ISLAMIC EDUCATION MARKETING STRATEGY IN ADMISSION OF NEW STUDENTS

Kacung Wahyudi[1], Mad Sa'i[2]
Institut Agama Islam Negeri Madura
[1]kacungwahyudi@iainmadura.ac.id, [2]madsai@iainmadura.ac.id

Abstract

Competition in the world of education is very tight, this is due to the many existing educational institutions. The problem that is often faced by educational institutions is the decrease in new students every year. This is due to the lack of effective marketing strategies carried out by educational institutions. The aims of the research are marketing strategy, implementation of marketing strategy, supporting and inhibiting factors, as well as solutions to overcome obstacles to the implementation of Islamic education marketing in the acceptance of new students at MTs Matsaratul Huda Panempan Pamekasan. This research uses a qualitative descriptive method. Sources of data obtained through observation, interviews, and documentation. While the data analysis techniques are data reduction, data presentation, and drawing conclusions. The results of this study indicate that: *first*, namely forming a new student acceptance team, marketing mapping, determining media or marketing tools. *Secondly*, distributing brochures or promotions and carrying out the stages of accepting new students so as to increase the number of students in 2022/2023. *Third*, the supporting factors are having superior programs, human resources, and media. Meanwhile, the inhibiting factor is intense competition, students don't want to choose between MTs and SMP, constrained by the network. *Fourth*, for competition, namely improving the quality of institutions and evaluating marketing strategies, for discrepancies by holding deliberations and submitting to foundations, and network constraints by providing modems when implementing new student admissions.

INTRODUCTION

The problem that is often faced by educational institutions is the problem of a decrease in students who experience a decrease every year. This is due to the lack of effective marketing strategies carried out by educational institutions. Strategy is a plan

developed by top management to achieve the desired goals (Juliansyah, 2017). In Islamic education, planning is the first step that must be considered by administrators and administrators of Islamic education. Mistakes in determining Islamic education plans will disrupt the continuity of Islamic education. Allah directs all believers to make plans that will be carried out in the future, as in His words in verse 18 of the Al-Qur'an Surah al-Hashr (Saefullah, 2014):

يَٰٓأَيُّهَا الَّذِيْنَ اٰمَنُوا اتَّقُوا اللّٰهَ وَلْتَنْظُرْ نَفْسٌ مَّا قَدَّمَتْ لِغَدٍۚ وَاتَّقُوا اللّٰهَۗاِنَّ اللّٰهَ خَبِيْرٌۢ بِمَا تَعْمَلُوْنَ

It means:

> *"O you who believe! Fear Allah and let everyone pay attention to what he has done for tomorrow (hereafter), and fear Allah. Verily, Allah is All-Aware of what you do"* (Khadijah, 2002).

Educational institutions have now become business areas that require more serious efforts to win fair competition (Aziz, 2017). Competition is due to the large number of educational institutions such as public and private educational institutions or schools. Public schools are owned or financed by the state or government. While private schools are fully owned or financed by individuals or foundations. The number of private institutions that have been spread or established throughout Indonesia, of course, competition between educational institutions is getting tougher.

Education is considered as a process of civilization and empowerment of students throughout life (Fathurrohman, 2015). Education is the most important part of human life and at the same time distinguishes humans from animals, humans are endowed with reason, so that the teaching and learning process is a human endeavor in a cultured society, and with human reason will know nature completely. problems and at the same time being able to distinguish between good and evil (Sahlan, 2009). Allah will exalt those who are educated as in the words of Surah Al Mujadalah verse 11:

يَرْفَعِ اللّٰهُ الَّذِيْنَ اٰمَنُوْا مِنْكُمْ وَالَّذِيْنَ اُوْتُوا الْعِلْمَ دَرَجَاتٍۗ

It means:

> *"Allah will exalt those who believe among you and those who are given knowledge by degrees"* (Khadijah, 2002).

In the National Education System Law Number 20 of 2003, Article 1 Paragraph 1, it explains that education is a conscious and planned effort to create a learning atmosphere and teaching and learning process for students to actively develop their potential in spiritual strength, self-control, having personality, intelligence, noble

qualities, and skills needed for oneself, society, nation and state (Undang-Undang No 20 Tahun 2003 Tentang Sistem Pendidikan Nasional, 2003).

The purpose of the school's marketing strategy is: in this case, the creation and engagement of customers are Student participants and parents of students or the community (Mukmin, 2020). Therefore, school principals must be able to make marketing strategies so that people can get to know school institutions so that their children or prospective students are included in these institutions. Because parents want their children to go to quality or good schools that can turn their children into students who are smart, diligent, and have good morals.

The marketing function of educational services/schools itself is a part of marketing technology for better results marketing methods that cannot reach the number of students desired by users who want educational services (Munir, 2018). By marketing school education services, it will be known by people, with this, many prospective students want to enter the school. Muhaimin in Aditia Fradito explained that the function of marketing in educational institutions is to form a good image of the facility and attract a large number of prospective students. So, marketing must be customer oriented, in the context of schools/madrasas called students (Fradito et al., 2020).

There are three types of student admission criteria. The first benchmark reference, student acceptance based on predetermined benchmarks. In this case, the school first sets benchmarks, according to which prospective students with minimal abilities can be accepted at the school. As a consequence of acceptance based on these benchmarks, if all prospective students participating in the selection are found to meet the specified minimum standards, all must be accepted by all, otherwise if a prospective student is found. is below the specified minimum criteria., must be rejected or not accepted. The second criterion is a norm reference, namely acceptance of prospective students based on the performance of all prospective students who take part in the selection. In this case, the school sets acceptance criteria based on the student's overall grades. All students are added up and averaged. Applicants with grades above the average are considered as candidates for admission as students. Students below average are considered unacceptable students. Third, standards based on school capacity. In this case, the school first decides how much capacity it has or how many new students it will accept. After the school is determined, the grades will be sorted

from the highest to the lowest students. Students who can be appointed are determined by sorting from top to bottom until the capacity is reached (Aziz, 2017).

The research that has been done, among others, is, First, research conducted by Indah Syafawati with the title "Educational Marketing Strategy Through Spiritual Value-Based Competitiveness at SMAN 1 Pamekasan". Second, Khoirun Ni'am's research entitled "Implementation of Educational Marketing at MTs Salafiyah Lahar Tlogowungu Pati". Third, Rahmat's research entitled "Management of Marketing of Madrasah Products in Increasing the Number of New Students in 2020/2021". The difference between these studies and this research lies in the focus of the research and the location of the research.

The purpose of this study is first, the educational marketing strategy in accepting new students at MTs. Matsaratul Huda Panempan Pamekasan. Second, the implementation of the education marketing strategy in accepting new students at MTs. Matsaratul Huda Panempan Pamekasan. Third, the supporting and inhibiting factors for the implementation of educational marketing in the acceptance of new students at MTs. Matsaratul Huda Panempan Pamekasan. Fourth, the solution is to overcome obstacles to the implementation of educational marketing strategies in accepting new students at MTs. Matsaratul Huda Panempan Pamekasan.

RESEARCH METHODS

This study uses a qualitative approach. It is called qualitative because the data collected is in the form of qualitative, not quantitative, in the form of numbers. Qualitative research is an approach in conducting research on phenomena or natural phenomena. Qualitative research is fundamental and natural or original, and cannot be carried out in the laboratory but must be carried out directly in the field (Abdussamad, 2021). The type of research used in this research is descriptive. Descriptive research is research that systematically and accurately provides symptoms, facts, or events related to the characteristics of a particular population or region (Hardani et al., 2020).

The source of data in research is the subject from which the data is obtained. If researchers use questionnaires or interviews to collect data, then the data sources are called respondents, namely people who give responses or responses to research questions, both written and orally (Hardani et al., 2020). In this study using primary and secondary data sources.

Collecting data in this study is using observation, in this study, researchers used non-participant observation, where researchers are not directly involved and only as full observers in the activities to be studied. In this study, researchers used unstructured interviews, and researchers conducted more detailed interviews on the topic under study. The interview is not structured just a series of questions to which there are no alternative answers. In this study, researchers used documentation in the form of data and photos, so that the results are very reliable and cannot be changed.

In this study using data analysis techniques, namely data reduction, research reduction is a process of simplifying data according to the needs needed by researchers to make it easier for researchers to get information. Second, the presentation of data, the presentation of data in the form of narrative, tables, matrices, and other forms. Finally drawing conclusions, drawing conclusions is to take the essence of the data presentation that has been organized into a short sentence statement but contains a broad meaning.

RESULTS AND DISCUSSION

In this section, the researcher will present data from research results in the field, all data generated by interviews, observation, and documentation. The findings of this study are directed to provide answers to Islamic education marketing strategies in accepting new students at MTs Matsaratul Huda Panempan Pamekasan as formulated in the research focus.

Islamic Education Marketing Strategy in Accepting New Students at MTs Matsaratul Huda Panempan Pamekasan

From the findings in research found in the field that the marketing strategy implemented has been carried out with the management process, which consists of planning to implementation to achieve a goal to be achieved. The existence of a plan will facilitate the implementation or implementation that will be carried out and minimize failure during implementation.

The implementation of the marketing strategy is a development process, as well as maintaining compatibility between the capabilities and objectives of the institution, as well as marketing changes. This marketing strategy includes activities to develop a clear vision and mission. Behind the marketing process there are elements that support

the marketing process. The following are the main elements contained in marketing, namely as follows: 1) Segmentation, is the act of identifying and forming groups separately. 2) Targeting, is the act of choosing between one or more to enter. 3) Positioning, is determining market positioning for the purpose of building and communicating product excellence to consumers (Maisah et al., 2020).

The findings in the first study were on the education marketing strategy in accepting new students at MTs Matsaratul Huda Panempan Pamekasan which was described in the previous chapter as follows: First, Team formation. The main thing to do in planning the acceptance of new students is to form a committee, which is formed by the principal of the school or madrasah as the person in charge. In an implementation of the acceptance of new students the first thing to do is to form a team because without a team the implementation of the acceptance of new students will not run smoothly or effectively. The following is the organization or determination of the duties of the new student admissions committee, namely: a) Person in charge means being fully responsible for implementation. b) Chief executive means coordinating or managing all activities, directing, being responsible. c) Secretary means setting up all administration in activities, making official announcements, and helping the chairman prepare reports. d) Treasurer means managing finances during implementation. e) Sections consist of secretariat, publication, registration, selection, monitoring or evaluation and security (Rohmah et al., 2021).

In this study the part that forms the team for accepting new students is the foundation because MTs is an institution under the auspices of Islamic boarding schools. The division of the committee for accepting new students, the committee in charge, the chief executive, the secretary, the treasurer have been provided from the foundation. For the institution, it only gets to the committee of its sections. Second, do mapping for placing banners and distributing flyers. Mapping is carried out by the committee according to the alumni and student areas, in each region there is a coordinator for each so that someone has arranged it. For mapping the placement of the banners, it is certain that the placement of the banners is in a place that is often reached by many people. Third, determine the media or educational marketing promotion tools. According to the explanation in the description above, the tools or media used follow technological developments. The online media used is social media such as Facebook, Instagram, WhatsApp and other websites. The development of the technological era has become a

daily necessity that cannot be separated. Therefore promotions are easier to spread on social media. For offline media, it utilizes human resources at MTs Matsaratul Huda, such as alumni and students participating in distributing brochures based on their respective regions and educators also distributing them to several institutions.

Implementation of Islamic Education Marketing Strategy in Accepting New Students at MTs Matsaratul Huda Panempan Pamekasan

The implementation of the education marketing strategy in accepting new students has a lot of influence on increasing student acceptance. To maintain the existence of madrasas in the public eye is the presence of superior programs, one of which is tahfidzul quran. The findings in research on the implementation of marketing strategies in accepting new students is that education marketing promotion is carried out by distributing brochures through alumi or hamda, which means the Association of Matsaratul Huda alumni and students who are distributed in their respective areas which are determined when the mapping is done. The distribution of brochures was also carried out directly to other institutions by a committee of about 25 institutions which had already been distributed.

This promotion is also carried out by placing banners in a place that is easily accessible to the public. For promotional tools or media that are carried out using online media such as social media, namely Facebook, Instagram, WhatsApp. And for offline media through parents/guardians of students, alumni, students, and directly spread across several institutions. In implementing the acceptance of new students, several stages are carried out online and can also be offline. The first to register, those who register online can directly enter their bio into the drive link that has been shared. Furthermore, the second performs payment administration via transfer or can pay directly for offline registration. And the last stage is the test, which is the stage where the child is determined to pass or not and determines whether to enter MTs or SMP. The implementation of educational marketing in the acceptance of new students at MTs Matsaratul Huda Panempan Pamekasan has resulted in an increase in the number of students in the 2022/2023 school year. This is inseparable from teamwork from the beginning of determining the strategy to the implementation of educational marketing to the goals that have been planned. The number of applicants in 2022/2023 is 69 applicants, while 69 people are accepted, consisting of 19 men and 50 women. Although

in 2020/2021 it consisted of 52 students, down to 40 students in 2021/2022. So, the results of the implementation carried out this year went smoothly so that the number of students this year increased.

Technological developments are influential in the implementation of educational marketing at MTs Matsaratul Huda Panempan Pamekasan. Every social media media certainly has a different character even though its function and use remain the same. The following are the characteristics of social media, namely (Susilo, 2018): first, social media portals. The characteristics of this social media portal are provided by providers such as Facebook and Google+ and the like. Users of this social media are between the ages of 15-60 years. In terms of profession, it is usually from students, university students, office workers, lecturers, business operators, and also office boys. Therefore the marketing potential is very open and targeted. This type of promotion that can be done on social media can be static or banner and text ads. This social media has various features such as tagging photos, uploading videos, single photos, links, live broadcasts, unlimited number of status posts. So that the institution in promoting disseminates promotional content.

Second, local-based social media. This social media has characteristics like Foursquare. This social media has more limited members than social media portals, because account owners have a tendency to be fun and existential. This social media, users are more mature than social media portals. So that the potential for packaging is more limited. Third, Portal forum discussion and mailing lists. This social media has characteristics such as Kaskus, Automotive Forum, Yahoogrouos, Googlegroups, and so on. The marketing potential here is very limited and very geared towards certain communities or not everyone. Marketing on this median should promote products or services according to the theme raised. In this media the type of promotion can be in the form of text, banners, or cooperation. Usually this media is used as a tool for free advertising.

Third, Blogs. Social media with characteristics such as Blogdetik, Kompasiana, Blogspot, and so on. Users of this social media have a purpose or goal in creating a blog, such as providing information related to profession, product promotion, services, community, and others. Fourth, Microblogging. In contrast to blogs, microblogs are limited by text involvement or content variations, the most popular microblogs today

are Instagram, Twitter. Account users or account owners have their own goals in using this social media. Using for communicating, imaging, selling.

According to James and Philips in David Wijaya (2016) concluded that all schools must have elements of the educational service mix. The following mix or marketing can also be referred to as 7P: First, Product, which includes the facilities and services offered by the school. The products offered to consumers are programs in schools. In this case educational institutions must offer the community superior programs owned by the school so that later the community can choose which institution the community can get what they want. In this research, one of the programs offered is Tahfidzatul Quran which is a program owned by MTs Matsaratul Huda Panempan Pamekasan and there are also foreign language classes such as Arabic and English. Second, Price, namely financing (costing) that compares expenses and income and determines the price charged by customers of education services. In this study, financing at MTs Matsaratul Huda Panempan Pamekasan is free or free of charge. However, the fee is at the Islamic boarding school. Prices in the context of educational services are all costs incurred by students to obtain the services offered by the institution. Pricing such as SPP, payment fees, construction costs and other financing. The higher the quality of education, the price adjusts (Maisah et al., 2020).

Third, Place, which is related to the place where the service or product institution carries out activities or implementation. According to Kolter in Maisah (2020) a strategic location, comfortable and easy to reach will be an attraction for consumers or customers. According to Hasanah in Maisah, choosing a location is an expensive investment because the location can determine whether or not visitors are crowded. Therefore the place or location is very important for educational institutions, especially in educational marketing. In this study the location of MTs Matsartul Huda is in an urban area in an alley about 100 meters away, which can be reached by public vehicles. Fourth, Promotion, namely marketing activities that seek to spread information to influence consumers. Promotion is one of the determining factors for the success of marketing programs. No matter how good the product is, if consumers haven't heard of it, they will never buy it. Promotion is also a communication carried out by sellers to consumers to influence those who previously did not know to become acquainted so that consumers will remember the product. In promoting the institution

at MTs Matsaratul Huda Panempan Pamekasan using banners, brochures and pamphlets. In addition, promotions are carried out by word of mouth and friends.

Fifth, People (people), namely human resources which are all people or actors involved in the process of delivering services to consumers to influence consumers (Maisah et al., 2020). In this case, it is necessary to have educational staff who are qualified and experienced in their respective fields and have school principals who have external thinking as well as in planning strategies in educational marketing. In this research MTs Matsaratul Huda has human resources who are experienced in their fields. In marketing education, human resources owned by MTs Matsaratul Huda are very enthusiastic in marketing education, especially alumni who also participate in promotions such as distributing brochures. Sixth, Facilities and infrastructure (physical evidence), namely the physical environment where educational services are built, which directly interact with consumers. In the marketing mix there are two kinds of physical evidence, namely, first, pictures and layout of buildings such as library classrooms, and others. Second, supporting evidence is such as added value such as report cards, student notes and others. In this research, MTs Matsaratul Huda Panempan Pamekasan has good facilities and infrastructure such as having a computer lab, library, canteen which are separated between men and women, teacher's room, principal's room, and classes where each room is complete with inventory.

Seventh, Process, according to Zeithmal and Bitner in Maisah (2020) that process is a procedure, mechanism and series of activities to deliver services from producers to consumers. So, the process is one of the influential factors in marketing. In this study, the marketing process carried out by MTs Matsartul Huda Panempan Pamekasan was distributing brochures using alumni and outreach to other educational institutions. and the PPDB process consists of registration, payment administration, and testing. And also carry out the process of evaluating the implementation of educational marketing in accepting new students at MTs Matsaratul Huda Panempan Pamekasan.

Factors Supporting and Inhibiting the Implementation of Educational Marketing in the Acceptance of New Students at MTs Matsaratul Huda Panempan Pamekasan

The implementation of educational marketing certainly has supporting and inhibiting factors in the implementation of educational marketing in accepting new students. Supporting factors are factors that facilitate an activity that will be carried out

to achieve a goal. While the inhibiting factor is something that hinders or inhibits an activity. In educational marketing, the supporting and limiting factors must be taken into account because they can affect the results of the implementation of educational marketing. The supporting factors in education marketing are: 1) Has affordable costs. Having an affordable cost is something that is highly sought after by consumers. Because in sending their children to school, parents will also think about the cost of education. 2) Quality education and good education. The quality of education that is often sought by the community, having good educational and educational quality makes an institution in demand by consumers. 3) Strategic location. Place or location is very supportive in marketing. Having the location of educational institutions in urban areas can be reached by public transportation and can be recognized more quickly by the public.

In the supporting factors, there must be inhibiting factors, namely as follows: 1) Intense competition. Many educational institutions create obstacles in conducting educational marketing. Therefore educational institutions must be able to improve in terms of quality and improve Islamic education marketing strategies. 2) Lack of funds for education promotion. The issue of funds is very important because in promoting it requires funds such as transportation costs, banner fees, brochures, and other costs (Pratama et al., 2022).

In this study, the supporting factors for the implementation of educational marketing in the acceptance of new students are the human resources in the institution, from alumni, students, and teachers participating in the implementation of the educational marketing carried out. Another supporting factor is the excellent program owned by MTs Matsaratul Huda which makes it easy to carry out promotions. Apart from having a superior program, this institution has very good accreditation, namely A. Technological developments are also a supporting factor in marketing such as Instagram, Facebook, WhatsApp, and other websites.

As for the inhibiting factors for the implementation of educational marketing in the acceptance of new students at MTs Matsaratul Huda Panempan Pamekasan, there are several things such as competition or existing educational institutions, for determining student placement not suitable or unwilling for the choices specified, the network is very slow, especially when power outages which resulted in delaying the implementation of the acceptance of new students.

The Solution to Overcome Obstacles to Implementing Islamic Education Marketing Strategies in Accepting New Students at MTs Matsaratul Huda Panempan Pamekasan

Barriers to the marketing strategy must have a solution to overcome them. The number of educational institutions makes the competition even tighter. According to Ulrich in David Wijaya (2016) stated that organizational leaders will face competitive challenges related to global issues, increasing the effectiveness of growth, and continuous change. This can be faced with school leaders developing excellence that cannot or is not easily imitated by other schools. According to Proter in David Wijaya (2016) there are three strategies for competition, as follows: 1) Education cost reduction strategy. The education cost reduction strategy is a strategy implemented by schools to lower the cost of educational services so that the price of educational services offered is cheaper than other schools. 2) Education quality strategy. The education quality strategy is a school's strategy in making educational service products of higher quality than other schools. 3) Educational innovation strategy. The educational innovation strategy is a strategy in making educational service products that are unique from other schools.

In this study, the obstacles to implementing the Islamic education marketing strategy in accepting new students at MTs Matsaratul Huda Panempan Pamekasan have solutions to overcome, namely: 1) There is competition or the number of existing educational institutions by participating in more competitive activities at various levels and improving quality such as facilities infrastructure and programs. And also carry out evaluations after each implementation of the Islamic education marketing strategy in accepting new students at MTs Matsaratul Huda Panempan Pamekasan. 2) Students who do not want the choice determined by way of deliberation and are left to the foundation to take the middle way. 3) Slow network problems or power outages by providing a modem during the acceptance of new students just in case there is a power outage.

CONCLUSION

From the results of the research conducted and the discussion contained in the previous chapter, it can be concluded that as follows; 1) The educational marketing

strategy for student acceptance is forming a new student acceptance team, conducting marketing mapping, determining media or promotional tools. 2) Implementation of educational marketing is carried out by distributing brochures to alumni and students, direct outreach to other institutions and placing banners. For promotional tools or media, use online media such as social media, namely Facebook, Instagram, WhatsApp and websites. And for offline media through parents/guardians, alumni, students, and directly spread across several institutions. The implementation of new student admissions is carried out in several stages, namely registration, administrative costs, tests. So that the implementation of the marketing strategy can increase the number of MTs Matsaratul Huda Panempan Pamekasan students, namely in 2022/2023 as many as 63 students, even though in 2020/2021 to 2021/2022 it has decreased from 52 to 40 students. 3) Factors supporting the implementation of marketing strategies in accepting new students are having superior programs, human resources, utilizing technological or digital developments. Meanwhile, the inhibiting factors were intense competition, students did not want the choice between MTs and SMP and were constrained by the network. 4) The solution to overcoming the obstacles is the first, tight competition by participating in more competitions at various levels, conducting evaluations after implementing the educational marketing strategy. Students who don't want the choice to be made between MTs and SMP by conducting deliberations and submitting it to the foundation. For network constraints by providing a modem when implementing the acceptance of new students.

BIBLIOGRAPHY

Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*. CV. Syakir Media Press.

Aziz, A. (2017). *Pengantar Manajemen dan Substansi Administrasi Pendidikan*. Buku Pena Salsabila.

Fathurrohman, M. (2015). *Budaya Religius dalam Peningkatan Mutu Pendidikan*. Kalimedia.

Fradito, A., Sutiah, S., & Mulyadi, M. (2020). Strategi Pemasaran Pendidikan dalam Meningkatkan Citra Sekolah. *Al-Idarah: Jurnal Kependidikan Islam*, *10*(1). https://doi.org/https://doi.org/10.24042/alidarah.v10i1.6203

Hardani, Auliya, N. H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu.

Juliansyah, E. (2017). Strategi Pengembangan Sumber Daya Perusahaan dalam Meningkatkan Kinerja PDAM Kabupaten Sukabumi. *Ekonomak: Jurnal Ekonomi,*

Manajemen & Akuntansi, *3*(2). https://ejournal.stiepgri.ac.id/index.php/ekonomak/article/view/48

Khadijah, M. (2002). *Al Qur'an dan Terjemahnya*. Alfatih.

Undang-Undang No 20 Tahun 2003 Tentang Sistem Pendidikan Nasional, (2003).

Maisah, M., Mahdayeni, M., Maryam, M., & Alhaddad, M. R. (2020). Penerapan 7P sebagai Strategi Pemasaran Pendidikan Tinggi. *Jurnal Ekonomi Manajemen Sistem Informasi*, *1*(4). https://doi.org/https://doi.org/10.31933/jemsi.v1i4.116

Mukmin, B. (2020). Manajemen Pemasaran Jasa Sekolah Dasar Terpadu. *Jurnal Isema : Islamic Educational Management*, *5*(1). https://doi.org/https://doi.org/10.15575/isema.v5i1.6076

Munir, M. (2018). *Manajemen Pemasaran Pendidikan dalam Meningkatkan Kuantitas Peserta Didik*. http://download.garuda.kemdikbud.go.id/article.php?article=1258938&val=1335 5&title=Manajemen Pemasaran Pendidikan Dalam Peningkatan Kuantitas Peserta Didik

Pratama, Y. A., Widiawati, W., Hendra, R., Mediwinata, A. F., & Alfiyanto, A. (2022). Manajemen Pemasaran Pendidikan di MTs Al-Ikhlas. *Jurnal Pendidikan Tambusai*, *6*(2). https://doi.org/https://doi.org/10.31004/jptam.v6i2.3741

Rohmah, S., Wahyudi, W., & Pamungkas, F. (2021). Pengelolaan Penerimaan Peserta Didik Baru (PPDB) Berdasarkan Sistem Zonasi di SMP Negeri 1 Mlonggo Jepara. *Jawda: Journal of Islamic Education Management*, *1*(1). https://doi.org/https://doi.org/10.21580/jawda.v1i1.2020.6704

Saefullah. (2014). *Manajemen Pendidikan Islam*. CV Pustaka Setia.

Sahlan, A. (2009). *Mewujudkan Budaya Religius di Sekolah: Pengembangan PAI dari Teori ke Aksi*. UIN-Press.

Susilo, D. (2018). Optimalisasi Penggunaan Media Sosial sebagai Sarana Pemasaran Jasa Pendidikan. *Jurnal Pencerahan*, *11*(1). https://doi.org/https://doi.org/10.58762/jupen.v11i1.10

Wijaya, D. (2016). *Pemasaran Jasa Pendidikan*. Bumi Aksara.