



EXTRACURRICULAR MANAGEMENT AS A MARKETING STRATEGY FOR SUPERIOR SCHOOLS AT SDN BESUK AGUNG PROBOLINGGO

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Abstract:

This paper describes the management of extracurricular activities as a marketing strategy for excellent schools at the elementary school level, as it is understood that marketing is an exceptionally vital and quite significant activity that is directly felt and closely related to the surrounding community. Marketing strategy can be an essential indicator determining an educational institution's success in marketing activities, mainly in maintaining the value of schools that have achieved superior accreditation. The objectives of this study include; (1) describing extracurricular planning as a marketing strategy for a superior school at SDN Besuk Agung Probolinggo, East Java; (2) describing extracurricular implementation as a marketing strategy for excellent schools at SDN Besuk Agung Probolinggo, East Java; (3) describe extracurricular evaluation as a marketing strategy for excellent schools at SDN Besuk Agung Probolinggo, East Java. This research is a type of descriptive qualitative research. The data was collected using the methods of observation, interviews, and both print and electronic documentation. The research results show that; (1) The extracurricular planning process consists of five categories based on the interests of students, such as scouting; sport; dance art; gamelan music art; and religion; (2) The extracurricular process is scheduled between 14.00 and 16.00 WIB on Monday, Tuesday, Wednesday and Friday. At the same time, this is a strategy for promoting excellent schools (Accreditation A) socialized to parents and the wider community. Especially in the process of accepting new students every new school year at SDN Besuk Agung, as well as program activities at schools and related service programs; (3) The results of extracurricular evaluations that become additional specializations for students become material for study by school principals and policymakers who are under them to realize new extracurricular specializations in the next period.

Keywords: *Extracurricular Management, Marketing Strategy, Excellent Madrasah, Specialization*

INTRODUCTION

Elementary school is one of the formal institutions in Indonesia that the government has required since Indonesia's independence. At the same time, the People's School (SR), which the colonialists had previously inherited, was changed to SD on March 13, 1946. As information, in the 1940/1941 school year or when the Dutch still colonized Indonesia, the number of elementary schools was 17,848. However, at the end of the Japanese occupation (1944/1945), the number of primary schools was 15,069 (Adrymarthanino, 2021).

One year after the determination of SR to become SD (1947), the existing curriculum was still influenced by the Dutch and Japanese colonial education systems,

so it only continued what had been used previously. The '1947 Lesson Plan' curriculum is a substitute for the Dutch colonial education system. However, improvements continued to be made in the following years; curriculum 1952, 1964, 1968, 1975, 1984, 1994, 2004 (KBK), 2006 (KTSP), and K-13 or curriculum 2013 (Nuryadi, 2020).

The curriculum is generally seen as a plan drawn up to expedite the teaching and learning process under the guidance and responsibility of the school or educational institution and its teaching staff. Primarily education is heavily influenced by global developments. To respond to this situation, all stakeholders in the education sector must manage global change (Abdullah et al., 2023). The curriculum includes not only all planned activities but also events that occur under the supervision of the school. In addition to formal curricular activities, there are informal or co-curricular/extracurricular activities (co-curriculum or extra-curriculum). Therefore, at every level of education, the extracurricular curriculum also differs according to the interests and talents of students, such as dance, music, writing, and so on.

In the 2013 curriculum, for example, extracurricular learning is activities carried out for activities designed as activities outside of routinely scheduled learning activities every week, consisting of mandatory and optional activities. Scouting is a mandatory extracurricular activity (Nuryadi, 2020).

Since the founding of elementary schools in Indonesia, they have been around 76. This introductory-level education regulation has experienced a long historical journey in its development. Various policies have accompanied it since the Old Order and New Order to the present era.

This primary education is managed by the government, State Elementary Schools (SDN) and State Madrasah Ibtidaiyah (MIN). Some are managed by non-government; Private Elementary Schools and Private Madrasah Ibtidaiyah. SD is under the scope of the Ministry of Education and Culture, while MI is under the scope of the Ministry of Religion. In addition, there are also elementary schools under the scope of the Ministry of Education and Culture with religious characteristics called Islamic Elementary Schools, Christian Elementary Schools and so on. The state has stipulated compulsory education (6 years) at the elementary level since 1984, and ten years later, it stipulated nine years of compulsory education since 1994. Therefore, public and private primary schools in every smallest area at the village level in Indonesian territory are essential for their continuation (Muklis, 2012).

Generally, elementary school children are between 6-12 years, then three years of compulsory education at the junior secondary level. This means every citizen aged 6-15 must attend primary education, junior high school/or the equivalent. In the body of article 31 of the 1945 Constitution, paragraph 1 it is emphasized that every citizen has the right to education, and this can be interpreted that the right to education is a fundamental right and constitutional right of every city where the state is responsible for providing this fundamental right (Supriyadi, 2019)

In East Java, the total number of state primary schools until 2022/2023 is 19,014. As for the Probolinggo district, data shows at least 626 primary-level schools (Dapo.kemendikbud.go.id). The public elementary schools are spread across 24 sub-districts in the Probolinggo district. The Besuk sub-district has 23 public elementary schools, including Besuk Agung Public Elementary School. SD Negeri Besuk Agung is what will be described in this study. Among the researchers' interests are elementary schools which have been established for quite a long time since the pre-independence era, namely in 1910, and currently have superior accreditation grades (A).

RESEARCH METHODS

The research methodology in this work is field research; in other words, the researcher uses a qualitative case study-type approach. A case study is a research design that can be carried out in various fields. The researcher analyzes a depth case and collects complete information using various data collection procedures based on a predetermined time. This case can be an event, activity, process, or program (Creswell, 2016).

Specifically, the research was conducted at Besuk Agung Elementary School, Besuk District, Probolinggo Regency, on Jalan Raya Besuk, number 86, Besuk Agung Village. SD Negeri Besuk Agung has 20 educators, academic staff, and active students, totalling 260 students with details of 127 women and 133 men (Dapo.Kemendikbud.go.id).

Data collection was carried out in a triangulation manner for two weeks in February 2023. To test the credibility of data was carried out by checking the data obtained from various data sources such as the results of interviews, archives, and other documents. Mainly in describing the extracurricular activities referred to in this study. The extracurricular activities at SDN Besuk Agung are shown in table 1.1 below:

Table 1.1
Extracurricular Schedule and Coach

No	Builder Name	Extra	Day
1	Luqman Hakim, S.Kom & M. Idris Affandi	Scout	Friday
2	Hadi Suprianto, S.Pd. & Aditya Permana, S.Pd.	Sport	Tuesday
3	Elsa	Dance Arts	Tuesday
4	Rudi Hartono	Gamelan	Wednesd
5	Sulaiman, SP.d & Moh. Fadil Hamdani, S,Pd	Religious	Monday

The author chose this location, motivated by an interest in the importance of extracurricular planning and implementation at Besuk Agung Public Elementary School, especially when it is related to the school's publication and marketing program in order to provide output (graduates) and or good interest from the surrounding community and or prospective student parents, in particular.

The appearance of extracurricular existence that is planned and realized as well as possible shows the interest of students that is relevant to the potential and achievements obtained. Thus, making an excellent contribution to marketing or school public relations management. Does this research ask how extracurricular management is a marketing strategy for excellent schools at SDN Besuk Agung, Probolinggo?

RESULTS AND DISCUSSION

Extracurricular Management at SDN Besuk Agung for the 2022/2023 academic year

Throughout the observations in this study, the extracurricular activities carried out at SDN Besuk Agung have been running quite well and smoothly. This is based on the statements of several informants in the study, including the recognition of the Scoutmaster, Ms Lukman Hakim. Kak Lukman stated that scouting activities at SDN Besuk Agung are held every Friday from 14.00 to 16.00 WIB.

"Each younger sibling is equipped with skills according to their class. Starting from those on standby right up to raising potions and rafts. We adjust the material to implement the SKU that national-level scouts have issued. Thank God, in every scouting activity at the branch to the district level, we are always actively involved in sending and accompanying our younger siblings. Because of that, we are always active and interacting with other coaches at the standby level and fundraisers. Some of the younger siblings also got achievements in this scouting activity" (Judge, 2023).

This statement is in line with the development of the 2013 curriculum, which states that scouting education is a mandatory extracurricular activity. This implies that scouting education is an extracurricular activity that is systemically played to strengthen the psychological-socio-cultural (reinforcement) embodiment of the attitudes and skills of the 2013 Curriculum, which are psychopedagogically coherent with the development of attitudes and skills in scouting education. Thus the achievement of the Core

Competencies of Spiritual Attitudes (KI-1), Social Attitudes (KI-2), and Skills (KI-3) obtain meaningful reinforcement (meaningful learning) through systemic-adaptive facilitation of scouting education within the academic unit environment (Wahyuningsih, 2021).

Meanwhile, Rudi Hartono talked about his students' enthusiasm in planning and implementing the extracurricular art of 'gamelan' music, especially starting in grade 3. They were very enthusiastic about participating in this routine activity every Wednesday. "This special interest in gamelan music is in demand because it has become an icon of an old tradition so that future generations will know about it. They are very excited because they have the support of their parents. Because of that, we also diligently attend training every week" (Hartono, 2023).

As understood, that gamelan is one of the old traditions and local traditions that developed in several regions in Indonesia. Local wisdom is all knowledge, belief, understanding or insight, and customs or ethics that guide human behaviour in an ecological community. Gamelan is a learning medium that can increase students' interest in learning (Dwiyantri, 2017).

The interest in gamelan at the elementary school level has attracted the attention of several researchers. For example, the results of Fauziyah & Nur's research, which was conducted in the Sukaraja sub-district, Tasikmalaya Regency, stated that the gamelan extracurricular at school was an effort to improve students' musical skills as well as an effort to preserve it in the form of coaching (Nur, 2020).

Dance extracurricular activities are no less attractive among Besuk Agung Elementary School students during the observation at the research location on the day of dance coaching on Tuesday, February 14 2023. The dance coach, Ms Elsa, appeared painstakingly and patiently, demonstrating the basics of traditional dance for grade 1 students. They listened to and practised every basic movement of the traditional dance 'glimpsing' typical in the Probolinggo district. Erratic movements dominate this dance, and the costumes depict a Madurese culture.

"This dance still adheres to the rules that exist, applies to society, and still uses traditional tools. Musical instruments consisting of five types of musical instruments are interpreted as symbols of Islamic religious teachings, which contain invitations or recommendations to do good and prohibitions that may not be carried out. If it was originally in the form of gamelan, it changed to ketipung lanang, ketipung wedok, kecrek, flying, and jidor." (Ditwdb, 2019).

The picture above is a local tradition that the current generation should develop, pass on, and preserve. Afianto and Winanti stated that the meaning of the Probolinggo glimpsing dance, among others; is (1) historical heritage; identified as Islamic cultural art or Islamic acculturation art. The people of Probolinggo, who are predominantly Muslim, make the Glipang Dance have to adapt to the religious conditions of the community; (2) during colonialism, the Glipang Dance became a medium for spreading resistance ideology; and (3) the existence of the Glipang Dance until now because of its ability to add to its function in society, namely as a medium of entertainment (Winanti, 2022).

These extracurricular activities are directly or indirectly a marketing strategy by SDN Besuk Agung. Thus, schools can increase promotions, especially by reporting every extracurricular activity carried out regularly. Moreover, if all these extracurriculars become essential icons for the school with various achievements that have been achieved.

CONCLUSION

The conclusions in this paper, based on the description above, are

(1) The extracurricular planning process consists of five categories based on the student's interests, such as scouting; sport; dance art; gamelan music art; and religion; (2) The extracurricular implementation process is scheduled between 14.00 s/d. 16.00 WIB on Monday, Tuesday, Wednesday and Friday. At the same time, this is a strategy for promoting excellent schools (Accreditation A) socialized to parents and the wider community. Especially in the process of accepting new students every new school year at

SDN Besuk Agung, as well as program activities at schools and related service programs; (3) The results of extracurricular evaluations that become additional specializations for students become material for study by school principals and policymakers who are under them to realize new extracurricular specializations in the next period, such as specializations in English.

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