

## The Marketing Strategy in Increasing The Student Quantity in Islamic Elementary School of Al-Ikhlās Kuningan

Maman Rusman<sup>1</sup>, Darwis Mochammad Ibrahim<sup>2</sup>

<sup>1</sup>Department of Arabic Language Education, IAIN Syekh Nurjati, Bypass, Cirebon, Indonesia

<sup>2</sup>Department of Management of Islamic Education, IAIN Syekh Nurjati, Bypass, Cirebon, Indonesia

*mamanrusman@syekhnurjati.ac.id, darwisibrahimmuhamad@gmail.com*

**Abstrak:** The mixed marketing strategy is a tool that can be implemented in educational institutions that is able to attract public interest and to send their children to school. Islamic elementary school of Al-Ikhlās Kuningan is a school that can implement a mix of marketing strategies in increasing the number of students through their products, costs, locations, and promotions. The purpose of this study was to find out how the marketing strategy was implemented and what obstacles and efforts were made, and the impact of the marketing strategy. This research method is qualitative with data collection techniques in terms of interviews, observations, and documentation. Based on the results of the research, the marketing strategy implemented at Islamic elementary school of AL-Ikhlās Kuningan is mix marketing strategies, by conducting superior programs as the products such as tahfidzul qur'an, marawis, pencak silat, drumband, and reciting the yellow book, free education costs, strategic school locations, and promotions to consumers. The only obstacle was digital promotion, the efforts were made to overcome these obstacles, by maximizing promotion through brochures distributed directly to pre-school institutions. The impact of the marketing strategy mix carried out by them was that the number of students increases every year.

**Keywords:** Mix Marketing, Students quantity.

### INTRODUCTION

Strategy is very necessary because strategy is a shared means of determining the direction and scope of an organization or institution in the long term, accompanied by the preparation of a method or effort on how to achieve these goals (Kotler 1984, 17). In Law no. 7 of 2014 concerning trade explains that marketing is defined as the result of work performance of business activities that are directly related to the flow of goods or services from producers to consumers. Another understanding is that which states marketing as an effort to provide and deliver the right goods and services to the right people at the right place and time and at the right price with the right promotion and communication.

In the development of one form of muamalah that appears in the community, namely buying and selling, as well as the many buying and selling practices carried out by the community, they must also pay attention to Islamic marketing strategies. When connected between muamalah and marketing, namely interactions that seek to create and achieve goals as expected to achieve success in accordance with Islamic law (Al-Arif 2012, 23).

The community's image of Madrasahs is identical to that of second-class educational institutions, not advanced, slum, and other negative images that often stick to elementary school (Roziqin act 2018). In addition, most elementary school are private educational institutions which causes the community to be burdened with monthly fees while their children are studying at the level of education. With this image, it is necessary to have a marketing strategy that can inform the public that elementary school are no longer just second

class education, but elementary school can also compete with general educational institutions in terms of science and technology, even more than that elementary school do not only educate outstanding students in aspects only affective but also in the cognitive aspect, where these two aspects are very important aspects for the future of students. With the importance of the education process in Islamic elementary school, a good strategy is needed in marketing for Islamic elementary school education to the public, so that public interest can be well developed and have an interest in sending their children to Islamic elementary school in the Regulation of the Minister of Religion of the Republic of Indonesia Number 90 of 2013.

Islamic elementary school is the level of basic education at Islamic Basic Education Institutions. The Islamic elementary school combine by Islamic Boarding school education, whose material integrates religion and general knowledge. Islamic elementary school as Islamic educational institutions function to connect the old system and the new system by maintaining old values that are still good and can be maintained and taking something new in science and technology that is beneficial to human life. Islamic elementary school Private Al-Ikhlâs Kuningan is an Islamic educational institution at the basic education level that is different from Islamic elementary school in general, at Al-Ikhlâs Kuningan the students are not only superior in cognitive aspects in the form of general science and religion, but their students are also students to excel in affective and psychomotor aspects, through activities outside the classroom such as the tahfidzul qur'an program, and pencak silat. These are superior products at Islamic elementary school Al-Ikhlâs Kuningan which can attract parents to send their children to Islamic elementary school of Al-Ikhlâs Kuningan. Apart from that, the achievements of Islamic elementary school Al-Ikhlâs on these superior products, such as 1st Place in the Thafidzul Qur'an Competition in three regions of Cirebon, also made Islamic elementary school of Al-Ikhlâs Kuningan increasingly known to the outside community. This is often used in promoting the institution to attract prospective students through excellent programs and achievements of Islamic elementary school of Al-Ikhlâs Kuningan either through brochures, direct visits to early childhood education institutions, or through social media. So that in marketing the institution, Islamic elementary school of Al-Ikhlâs Kuningan is able to compete with other public schools and Islamic elementary schools.

With the problems above, the purpose of this research is to (1) find out the marketing strategy in increasing the number of students at Madrasah Ibtidaiyah Al-Ikhlâs Kuningan. (2) find out what obstacles are faced in increasing the number of students of Islamic elementary school at Al-Ikhlâs Kuningan and the efforts made to overcome these obstacles. (3) determine the impact of the marketing strategy carried out by Islamic elementary school at Al-Ikhlâs Kuningan on the growth of the number of students.

### **Definition of Marketing Strategy**

Strategy is a way to achieve the end results concerning the goals and objectives of the organization. Corporate strategy is a pattern of decisions within a company that determines and discloses goals, aims or objectives that produce major policies and plans for achieving goals and detailing the range of business to be pursued by the company (Oliver 2007, 19).

In line with the development of the management concept, strategy is defined not only as a way to achieve goals because strategy in the management concept includes setting various goals themselves through various strategic decisions (Solihin 2012, 24).

From the several definitions of strategy above, the authors can conclude that strategy is a decision within a company that determines and discloses goals, which are related to the ultimate goal through various strategic decisions. Marketing is an organizational function and a set of processes for delivering value to customers and for managing customer relationships in ways that benefit both the organization and the customers. Marketing as a human activity

directed at fulfilling and satisfying needs and wants through an exchange process (Assauri 2015, 10). From this opinion, it can be concluded that marketing is a series of processes to create, communicate, and provide value to customers and satisfy needs and wants through an exchange process. Marketing strategy is one of the ways to win sustainable competition both in companies or institutions that produce goods and services (Wibowo and Arifin 2015). The marketing strategy specifically defined by Tjiptono is the art or science of becoming a leader. Often also interpreted as a plan for the distribution and use of power to achieve certain goals (Tjiptono 1995, 20).

The main objectives of marketing strategy in education are:

1. Providing information to the public about the products of educational institutions.
2. Increasing public interest and interest in the products of educational institutions.
3. Differentiate the products of educational institutions with the products of other educational institutions.
4. Give more evaluation to the community with the products offered, and stabilize the existence and significance of educational institutions in society (UPI Education Administration Lecturer Team 2009, 50).

### **Marketing Strategy Concept**

According to Kotler, the marketing concept emphasizes that the key to achieving organizational goals is that the company must be more effective than competitors in creating, delivering, and communicating customer value to selected target markets (Kotler 1984, 20). Thus, it can be concluded that the essence of the marketing concept basically revolves around needs, wants and demands; product; value, cost and satisfaction; exchanges, transactions and relationships; market; marketing and marketers.

### **Marketing Strategy Mix**

Kotler and Armstrong "Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market." The marketing mix consists of 4 (four) components in the marketing strategy called 4P, namely product, price, place, and promotion: (Kotler and Armstrong 2004, 15).

Agustina Shinta explains that the marketing mix is a set of controllable tactical marketing tools that are integrated by the firm to produce the response the target market wants (Shinta 2011, 19). From this understanding, it can be concluded that the marketing mix or marketing mix is a set of marketing components that can be controlled and combined with each other by companies or institutions to produce the response that consumers want. The components of the marketing mix in marketing educational institutions according to Sarifudin and Maya (2019.20) include the following:

#### **1. Product (product)**

Products are anything that can be offered to people to meet their needs and wants. Product is an important element in the education services marketing program. Viewed from the context of educational services, it is in the form of services offered by educational institutions to the public, in this case customers. Educational institutions that are able to survive and win the competition for educational services are institutions that can offer a reputation, good quality education, and bright opportunities for students to make the choices they want. The products or services produced must have quality and uniqueness that can increase competitiveness with products or services on the market (Sarifudin and Maya 2019, 20).

#### **2. Price**

The price in question is the amount of money obligations that must be paid by

consumers or users to get a desired product. Prices in the context of education are all costs incurred by users to obtain educational services that the community or customers want. The examples are building fees, tuition fees, and other types of payments. Pricing is a critical point in the marketing mix because price determines the income of a business. Setting the right price makes a service well perceived by consumers and other interested parties (Sarifudin and Maya 2019, 20).

### 3. Location

Is a location or educational institution in organizing educational activities. It is expected that the location or venue for educational institutions is in an area that is easily accessible to users of educational services. Besides that, it is located in a strategic area, comfortable, and easy to reach by users of educational services. The location of the institution that is easy to find by public transportation plays an important role as a consideration for potential customers. Location determination greatly influences prospective customers in determining their choices. Therefore, strategic location conditions are a supporting factor in providing customer satisfaction (Sarifudin and Maya 2019, 21).

### 4. Promotion (marketing)

Is an activity carried out by educational institutions in terms of offering product sales in the form of educational services that deal directly with the community. The purpose of the promotion itself is to convey clear information to the public regarding the educational service products offered. In conveying the promotion of educational institutions, it is expected to be able to convince consumers so that they can attract their interest.

Promotion is one of the determining factors for the success of a marketing activity. Educational institutions usually promote through various media such as electronic media, print media, even alumni from an educational institution also participate in promotional activities in introducing their institution. With a promotion carried out by educational institutions, it can increase the interest and interest of consumers or customers (Sarifudin and Maya 2019, 21)

## Marketing Strategy in Islamic Perspectiv

All life activities need to be carried out based on good planning. Islam is a religion that provides synthesis and plans that can be realized through stimulation and guidance. Planning is nothing but utilizing "the gift of God" systematically to achieve certain goals, taking into account the needs of society and the changing values of life. In a broader sense, planning involves preparing plans for each economic activity. The modern concept of planning, which must be understood in a limited sense, is recognized in Islam. Because such planning includes the best use of the resources provided by Allah Subhanahu wa ta'ala for human life and pleasure (Nasution 2014, 52). In the business world, marketing is a business strategy that directs the process of creating, offering, and changing value from an initiator to its customers. According to Islamic teachings, marketers' activities must be based on Islamic values imbued with a spirit of worship to Allah and trying to maximize the common welfare. According to sharia principles, marketing activities must be based on the spirit of worshipping God the Creator, trying as much as possible for the common good, not for the benefit of the group let alone self-interest (Nasution 2014, 52)

The term marketing was not widely known at the time of the Prophet. At that time the concept that was widely known was buying and selling (buy) which had existed before Islam came. Marketing can be done through communication and hospitality in order to introduce products or merchandise. (Mubarok and Maldina 2017, 27)

In the Hadith of the Prophet from Anas ibn Malik narrated by al-Bukhari and Muslim which means the following:

من أحب أن يبسط له في رزقه وينشأ له في أثره فليصل رحمه

Meaning: "Whoever wants his sustenance to be broadened and his influence expanded, he should continue the ropes of silahtuhrami"

From the hadith above, it can be concluded that marketing activities also carry out friendship among humans. Maintaining human relations is a must. Because in marketing, of course, you will meet a lot of people, the more relationships you know, the longer the relationship will be extended. Therefore, it is better to always maintain friendship with fellow human beings. Islam is a very extraordinary religion. Islam is a complete religion, which means taking care of all matters in human life. Islam is a religion that is able to balance the world and the hereafter; between *hablum minallah* (relationship with God) and *hablum minannas* (relationships with fellow human beings). Islamic teachings are complete because Islam is the last religion, so it must be able to solve various major human problems. In life, there must always be a balance, both the world and the hereafter. Like Islamic teachings that balance the world and the hereafter. As written in the Koran in surah Al-Jumu'ah (62:10) verse:

فإذا قضية الصلاة فانتشروا في الأرض وابتغوا من فضل الله واذكروا الله كثيرا لعلكم تفلحون

Meaning: "When the prayers have been performed, then scatter you on the face of the earth; and seek Allah's bounty and remember Allah much so that you may be successful."

From the verse above it is said that if you have carried out the prayer command from Allah SWT, then sustenance will spread to mankind. When doing marketing, we will be in contact with fellow human beings, that is why we must maintain friendship with fellow human beings and perform prayers (remembrance of Allah) so that sustenance is spread on earth.

In Islamic economics accompanied by sincerity solely to seek the pleasure of Allah, then the form of the transaction, God willing, becomes the value of worship before Allah SWT. There are several characteristics that made the Prophet Muhammad successful in doing business as expressed by Mubarak and Maldina (2017, 10) as follows:

1. Siddiq (honest or true) in trading Prophet Muhammad was always known as a marketer who was honest and true in informing his product.
2. Amanah (or trustworthy) when he became a trader Prophet Muhammad always returned the property of his boss, whether it was the proceeds from the sale or the leftover goods.
3. Fathanah (intelligent) in this case a leader who is able to understand, appreciate, and know his business duties and responsibilities very well.
4. Tabligh (communicative) if a marketer must be able to convey product advantages in an attractive and targeted manner without leaving honesty and truth.

### Types of Marketing Strategy

The importance of marketing in Islam is inseparable from the function of the market as a place for buying and selling activities to take place, the existence of an open market provides an opportunity for the community to take part in determining prices, so that prices

are determined by the community's ability to optimize the production factors in it. The Islamic concept understands that the market can play an effective role in economic life if the principle of free competition can apply effectively (Nasution 2014, 65). The core values of sharia marketing are integrity and transparency, so that marketers cannot lie and people buy because they need and according to their wants and needs, not because of discounts or mere gifts (Al-Arif 2012, 32).

According to Tjiptono (1995, 35) there are several types of marketing strategies, namely:

1. Primary needs strategy

This strategy is designed to increase the level of demand for product forms and product classes by increasing the number of users and increasing the number of buyers. Marketing strategies for designing primary needs, namely:

- a. Increase the number of users.
- b. Increase the number of buyers

2. Selective needs strategy

Marketing strategies for selective needs are by:

- a. Maintaining performance for example: maintaining customer satisfaction, simplifying the buying process, reducing attractiveness or to switch brands.
- b. Capture customers (strategic acquisition).

### **Functions and Objectives of Marketing Strategy**

According to Tjiptono (1995, 35) the functions of the marketing strategy for goods and services are as follows:

1. Increase motivation to think far ahead.
2. More effective and targeted marketing coordination.
3. Can formulate company goals or targets to be achieved.
4. Oversight of marketing activities is more effective on work performance standards.

Meanwhile, the purpose of this marketing strategy is closely related to setting the appropriate price for the products offered, including:

1. One price, to simplify pricing decisions and retain customers.
2. Flexible pricing, the strategy of charging different prices to different customers for products of the same quality in order to maximize long-term profits provides price flexibility.

### **Implementation of Marketing Strategy**

Every marketing activity should need to have a definite path, should be directed to the intended target market, so that it can achieve the expected goals. Implementation of marketing strategy through steps according to Assauri (2015, 15) as follows:

1. Market segmentation is a way to differentiate the market according to the class of buyers, user needs, motives, behavior and habits of buyers by means of products and the purpose of purchasing these products. With market segmentation, limited resources can be used optimally to produce products that can meet market demand, can allocate them to the most profitable potential, can compete in certain market segments, and can determine effective promotional methods.

factors that can help assess the market feasibility of the company's products to be segmented so that the market segmentation process can run effectively must meet the criteria and requirements according to Asauri (2015, 15) as follows:

- a. Can be measured (measurable), both the size and breadth as well as the purchasing power of the market segment.

- b. Can be achieved (accessible), so that it can be served effectively.
- c. Large enough (substantial), so it can be profitable if served.
- d. Can be implemented (actionable), so that all programs that have been prepared to attract and serve the market segment can be effective.

So from the predetermined market segments, potential ones can be selected to be used as target markets. This is the basis for determining the marketing strategy that will be implemented so that marketing objectives can be achieved.

## 2. Target market

For the needs of market targeting, the company first needs to segment the market, by identifying consumers based on their characteristics. Especially seeing the wants and needs in the purchases that consumers make. The steps taken in determining market targets according to Assauri (2015, 15) are:

- a. Assess the profit potential of various market segments.
- b. Analyzing in depth about the opportunities that can be obtained by the company in the market segment, as well as the capabilities of the companies that serve it.
- c. Assessing the possibility of the company's success in controlling and achieving the target market from the assessment of the marketing strategy being implemented and the preparation of the required facilities by the company.

## The Definition of Islamic Elementary School

Islamic elementary school comes from the root word *darrasa*, which means learning, while *madrassa* means a place of study or formal school. *Madrassas* according to lay people are educational institutions at the elementary and secondary levels that teach only the Islamic religion, a combination of Islamic religious knowledge and general science, as well as knowledge based on Islamic teachings (Nata 2014, 65).

Islamic elementary school of Indonesia is entirely an adjustment effort to the schooling tradition developed by the Dutch East Indies government. With almost the same structure and mechanism, and at first glance *madrassas* are another form of school with Islamic content and features (Simanjuntak 1973, 24).

Islamic elementary school or commonly abbreviated as MI is a formal education unit that organizes general education with the specificity of the Islamic religion which consists of 6 (six) levels at the basic education level. In Islamic elementary school is equivalent to Elementary School which is mandatory for all Indonesian children. Islamic elementary school is an advanced level after Kindergarten. At the Islamic elementary school level, students receive lessons like public schools with additional religious lessons such as *Fiqh*, *Aqidah Akhlaq*, *Al-Qur'an Hadith*, and also Arabic. For Islamic Cultural History lessons, they are only given starting class. Some MI also require students to recite the *Al-Qur'an* with guidance from the *Al-Qur'an* teacher. Also praying together or reciting the *asma'ul husna* before lessons begin or memorizing short letters according to the student's level (Ministry of Religion of the Republic of Indonesia 2015, 15).

## RESEARCH METHODS

In this study, researchers used a qualitative descriptive method, namely a research method that describes the condition of the research subjects at the time the research was carried out. Obtained data such as observations, interview results, document analysis, compiled by researchers at the research location, are not set forth in the form and numbers. Researchers immediately conduct data analysis by enriching information, looking for relationships, comparing, and finding patterns on the basis of the original data.

This study aims to describe marketing strategies in increasing the number of students at Islamic Elementary School of Al-Ikhlâs Kuningan, West Java. The subjects in this study were the Head of the Al-Ikhlâs Foundation, the Principal, the Educators, and a student guardian of Al-Ikhlâs Kuningan Private Islamic Elementary School.

The collection techniques of data used in this study were observation, interviews, and documentation. Data analysis in this study was a qualitative data analysis type. Qualitative data analysis is continuous and inductive, which aims to produce various concepts and understandings and to reconstruct new theories (Kurniawan 2018, 46). with the stages of data collection, data reduction, data presentation, and drawing conclusions.

## RESULT AND DISCUSSION

### Marketing Strategy in Increasing the Number of Students at Madrasah Ibtidaiyah Al-Ikhlâs Kuningan

According to Assauri, marketing strategy is a set of goals and objectives, policies or rules that give direction to a company's or organization's marketing efforts from time to time, from all levels and references to their allocation, especially as a response to the company's response to the ever-changing competitive environment and conditions. Assauri 2015, 11).

The components of the marketing strategy can be carried out through the mix marketing method or marketing mix. The elements in the marketing mix, namely product, (marketing mix) consists of 4 (four) components in the marketing strategy called 4P, namely product, price, place, promotion. (Kotler and Armstrong 2004, 15). Based on empirical data obtained from research results from information submitted by informants, observations, and documentation, the marketing strategy at Al-Ikhlâs Kuningan Private Madrasah Ibtidaiyah is through mix marketing or a mix of marketing strategies, namely:

#### 1. Product (product)

The superior products at Madrasah Ibtidaiyah Al-Ikhlâs Kuningan are in the form of superior extracurricular programs including (1) tahfidz, tahsin, tadarus AL-Qur'an programs (2) Yellow Book Study Program (3) Marawis and drum band skills programs (4) The martial arts program of pencak silat.

These programs are of good quality because they are taught directly by people who are experts in their fields with very adequate equipment, these products are quite unique because they are rarely found in other elementary level schools, especially in Kuningan, so they can be of interest to students. customers in this case the community.

The above is in line with Sarifudin and Maya's opinion regarding products in educational institutions, namely everything that can be offered to the public with the aim of fulfilling their needs and desires. Product is an important element in the education services marketing program. Viewed from the context of educational services, it is in the form of services offered by educational institutions to the public, in this case customers (Sarifudin and Maya 2019, 20). Educational institutions that are able to survive and win the competition for educational services are institutions that can offer a reputation, good quality education, and bright opportunities for students to make the choices they want. The products or services produced must have quality and uniqueness that can increase competitiveness with products or services on the market (Sarifudin and Maya 2019, 20)

#### 2. Price

Because all Madrasah operational costs have been covered by the government budget, namely BOS funds and assistance from the Al-Ikhlâs Foundation, so the price (price) or education costs that must be paid by students as consumers while studying at MIS AL-Ikhlâs Kuningan are free or no cost . This is the main attraction for customers or the public



to send their children to MIS Al-Ikhlas Kuningan. the customers, in this case the community, will not be burdened by the cost of their children's education.

The above is different from the price theory in education according to Sarifudin and Maya which says that the price referred to in education is the amount of money obligations that must be paid by consumers or users to obtain a desired product. Prices in the context of education are all costs incurred by users to obtain educational services that the community or customers want. The examples are building money, SPP, and other types of payments. Pricing is a critical point in the marketing mix because price determines the income of a business. Setting the right price makes a service well perceived by consumers and other interested parties (Sarifudin and Maya 2019, 20).

### 3. Location

The location of the Al-Ikhlas Kuningan Private Islamic Elementary School is quite easy to access for students but far from access to the main road so it cannot be reached by four-wheeled public vehicles. The above is sufficient in accordance with the opinion of Sarifudin and Maya but in terms of ease of access to vehicles it is not sufficiently appropriate as mentioned by Sarifudin and Maya that the location (place) is the location or place of the educational institution in carrying out various educational activities. It is expected that the location or venue for educational institutions is in an area that is easily accessible to users of educational services. Besides that, it is located in a strategic area, comfortable, and easy to reach by users of educational services. The location of the institution that is easy to find by public transportation plays an important role as a consideration for potential customers. Location determination greatly influences prospective customers in determining their choices. Therefore, strategic location conditions are a supporting factor in providing customer satisfaction (Sarifudin and Maya 2019, 21)

### 4. Promotion

The Promotion Promotional activities for Islamic elementary school of Al-Ikhlas Kuningan Private in marketing their institution were carried out through distributing brochures to pre-school educational institutions in Ancaran Village, Kuningan District and its surroundings. As for promotional activities carried out through social media, they are still not optimal, due to limited institutional resources, and not all of the people around the madrasa use social media.

The above is in line with the opinion of Sarifudin and Maya regarding promotion in education that promotion is an activity carried out by educational institutions in terms of offering product sales in the form of educational services that deal directly with the community. The purpose of the promotion itself is to convey clear information to the public regarding the educational service products offered. In conveying the promotion of educational institutions, it is hoped that it can convince consumers so that they can attract their interest (Sarifudin and Maya 2019, 21).

Promotion is one of the determining factors for the success of a marketing activity. Educational institutions usually promote through various media such as electronic media, print media, even alumni from an educational institution also participate in promotional activities in introducing their institution. With a promotion carried out by educational institutions, it can increase the interest and interest of consumers or customers (Sarifudin and Maya 2019, 21).

## **Constraints of Madrasah Ibtidaiyah Al-Ikhlas Kuningan in Marketing Activities to Increase the Number of Students and the Efforts Made to Overcome the Problem**

The obstacle experienced by Islamic elementary school of Al-Ikhlas Kuningan in marketing its institution to the public is only in promotional activities through social media due to the limited ability of Islamic elementary school Al-Ikhlas Kuningan human resources. As for the efforts made by Islamic elementary school Al-Ikhlas Kuningan. Islamic elementary school Private in addressing promotional constraints through social media, Islamic elementary school of Al-Ikhlas Kuningan is assisted by alumni and student guardians in disseminating information on registration or opening new student admissions. Promotional activities through social media are not the main strategy in finding new prospective students, because the target consumers, in this case prospective new Islamic elementary school of Al-Ikhlas Kuningan students, are only the people of Ancaran Village, Kuningan District and its surroundings.

The efforts made by Islamic elementary school of Al-Ikhlas Kuningan are in line with the theory of sarofudin and Maya which explains that alumni from an educational institution can also be involved in carrying out promotional activities to introduce their institution. With a promotion carried out by educational institutions, it can increase the interest and interest of consumers or customers (Sarifudin and Maya 2019, 21). The Impact of the Marketing Strategy Conducted by Islamic elementary school of Al-Ikhlas Kuningan on the Growth of the Number of Students.

The marketing strategy using the mix marketing method at Islamic elementary school of Al-Ikhlas Kuningan has an impact on increasing the number of students. From year to year the students of Islamic elementary school of Al-Ikhlas increased significantly. This is because the products of Islamic elementary school of Al-Ikhlas Kuningan such as superior programs in the form of tahfidz, yellow book study, marawis, drum band, and martial arts can be a special attraction in society, as well as arouse people's curiosity about the educational process at Islamic elementary school of Al-Ikhlas Kuningan.

This is in line with the opinion of the UPI Education Administration Lecturer Team who said that the impact to be achieved from education marketing is:

1. Providing information to the public about the products of educational institutions
2. Increasing public interest and interest in the products of educational institutions
3. Differentiate the products of educational institutions with the products of other educational institutions.
4. Give more evaluation to the community with the products offered, and stabilize the existence and significance of educational institutions in society (UPI Education Administration Lecturer Team 2009, 50).

## **CONCLUSIONS**

The marketing strategy mix at Islamic elementary school of Al-Ikhlas Kuningan has been carried out well starting from product, price, location and promotion. The obstacles found in Islamic elementary school of Al-Ikhlas Kuningan in marketing their institution are only on marketing strategies through social media due to limited institutional resources. The method used to overcome these obstacles is by involving alumni and student guardians to participate in spreading information on new student admissions through their social media. The results of the marketing strategy carried out by Islamic elementary school of Al-Ikhlas Kuningan have been able to increase the number of applicants every year, this can be seen from the interest of the people who are interested in sending their children to Islamic elementary school of Al-Ikhlas Kuningan.

## **ACKNOWLEDGEMENTS**

I would like to express my gratitude to the entire team and organizing committee for holding international proceedings at the PGMI national meeting, so that on this occasion I can take part in international proceedings, I hope that you will always be successful in blessings.

## **REFERENCES**

- Al-Arif, Nur Rianto. 2012. *Fundamentals of Islamic Bank Marketing*. Bandung: Alfabet.
- Assauri, Sofyan. 2015. *Marketing Management*. Jakarta: Rajawali Press.
- RI Ministry of Religion. 2015. *Indonesian Madrasa: My Achievement Madrasa, My Preferred Madrasa*. Jakarta: Directorate General of Islamic Education, Ministry of Religion of the Republic of Indonesia.
- Kotler, Philip. 1984. *Marketing*. Jakarta: Erlangga.
- Kotler, Philip, and Armstrong. 2004. *Fundamentals of Marketing*. Jakarta: PT Index.
- Kurniawan, Asep. 2018. *Educational Research Methodology*. Bandung: Rosdakarya Youth.
- Mubarok, Nurul, and Eriza Yolanda Maldina. 2017. "Islamic Marketing Strategy in Increasing Sales at Calista Boutiques." *I-Economic* Vol. 3 No.: 79.
- Nasution, Mustafa Edwin. 2014. *Exclusive Introduction to Islamic Economics*. Jakarta: Prenada Media Group.
- Nat, Abudin. 2014. *Intellectual Social History of Islam and its Educational Institutions*. Jakarta: Rajawali Press.
- Oliver, Sandra. 2007. *Public Relations Strategy*. Jakarta: Erlangga.
- Roziqin, Zainur, and Hefny Rozaq. 2018. "Initiating Competitive Advantage Through Image Branding at Madrasah Aliyah Nurul Jadid Paiton Probolinggo." *DIDAKTIKA Scientific Journal* 18 (2): 225–44.
- Sarifudin, and Rehendra Maya. 2019 "Implementation of Educational Services Marketing Management in Increasing Customer Satisfaction at the Integrated Madrasah Aliyah (MAT) Darul Fallah Bogor." *Islamic Management: Journal of Islamic Education Management* Vol 02 No: 143–44.
- Shinta, Agustina. 2011. *Marketing Management*. Malang: Brawijaya Press.
- Simanjuntak, IP. 1973. *Development of Education in Indonesia*. Jakarta: Ministry of Education and Culture.
- Solihin, Ismail. 2012. *Strategic Management*. Jakarta: Erlangga.
- Suryabharata, Sumardi. 2011. *Research Methodology*. Jakarta: Grafindo Persada.
- UPI Education Administration Lecturer Team. 2009. *Education Management*. Bandung: Alfabet.
- Tjiptono, Fandy. 1995. *Marketing Strategy*. Yogyakarta: Andi Offset.
- Wibowo, Dimas Hendika, and Sunarti Zainul Arifin. 2015. "Analysis of Marketing Strategies to Increase MSME Competitiveness (Studies on Diajeng Batik)." *JAB Journal of Business Administration* 29 (1).