditional marketing (Almaida & Nugrahani, 2019).

The conclusion from David W. Cravens' theory about marketing strategy is that marketing strategy must continue to develop and adapt to changes along with customer or consumer needs and satisfaction. According to Cravens, customer satisfaction is the main priority, and good service will make customers remain loyal and continue to choose the products or services offered, including in the educational context. Apart from that, marketing strategies are also more focused on improving the performance of educational institutions or organizations rather than just efforts to increase sales of products or services.

According to Kotler and Fox, there are several models of the strategic planning process in educational marketing, namely strategic planning starting from environmental analysis activities, be it internal, market, competitive, general or macro environment and continued with analyzing the resources owned and then formulating objectives, strategy, organizational design and system design. An educational institution must first carry out an analysis of the current environment that will come in the marketing development of its educational institution. Second, institutions must carry out

an analysis of the institution's main resources so that the institution understands what resources they must equip in order to compete with other educational institutions. Third, educational institutions must create goals for educational institutions and their targets. Fourth, educational institutions must review the missions they have set and choose effective financing strategies to achieve the goals and objectives that have been set. Fifth, strategy implementation usually requires changes in information structures and systems, planning and control. If all components are carried out well, then the educational institution can certainly improve its performance (Indarsyah et al., 2023)

Based on Kotler and Fox's theory, it can be concluded that marketing strategy planning begins with analysis of various aspects. Furthermore, the plan must have clear goals and direction which include resources, vision and mission, and financing. In this way, educational marketing planning strategies can be implemented well and under control. However, it is important to pay close attention to each component so that marketing planning can run effectively.

In educational marketing planning, there are several stages in educational marketing planning, namely market identification, market segmentation, and product differentiation.

Market identification, is a market condition, and seeing how and what the current market needs are. This market identification must also look at the opportunities that will be needed by society in general. According to the results of research conducted by researchers at Mts ZaHa 3 Probolinggo based on research sources, the current condition of the education market is not good. Where students only follow trends and follow friends. Like if there is a school that is famous or more elite, then they will compete to enter that school. Meanwhile, many other schools are ready to accommodate and provide the best knowledge to students well.

Market segmentation is the breakdown/division of potential consumers and dividing them into small groups. The purpose of market segmentation is to find out and carry out marketing according to the characteristics, needs and desires of each consumer, then form groups that suit their needs. According to research results that researchers found at Mts ZaHa 3 Probolinggo, this school does not use market segmentation/dividing consumer groups. This school accepts all prospective students regardless of their social status. The educational services market segmentation is of course different from the product sales market segmentation. So, each school education service will definitely not differentiate or divide groups of education consumers. And it all comes back to each consumer. This school provides educational services that operate in the agricultural sector, more precisely in the field of food crop and horticultural agribusiness.

Product differentiation is a product or service that is ours and someone else's product or service. So, if you look more specifically, the educational services offered by a school are different from the educational services available at other schools. According to research results that researchers found in the field at Mts ZaHa 3 Probolinggo, this school is the same as other schools in general. However, existing educational marketing needs to continue to be improved so that it meets expectations.

Based on the results obtained by researchers, it is in accordance with the educational marketing planning stages described previously. Researchers found that Mts ZaHa 3 Probolinggo had not identified the education market in depth. As a result, many prospective new students are less interested or interested in registering, so the attractiveness of the school is still very limited. Furthermore, in terms of education market segmentation, which is the division of groups based on consumer needs and desires, researchers see that Mts ZaHa 3 Probolinggo does not segment based on social level or student achievement. This school accepts students from various backgrounds without distinguishing between their social caste or academic achievement.

Implementation of Educational Marketing at MTs ZaHa 3 Probolinggo

Implementing educational marketing is a step or stage after previous planning. The implementation of educational marketing is more about the action that will be carried out, or carrying out the plan that has been prepared at the beginning. In implementing educational marketing, the entire school structure participates in carrying out marketing activities, but is still assigned to their respective main tasks and functions.

In implementing school or madrasa marketing, there are several variables that need to be considered, both those that can be controlled and those that cannot be controlled. Uncontrollable variables include factors such as culture, economic conditions, and social trends. Meanwhile, variables that can be controlled include curriculum or educational services that suit the needs of the institution, location of services, communication with students, alumni, donors, and the amount of school fees that can support schools or madrasas in providing good and efficient services to students. In implementing educational marketing, there are several marketing mix points that can be used by experts, namely product (educational product), price (educational price), place (educational location), promotion (educational promotion), person (educational resource), evidence physical education, process (educational process) (Mamonto et al., 2021).

Product (educational product), in marketing educational services, the marketing product in question is a department or educational model that operates in a particular field. According to the results of research conducted by researchers at SMK Negeri 1 Teupah Tengah, the Vocational High School operates in the agricultural sector, in more detail namely the department of Agribusiness, Food Crops and Horticulture.

Price (price of education), in the context of education the price of education is very influential. What's more, the price of this education is used and turned back into the school's coffers to make improvements to the school, so that the school has good quality. However, there are also several institutions/organizations that do not calculate this price, the purpose is to ease the economic burden on society, especially consumers of educational services.

Based on the results of research conducted at MTs ZaHa 3 Probolinggo, it was found that the school does not charge education fees from consumers (parents or guardians of students). Examples of education costs that are usually applied in schools are tuition fees and committee fees. The research results show that this school does not apply tuition fees to each student, nor do school committee fees.

Place (educational location) is the most important element in an educational institution/organization. Where education consumers can see how the road access leads to the institution, and whether the location is easy for education consumers to access, and education consumers can also see whether the location is strategic.

According to the research results, the researchers found that the location of the MTs ZaHa 3 Probolinggo school is not strategic, because the access to the entrance to the school is too far in, so that the community/consumers of education are not visible to them, when viewed from the front of the main road. The shape of the school is not visible either. The school is a little far from the city. Even though the billboard in front of the school hallway has been installed, many people still don't know the location of MTs ZaHa 3 Probolinggo.

Promotion (educational promotion), in every marketing there will definitely be promotions, or introducing the products we have to other people so that buying and selling transactions occur and benefits from both parties. In the scope of educational marketing, educational promotion is slightly different from other buying and selling transactions, but in this educational promotion what will be promoted is educational services.

Based on the results of research conducted at MTs ZaHa 3 Probolinggo, this madrasa promotes education in various ways. One way is by distributing brochures to the public and prospective students. Apart from that, they also use social media such as Facebook and Instagram to spread information, and upload brochures on the school website. Not only that, the school also carries out outreach to their target schools, such as SMP (Junior High School), to introduce the school to prospective students. As part of

their promotional efforts, they also invite prospective students to visit the school and see firsthand the facilities available.

Person (human resources), human resources referred to in the scope of marketing are educators and educational staff. Human resources play a very important role in education management. Good human resources will create an educational institution/organization of quality and quantity.

Based on the results of research conducted at MTs ZaHa 3 Probolinggo, it was found that human resources (HR) at the school were still inadequate. Researchers noted that some teachers rarely attended class or were not present during class hours. Apart from that, the condition of the educational staff at the school still looks less organized. For example, regarding the management of school files, there is confusion in the distribution of responsibilities, so that the files are often not well organized. Instead of being stored in the Administration Room (TU), these files are archived separately by each party involved.

Physical evidence, in the world of education, the physical evidence in question is buildings and school structures. Examples include office buildings, classrooms and other buildings owned by schools.

Based on the results of research conducted at MTs ZaHa 3 Probolinggo, it was found that the physical condition of the school was very good and the building was still solidly maintained. The buildings at the school are in very good condition. This school is also equipped with various facilities, such as an office building, classrooms, machine tool building (for storing agricultural equipment), dormitory building, science laboratory room, computer laboratory room, prayer room, canteen, toilets, guard post, green house, field, a very large practice, warehouse, as well as a multi-purpose housing unit belonging to the school. Apart from that, researchers also noted that the school area is very large, covering both the school yard and existing buildings.

Process (educational process), the educational process is an ongoing process of learning and teaching, where teachers provide theory and practice to students in order to understand the content of the learning provided.

Based on the results of research conducted at MTs ZaHa 3 Probolinggo, it was found that the educational process taking place at the school could still be said to be not good. Researchers observed that some teachers were rarely present in class, and there were also teachers who only gave books to students to copy or take notes without providing in-depth learning during class hours. This often happens and causes the teaching and learning process to become less effective, thus having an impact on the quality of learning in the school.

Based on the description of the marketing mix provided by experts, researchers see that MTs ZaHa 3 Probolinggo still does not fully understand the concept of the educational marketing mix. This school only understands and applies some of the elements of the educational marketing mix, especially in the promotion aspect. However, other aspects of the educational marketing mix have not been fully optimized in these schools.

According to researchers, the application of marketing mix theory (educational marketing mix) used by experts is very effective and efficient if implemented well. With proper implementation, the implementation of educational marketing will run smoothly and can increase the number of new students. Therefore, if every element in the education marketing mix is considered and implemented well, optimal results in education marketing can be achieved.

Evaluation of Educational Marketing at MTs ZaHa 3 Probolinggo

Evaluation is a process for assessing and measuring the extent to which an activity or design that has been implemented achieves the desired goals. Through evaluation, we can identify activities that have not been carried out according to the initial plan. The evaluation stage is the final step in an activity. This process is very important, because it provides an opportunity to make improvements and better

planning in the future (Asrul et al., 2017).

In marketing we must be able to identify opportunities in the market. There are 2 things to pay attention to:

Strengths and weaknesses

MOA (Marketing Opportunity Analysis) is the stage where analysis is carried out to obtain accurate information about competitors that will be faced in the market. With this data, we can evaluate and identify competitors' strengths and weaknesses, and compare them with the quality of our own products or services.

Matching opportunities with company capabilities

Anything that happens outside the scope of an institution or organization can develop without limitation. By having free access opportunities, this can make it easier for institutions or organizations to manage assets and achieve visions that may be limited.

There are several stages in the evaluation, including annual control plans (monitoring), profitability control (community needs), marketing audits (marketing objectives).

The annual control plan (monitoring) is an evaluation carried out by stakeholders or school principals to assess progress and achievements each year. At this stage, it is seen whether the profits and targets that have been set are achieved or not. Based on the results of research conducted at MTs ZaHa 3 Probolinggo, the principal there does not carry out annual evaluations, but instead carries out evaluations every 6 months or every semester. This evaluation covers teacher performance and other aspects.

Profitability control is the stage where we can evaluate whether services and community needs have been met, as well as the extent to which marketing promotions have been implemented. Based on the results of research conducted at MTs ZaHa 3 Probolinggo, the school has implemented various educational marketing models, such as distributing brochures, socializing with other schools, and interacting with the community. However, researchers note that public interest in the majors offered at the school is still relatively low in the local environment.

Marketing audit, namely that the principal must first be able to analyze the marketing objectives to whom and where it is carried out, as well as see how the marketing strategy is used with an adaptation system to the marketing environment.

Based on the results of research conducted at MTs ZaHa 3 Probolinggo, before starting educational marketing, the school principal first sets clear goals, determines target schools, prepares an outreach schedule, and designs strategies to attract public interest, especially prospective students. The main target of this marketing effort is students who are in elementary school or MI. However, according to researchers' findings, public interest, especially in agricultural majors, is still very low. Even though the school has waived various fees, such as tuition fees, committee fees and dormitory fees, the number of students at MTs will not increase at all in 2023.

Based on the findings of researchers in the field at this evaluation stage, MTs ZaHa 3 Probolinggo still pays little attention to profitability control. Profitability control is an important aspect that needs to be considered to evaluate the extent to which promotions or marketing are going well. Apart from that, schools must also ensure that the promotional model implemented is in accordance with the intended target market. By controlling profitability, all educational marketing activities will run more effectively and efficiently, and can achieve optimal results.

CONCLUSION

Educational marketing planning at MTs ZaHa 3 Probolinggo is carried out by dividing the main tasks and responsibilities (tupoksi) to each related field in the school to carry out marketing activities. Next, the school held a meeting involving all related parties, such as committees, teachers, teaching staff and other school members. In the meeting, they jointly plan the steps to be taken, including determining the time, place,

goals and targets of school marketing activities, such as promotions and other activities. Before implementation, the school principal also sent letters to the target schools to inform them that MTs ZaHa 3 Probolinggo would hold outreach at these schools.

The implementation of educational marketing at MTs ZaHa 3 Probolinggo is carried out by involving the school principal and all related parties. They held outreach to the target schools and made presentations about the schools, which had previously been prepared in the form of PowerPoint slides. The school also makes posters and brochures informing about the acceptance of new students, which are then distributed to the community, especially prospective new students. Apart from that, the school operator uploaded the posters and brochures on social media and the school's official website. As a form of support, schools also waive fees that can be burdensome for prospective students, such as tuition fees, committee fees and other fees. The principal of MTs ZaHa 3 Probolinggo also invited the public and prospective students to visit the school, see the condition of the existing facilities. As part of promotional activities, the school principal together with the public relations team distributed vegetable seeds to the community, and invited them to participate in various activities held by the school.

Evaluation of educational marketing at MTs ZaHa 3 Probolinggo is carried out every six months, or once every semester. All stages of educational marketing planning at this school have been carried out well. Evaluation reports regarding students are prepared and archived by the Deputy Principal for Student Affairs in written form along with student data. Based on the research results obtained, many students choose to enter a particular school or major simply because they follow friends or because they are considered more "existent" in their eyes. Apart from that, the government or related agencies have not yet established a zoning system for admitting students, so that prospective students in one area are free to choose to enroll in schools in other areas.

REFERENCES

- Almaida, F. A., & Nugrahani, R. U. (2019). Analisis Pengelolaan Konten Digital Marketing Media Sosial Institut FranAis Indonesia Bandung. *Journal Acta Diurna*, 15(1), 96. <https://doi.org/10.20884/1.actadiurna.2019.15.1.1578>
- Ananda Muhamad Tri Utama. (2022). No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析Title. 9, 356–363.
- Asrul, Sarigih, A. H., & Mukhtar. (2017). Evaluasi Pembelajaran. In *Perdana Publishing*. [http://repo.iain-tulungagung.ac.id/5510/5/BAB 2.pdf](http://repo.iain-tulungagung.ac.id/5510/5/BAB%202.pdf)
- Fradito, A. (2016). Strategi Pemasaran Pendidikan dalam Meningkatkan Citra Lembaga Pendidikan Islam (Multikasus di SDI Surya Buana dan MIN Malang 2). In *Strategi Pemasaran Pendidikan dalam Meningkatkan Citra Lembaga Pendidikan Islam (Multikasus di SDI Surya Buana dan MIN Malang 2)*.
- Basri, H., Manshur, U., Baharun, H., Zaini, A. W., & Suhermanto, S. (2024). Exploring Charismatic Leadership and Personality Competence: Keys to Fostering Teacher Motivation: English. *Bidayatuna Jurnal Pendidikan Guru Mandrasah Ibtidaiyah*, 7(2), 109-120.
- Futohuddin, M., Suryanto, B. T., Suhermanto, S., & Holifah, H. (2024, December). The Role Of Islamic Religious Education Teachers In Improving Students'social Concern in ma. Walisongo gending. In *Proceeding Of International Conference On Education, Society And Humanity* (Vol. 2, No. 2, pp. 507-514).
- Indarsyah, R., Rahman, A., Putrianti, S. D., Stia, P., & Bandung, L. (2023). The Marketing Strategy Model For Eid Cookies At UMKM Ranayya Kitchen Uses The Business Model Canvas (BMC) And Swot Analysis. *Management Studies and Entrepreneurship Journal*, 4(5), 7481–7480. <http://journal.yrpiiku.com/index.php/msej>
- Lestari, I. D. W. I., Tarbiyah, F., Keguruan, D. A. N., Islam, U., Sultan, N., & Kasim, S. (2024). *Strategi Pemasaran Pendidikan Berbasis Media Mutiara Global*

- Kabupaten Kampar Skripsi.*
- M Dayat. (2019). Strategi Pemasaran Dan Optimalisasi Bauran Pemasaran Dalam Merebut Calon Konsumen Jasa Pendidikan. *Jurnal Mu'allim*, 1(2), 299–218. <https://doi.org/10.35891/muallim.v1i2.1629>
- Maula, N., Jazilurrahman, J., & Suhermanto, S. (2022). Strengthening Inclusive Islamic Education: Building Islamic Boarding School-Based Foundations. *Jurnal Islam Nusantara*, 6(2), 80-93.
- Mamonto, Tumbuan, & Rogi. (2021). Analisis Faktor-Faktor Bauran Pemasaran (4P) Terhadap Keputusan Pembelian Pada Rumah Makan Podomoro Poigar Di Era Normal Baru. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(2), 110–121.
- Mészáros, I. (2000). Neo-colonial identity and counter-consciousness. *Journal of Contemporary Asia*, 30(3), 308–321. <https://doi.org/10.1080/00472330080000221>
- Nurmalasari, N., & Masitoh, I. (2020). Manajemen Strategik Pemasaran Pendidikan Berbasis Media Sosial Di Madrasah Aliyah Yayasan Pondok Pesantren Babakan Jamanis Parigi Pangandaran. *Re-JIEM (Research Journal of Islamic Education Management)*, 3(2), 120–128. <https://doi.org/10.19105/re-jiem.v3i2.3908>
- Permadi, R. N. (2022). Pemanfaatan Media Sosial Sebagai Platform Utama Pemasaran Produk UMKM. *Avant Garde*, 10(1), 15. <https://doi.org/10.36080/ag.v10i1.1695>
- Pratiwi, E. T. (2023). Utilizing Instagram To Build Image Building In Schools. *Journal of Social Studies and Education*, 1(1), 32-41.