

# **Educational Marketing Management Strategy at Al-Azhar Islamic Junior High School Cairo Palembang**

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## **Abstract**

Marketing in educational services is a strategic process aimed at fulfilling the needs and expectations of stakeholders through the exchange of educational products and services. Ethical marketing in education emphasizes not only the provision of quality intellectual services but also the development of students' character. In today's competitive educational landscape, schools must implement effective marketing strategies to maintain their reputation and ensure sustainability. This study examines the educational marketing management strategy at Al Azhar Islamic Junior High School Cairo Palembang, focusing on how the school uses superior programs and extracurricular activities to attract students. A qualitative descriptive approach is employed, utilizing observation, interviews, and documentation as primary data collection methods. The study's informants include the principal, vice principal for student affairs, public relations head, teachers, students, and community members. Data analysis follows the interactive model by Miles and Huberman, which includes data collection, reduction, presentation, and conclusion. The findings indicate that Al Azhar Islamic Junior High School has effectively implemented a word-of-mouth marketing strategy, which has significantly increased awareness and attracted new students. The growing demand for the school's educational services reflects the positive impact of these marketing efforts. This research underscores the importance of strategic marketing in educational institutions, and suggests that further studies could explore the transferability of these strategies to other schools and regions.

**Keywords:** Strategy, Educational, Marketing Management

## Introduction

Public trust in educational institutions is essential for maintaining the existence and sustainability of schools amidst increasing competition.<sup>1</sup> In today's highly competitive educational landscape, institutions must develop effective marketing strategies to stay ahead of their competitors.<sup>2</sup> To ensure their survival and success, schools must gain and retain the trust of the community. This makes marketing an essential tool for building public confidence and attracting stakeholders, particularly prospective students and their parents.<sup>3</sup>

Marketing is a critical process for schools and madrasas to provide satisfaction to their stakeholders and the broader community. This satisfaction is vital for educational institutions seeking to remain competitive and relevant.<sup>4</sup> Sustainable satisfaction indicates the need for continuous innovation and development in service delivery, as stakeholder expectations and needs are dynamic and can change over time.

Marketing encompasses a variety of activities, including planning, pricing, promotion, and distribution of services to meet consumer needs.<sup>5</sup> A strategic approach is necessary to ensure that these processes are implemented effectively. Strategy acts as a "sustainable" roadmap that guides the organization toward its goals and objectives, aligned with its mission.<sup>6</sup> Within educational institutions, marketing includes several key components, such as the student admission process. The number of new student enrollments serves as a critical indicator of a school's performance and sustainability.<sup>7</sup>

A marketing strategy involves a set of processes that enable an institution to communicate the benefits and uniqueness of its offerings while building and

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<sup>1</sup> Afif Alfianto, "Manajemen Pemasaran Jasa Pendidikan Berbasis Budaya Religius," *Adaara: Jurnal Manajemen Pendidikan Islam* 10, no. 1 (2020): 53–62.

<sup>2</sup> Afif Alfianto et al., "Peran Humas Dalam Manajemen Pemasaran Jasa Pendidikan Di MA Almu'awanah Pamulutan Ogan Ilir," *Eqien-Jurnal Ekonomi Dan Bisnis* 10, no. 1 (2022): 468–71.

<sup>3</sup> Yoga Anjas Pratama et al., "Manajemen Pemasaran Pendidikan Di MTs Al-Ikhlas," *Jurnal Pendidikan Tambusai* 6, no. 2 (2022): 10106–13.

<sup>4</sup> Sigit Hananto and Nurul Hidayati Murtafiah, "STRATEGI MANAJEMEN PEMASARAN PENDIDIKAN MADRASAH," *JURNAL AN-NUR: Kajian Ilmu-Ilmu Pendidikan Dan Keislaman* 8, no. 02 (September 24, 2022), <https://www.journal.an-nur.ac.id/index.php/annur/article/view/553>.

<sup>5</sup> Basu Swastha and Hani Handoko, *Manajemen Pemasaran* (Yogyakarta: BPFE, 2016).

<sup>6</sup> Hafizin Hafizin and Herman Herman, "Merumuskan Visi Dan Misi Lembaga Pendidikan," *Islamic Management: Jurnal Manajemen Pendidikan Islam* 5, no. 01 (January 25, 2022): 99, doi:10.30868/im.v5i01.2095.

<sup>7</sup> Muhammad Mukhtar, "PEMASARAN DAN UPAYA DALAM MEMPENGARUHI HARAPAN STAKEHOLDER DALAM LEMBAGA PENDIDIKAN ISLAM," *Tarbawi: Jurnal Pendidikan Islam* 14, no. 2 (2017), doi:10.34001/tarbawi.v14i2.621.

maintaining relationships with stakeholders.<sup>8</sup> Public trust can be fostered through various means, such as creating programs that bring the community closer to the institution. Well-crafted flagship programs, such as Parents' Day or other engaging school activities, can pique the community's interest and encourage their active participation in the institution's ongoing development.

According to Fandi Tjiptono, customer satisfaction is a central concept in marketing theory and practice and an essential goal for any business or institution. Satisfaction contributes to several key outcomes, such as customer loyalty, improved reputation, and increased employee productivity. This is equally relevant in the educational context. Al Azhar Islamic School in Cairo Palembang demonstrates this by implementing marketing strategies that foster satisfaction among stakeholders, enhancing the school's reputation and establishing trust within the community.<sup>9</sup> These efforts include regular parent recitations and flagship programs designed to strengthen ties between parents and the school, as well as engage the broader community.

Edward Sallis' Total Quality Management theory emphasizes the importance of maintaining good relationships with customers to achieve their satisfaction. For educational institutions, this means developing and maintaining strong relationships with students, parents, and other stakeholders. The marketing strategies employed by Al Azhar Islamic School in Cairo Palembang have successfully fostered public trust, positioning the school as an institution with high standards of service and engagement.<sup>10</sup>

Al Azhar Islamic Junior High School Cairo Palembang serves as an example of how effective marketing strategies can attract students and build a strong reputation. The school not only excels in attracting new students but also achieves notable academic and non-academic successes, such as winning national and international science and mathematics olympiads. These achievements, along with the school's comprehensive facilities, such as air-conditioned classrooms, contribute to a comfortable and conducive learning environment. Furthermore, the school's emphasis on moral values, including respectful greetings and positive behavior among students, teachers, and staff, sets it apart from other institutions.

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<sup>8</sup> Suhroji Adha, "Faktor Revolusi Perilaku Konsumen Era Digital: Sebuah Tinjauan Literatur," *Jipis* 31, no. 2 (October 31, 2022): 134–48, <https://ejournal.unis.ac.id/index.php/JIPIS/article/view/3286>.

<sup>9</sup> Fandi Tjiptono, *Pemasaran Jasa* (Malang: Banyumedia Publishing, 2015).

<sup>10</sup> Edward Sallins, *Total Quality Manajemen In Education* (Yogyakarta: Ircisod, 2012).

The combination of academic excellence, a positive moral culture, and quality facilities has made Al Azhar Islamic School a desirable choice for prospective students. The school's expansion with the opening of a new campus further underscores its growing reputation and appeal.

Given the importance of marketing strategies in shaping the success and sustainability of educational institutions, this research aims to examine the educational marketing management strategies at Al Azhar Islamic Junior High School Cairo Palembang. The study will explore how these strategies contribute to attracting students and ensuring the high quality of education provided by the school.

By focusing on Al Azhar Islamic Junior High School, this research will provide valuable insights into the role of marketing strategies in enhancing public trust and institutional sustainability in a competitive educational environment.

## Method

This study discusses the educational marketing management strategy at Al-Azhar Islamic Junior High School Cairo Palembang. This type of research is qualitative, with a descriptive approach. This study is an in-depth study using direct data collection techniques from people in the studied environment.<sup>11</sup> This study uses a descriptive qualitative research approach to describe information related to the researched topic.<sup>12</sup> It is hoped that researchers and readers will gain a deep understanding and interpretation of the meaning and facts relevant to the data source.

This research was conducted at Al-Azhar Islamic Junior High School Cairo Palembang, focusing on researching how to market education. The research informants are the principal, vice principal for student affairs, head of public relations, teachers, students, and the community. The data collection techniques used in the research are observation, interviews, and documentation.<sup>13</sup> The data analysis technique uses an interactive data analysis model by Miles and Huberman, namely data collection, data reduction, data presentation, and conclusion drawing.<sup>14</sup> The validity test of the data in this study uses a credibility test. The test of data credibility or confidence in the data of

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<sup>11</sup> Saipul Annur, *Metodologi Penelitian Pendidikan Analisis Data Kuantitatif Dan Kualitatif* (Palembang: Noer Fikri Offset, 2018).

<sup>12</sup> Sugiyono, *Metode Penelitian Kualitatif* (Bandung: Alfabeta, 2022).

<sup>13</sup> Albi Anggito and Johan Setiawan, "Metodologi Penelitian Kualitatif" (Sukabumi: CV. Jejak, 2018).

<sup>14</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: Alfabeta, 2019).

the research results was carried out using the triangulation technique.<sup>15</sup> The triangulation used consists of three triangulations, namely method triangulation, time triangulation, and source triangulation.

This research was conducted six months from July 2023 to December at Al Azhar Islamic Junior High School Cairo Palembang. This research was conducted through observation, interviews, and documentation studies with research subjects and several informants. The results of this study are analyzed by the researcher using qualitative descriptive techniques, which means that the research describes, describes, and interprets all the collected data to obtain a general and comprehensive picture. Marketing strategy is a social and managerial process that individuals or groups carry out to achieve their goals by creating and exchanging products and values with other parties <sup>16</sup> With this technique, promotion is one of the determining factors in a marketing success.

### **School Level Coordination Meeting**

Al Azhar Islamic Junior High School Cairo Palembang is a school that is highly competitive with other schools. For that, planning for marketing educational institutions is necessary so that the school can be introduced to the community and prospective students well.



Figure 1. New Student Admission Activities

Based on clear research, planning is the initial process of planning a strategy for accepting new students. The researcher also made observations so that the data on this marketing activity was objective. The results show that this marketing management

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<sup>15</sup> Ibrahim et al., "Implementasi Manajemen Kelas Dan Relevansinya Dengan Hasil Belajar Siswa Di Madrasah Ibtidaiyah Qur'aniah 8 Palembang," *Jurnal Hikmah* 18, no. 2 (2021): 187–99.

<sup>16</sup> (Kotler & Armstrong, 2016).

strategy was designed and discussed with the team, namely representatives of students, students, infrastructure, and religion. The marketing planning section is one of the important parts of an organization, whether it is a siwa, private organization, government organization, or educational organization. Educational institutions, in general, also have a marketing section to introduce schools to the surrounding community.

Based on the results of an interview with the Deputy Head of Transportation, the school's initial activities were to hold a coordination meeting, a meeting between student affairs, curriculum, religion, and infrastructure (infrastructure). There, we determine the structure and work program that will be carried out. The researcher focuses on what promotions Al Azhar Islamic Junior High School Cairo Palembang uses in educational marketing. The promotions used include determining target market objects (Market Segmentation).

### **Market Segmentation**

Al Azhar Islamic Junior High School Cairo Palembang is highly competitive in South Sumatra, with many new student admissions. Based on the results of the interview with the deputy head of student affairs, he explained that Al Azhar Islamic Junior High School Cairo Palembang has strategic access, which makes us a plus point in marketing the existence of our school. Moreover, Al Azhar Cairo Palembang School is the center. With that, we have characteristics that are superior to our school's.

An advantage owned by Al Azhar Islamic Junior High School Cairo Palembang is one of the advantages of the school in promoting a school. School becomes easier. Market segmentation is a marketing strategy socialization process that targets student representatives to provide word-of-mouth promotion to invite and register prospective students to join Al Azhar Islamic Junior High School Cairo Palembang.

The implementation of this activity is usually carried out routinely by schools to gather guardians of students, in particular. For marketing, the school is divided into three ways, namely, direct and indirect marketing. Direct strategy is a promotional technique using print media and electronic media such as social media, as well as spreading news by word of mouth related to the quality of service provided by Al Azhar Islamic Junior High School Cairo Palembang. To attract the interest of new junior high school students. The participation of Al Azhar Islamic Junior High School Cairo

Palembang students in local and national events is a form of indirect marketing carried out by Al Azhar Islamic Junior High School Cairo Palembang.

The researcher observed the educational marketing management strategy process at Al Azhar Islamic Junior High School Cairo Palembang. Different from other schools, each school must have its marketing tricks when entering the new school year. Some use banners, advertisements, and billboards on the streets to promote their respective schools, but it is different with this Al Azhar Cairo Palembang school.

Al Azhar Islamic School Cairo Palembang has never promoted its school through advertisements, banners, or billboards on the streets. However, they encourage it from word of mouth, from the students' achievements, and the school's excellence that has spread internationally. In addition to promoting through social media such as Instagram, Facebook, and other websites, people can also see activities at school. In addition, consumer interest could be due to extraordinarily good school services. As per the vision and mission of the school.

Apart from marketing, this school also has teachers who are competent in their fields. When they register to become teachers at the school, not only are university graduates seen, but teachers' quality is number one, both from the achievements achieved or extraordinary experiences. This triggered him to be able to become a teacher at Al Azhar Cairo school in Palembang. When the teacher is incredible, the students will be unforgettable.

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Al Azhar Islamic Junior High School Cairo Palembang also uses an independent curriculum based on the Ministry of Education and Culture rules, just like schools in general. Still, there is another difference when they are in religious lessons, such as Tahfidz, Pai, and Arabic. They use the Ministry of Education and Culture curriculum in collaboration with the Al Azhar Cairo Egypt curriculum. The teachers do this so that some make their books, and of course, with the syllabus, they make themselves.

Al Azhar, Islamic School Cairo, initially collaborated with Al Azhar Cairo School Yogyakarta. Still, in 2017, this school opened its brand, which has its branch in Pagar Alam, namely Al Azhar Islamic School Cairo Pagar Alam. Both the curriculum, facilities, and services are the same as those in the city of Palembang. It can be concluded that to produce students who are superior and able to compete, they must have a good reputation and image in the community. Al Azhar Islamic Junior High School Cairo equips students with several excellent and also skills/extracurriculars, including the following:

### ***School Flagship Products***

Educational product strategy is a way to understand educational service products as the most important element of the marketing mix. The school's goal is to provide quality educational services so that it can influence students' interests. Products are everything that can be offered to consumers to be noticed, interested, sought, used, and consumed to meet the needs of the established market. Conceptually, a product is described as a subjective statement of the producer offered to consumers to meet consumer needs in accordance with the producer's ability, as well as the purchasing power of the market (consumer). Products can be in the form of goods and services, and goods have a physical form, which can be seen, touched, held, moved, or stored and meet other physical treatment criteria. Goods are divided into two types, namely durable goods and consumables. Al Azhar Islamic Junior High School Cairo Palembang has several superior products that distinguish it from other schools, including Futsal extracurricular activities, basketball, and taekwondo, and there are several art activities such as music, vocals, dance, and hadroh. For Tahfidz, students must do activities every week.

### ***Extracurricular***

Manifested in supporting students' potential, interests, and talents, Al Azhar Islamic Junior High School Cairo has a variety of extracurriculars, both extracurricular and cognitive, which lead to skills, sports, and mental. This extracurricular activity is held every Wednesday and Friday. Extracurricular activities that lead to skills such as dance, gastronomy, crafts, music, painting, vocal, and scouting. Meanwhile, extracurricular activities lead to sports such as futsal, basketball, table tennis, badminton, and archery. Extracurriculars in cognitive aspects include IT/Computers,



namely, theater and public speaking, journalism, robotics, and adolescent scientific groups. Each skill has its basic competencies and indicators, so implementing these student skills has a good impact on developing students' talents and interests in the academic and non-academic fields.

Based on the results of the observations made by this researcher, the skills are adjusted to the needs of students to develop their talents and interests. Students can choose the extracurriculars they want. In line with this, the principal of Al Azhar Islamic Junior High School Cairo Palembang stated that Al Azhar Islamic Junior High School Cairo Palembang offers many extracurricular activities. Futsal, badminton, table tennis, dance, music, vocal, theater, and public speaking are among them. Some of these extra activities are tailored to the needs of students to develop their talents and interests.

Each extracurricular has a companion or trainer for each type of skill activity that prioritizes the internal human resources of Al Azhar Islamic Junior High School Cairo Palembang, which, of course, must go through an ability test first because this skill activity concerns the talents and interests of students, so the trainer must also be by their respective fields and competencies. If internal human resources are less competent in training one of these activities, then the school will bring in a trainer in their field.

### ***Student Achievement***

The achievements achieved by students in the academic and non-academic fields are a success of the school in providing educational services to customers, both through the habituation of teaching and learning activities and from self-development activities facilitated by the school.

Based on the observations made by the researcher, it is stated that the achievement of students also affects the image or reputation of the school in the eyes of the wider community. With the various achievements students achieve, the school can sell its products and compete with other equal competitors. Al Azhar Islamic Junior High School Cairo Palembang students often compete in the Olympics at the city, provincial, national, and international levels. Students usually win the Olympiad competition and MTQ competitions with various branches.

### **Promotion**

Promotion is communicating the sale of products in the market and directly contacting the community. Promotion is one of the determining factors for the success

of a marketing process. No matter how high the product quality is produced, if consumers do not know, then they will never buy the product offered. In essence, promotion is a form of marketing communication that seeks to disseminate information, influence, and remind the company's target market and the products produced to be willing to accept, buy, and use the products offered.

Promotion is the core activity of marketing educational services, which is to introduce and disseminate information about schools to the public as customers of academic services. As stated above, the promotional objectives include efforts to inform, persuade target customers, and remind them. The tools used in promotional activities, or the promotional mix, include personal selling, mass selling, sales promotion, public relations, and direct marketing. Personal selling in educational service marketing activities may be carried out through program presentation meetings with prospective registrants or parents of prospective registrants. Mass selling (sales with mass media) in educational marketing can be done by loading print and broadcast advertisements, brochures, posters, and leaflets.

Based on the results of the observations made by the researcher. Al Azhar Islamic Junior High School Cairo does not carry out promotions like other schools that carry out promotions through banners, advertisements, or billboards on the streets. This school is promoted only through social media such as Instagram, Facebook, and other websites. From the explanation above, it can be concluded that market segmentation is done for all people who want to send their children to Al Azhar Islamic Junior High School Cairo Palembang. The type of promotional activities in market segmentation is carried out using mass marketing.

### **Targeting**

This marketing strategy is part of the program that must be present to win the competition in a new student admission activity. Al Azhar Islamic Junior High School Cairo Palembang covers the entire community in the target election. This is conveyed by the Principal of Al Azhar Islamic Junior High School Cairo Palembang, who said our target market is as wide as possible in South Sumatra or the nation. We widely accept anyone who wants to join Al Azhar Islamic Junior High School Cairo Palembang. The researcher also observed the implementation of marketing by displaying the results of

documentation of the implementation of marketing activities. This shows that the marketing strategy is formed maturely and is known by the entire school community.

### **Positioning**

Market positioning is designing an organization's image and values so that customers in that market segment can understand the organization's or brand's position about competitors. The determination of market position in promotional activities at Al Azhar Islamic Junior High School Cairo Palembang was explained by the Deputy Head of Student Affairs, who is also responsible for marketing strategy at this school.

We use all techniques in the promotion strategy, including the alum network, family network, student guardian network, alums, and alumni guardians. With this network, it is easier to do promotions. Then, we maintain communication and good relations with student guardians, alumni, and the community. Besides that, we also use social media. Al Azhar Islamic Junior High School Palembang also charges every school with human resources, such as teachers and staff.

In the promotion at Al Azhar Islamic Junior High School Cairo Palembang, in addition to utilizing social media, it optimizes student guardians, alums, and alums guardians through word-of-mouth promotion. This is reinforced by the statement of a guardian of a grade IX student, one of the guardians of the students, who stated that one of the reasons we include children in Al Azhar Islamic Junior High School Cairo Palembang is Because of its position in the middle of the city and the education center because it is close to other educational places. Because that is also what makes it easy for us to monitor it.

Table 1. Marketing Steps

No	Rare Marketing	Information
1	Market Identification	This activity is carried out at the beginning of the marketing step so that the marketing team knows the interests and needs of the community and can then adjust to the conditions of the school and the services that will be provided to the community.
2	Market Segmentation	Market segmentation is to choose consumers based on the services and products owned by Al Azhar Islamic Junior High School Cairo Palembang.
3	Enriched Products	Making educational service products that are different and superior to other schools

## Discussion

After conducting research on educational marketing management strategies at Al Azhar Islamic Junior High School Cairo Palembang through data collection and verification, researchers will discuss the findings obtained in the field. This educational marketing management strategy aims to determine what strategy Al Azhar Islamic School Cairo Palembang uses in educational marketing. According to Potter, this finding is that strategy is the art and science of formulating, implementing, and evaluating strategic decisions between functions that enable an organization to achieve future goals.<sup>17</sup>

In this day and age, educational institutions must compete well in meeting or exceeding the wants and needs of the community as consumers of educational services by making continuous improvements in all aspects of education to improve the quality of education.<sup>18</sup> Marketing of academic services is the first step taken by educational institutions to introduce schools as the first step in providing information, such as school registration.<sup>19</sup> The concept of strategy itself is one part of the management concept. The role of strategy is to assess the conformity between opportunities and threats in the market environment. Its activities and consumer expectations, as well as other factors, can identify opportunities and threats.

In line with that, the process of educational marketing management strategy is inseparable from planning that starts from:

- a. School-level coordination meetings are the primary and first involvement for an educational marketing management strategy. A school-level coordination meeting is an activity to finalize the planning of an activity to be carried out.
- b. Market segmentation is an activity that qualifies the target market. In this case, the target market of Al Azhar Islamic Junior High School Cairo Palembang concerns all elementary schools in Palembang. However, it turned out that several students came from outside the Palembang area. Marketing for educational institutions (especially schools) is necessary because, as a non-profit institution engaged in

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<sup>17</sup> Barnawi and M. Arifin, *Manajemen Sarana Sekolah* (Yogyakarta: Ar-Ruz Media, 2012).

<sup>18</sup> Kacung Wahyudi, "Manajemen Pemasaran Pendidikan," *Kariman: Jurnal Pendidikan Dan Keislaman* 4, no. 2 (2018): 99–116.

<sup>19</sup> Choirun Niswah, Ibrahim, and Diah Adinda, "Pelaksanaan Pemasaran Jasa Pendidikan Di Madrasah Ibtidayah Kurnia Ilahi Pulau Harapan-Banyuasin," *Jurnal Visionary : Penelitian Dan Pengembangan Dibidang Administrasi Pendidikan* 11, no. 2 Oktober 2023 (2023): 49–57.

educational services,<sup>20</sup> at any level of educational institution, we need to convince the public and "education customers" (students, parents, and other related parties) that the educational institutions we manage still exist. We need to convince the public and "customers" that our educational services are relevant to their needs. Schools also need to carry out marketing activities so that the types and types of educational services we carry out can be widely known and understood by the community.

- c. Targeting this aspect of findings, there is an educational marketing management strategy set by Al Azhar Islamic Junior High School Cairo Palembang using 4P (price, promotion, product, place). With this scale, the researcher focuses on Al Azhar Islamic Junior High School Cairo Palembang products, which have advantages to its vision and mission. A program (policy) is implemented, and a target group, namely the target community group, is expected to receive benefits from the program.<sup>21</sup>

Another aspect of scale, namely the place of Al Azhar Islamic Junior High School Cairo Palembang, benefits from its school location in the middle of the city and adjacent to other educated areas. The Place researcher found that parents are more interested in Al Azhar Islamic Junior High School Cairo Palembang because of the strategic school environment.

The strategic implementation of marketing in the admission of new students at Al Azhar Islamic Junior High School Cairo Palembang is also carried out by using techniques to win the competition that prioritizes, e.g., marketing in its implementation David Wijaya said that the marketing of educational services needs to learn to increase customer satisfaction of academic services because education is a circular process that affects each other and is sustainable.<sup>22</sup>

This can be a positive point found by researchers in improving the quality of education delivery. Schools must attract more mature inputs (i.e., potential prospective students) to support learning and increase school competitiveness. Implementing a

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<sup>20</sup> Maskub Abrori, "Strategi Pemasaran Lembaga Pendidikan Untuk Meningkatkan Jumlah Peserta Didik Di PG/TK Samarinda," *SYAMIL: Jurnal Pendidikan Agama Islam (Journal of Islamic Education)* 3, no. 2 (2015), doi:10.21093/sy.v3i2.245.

<sup>21</sup> Eka Reza Khadowmi, "IMPLEMENTASI KEBIJAKAN SISTEM ZONASI TERHADAP PROSES PENERIMAAN PESERTA DIDIK BARU," *Skripsi Unila*, 2019, 1–12.

<sup>22</sup> Imam Turmudzi, "Strategi Pemasaran Di Lembaga Pendidikan Islam (Studi Kasus Di Mts Ihsanniat Jombang)," *Jurnal Penelitian Manajemen Terapan (PENATARAN)* 2, no. 2 (2017): 188–96.

successful educational service marketing program can affect every aspect of the school. Another finding found by the researcher is that partnerships with government stakeholders are also very close.

This partnership will make it easier for teachers and employees to convey the obstacles faced so that they can immediately find a way out of the education process.<sup>23</sup> The partnership establishes cooperation and harmonizes the interests of all subjects related to the world of work through the development of agreements between parties. Therefore, this marketing strategy program partnership is carried out by establishing relationships with other institutions and community organizations that aim to work together and obtain a job market. In addition, the organizer of the marketing strategy program can establish partnerships with people or groups who have a vision and mission that is in line, has integrity, and the mindset to help and complement each other.

Pearce & Robinson argues that strategy is critical to determining organizational success because by using strategy, every leader can interact in planning and implementing strategy. In carrying out managerial activities, the last subject is evaluating and controlling a marketing strategy plan. The evaluation and control carried out by Al Azhar Islamic Junior High School Cairo Palembang, namely 1) internal record system, 2) marketing research system, 3) analytical marketing system, and 4) marketing intelligent system. The findings by the evaluation and control researcher used by Al Azhar Islamic Junior High School Cairo Palembang focus on the internal record system and analytical marketing system.

## Conclusion

Based on the research findings regarding the educational marketing management strategy at Al Azhar Islamic Junior High School Cairo Palembang, it is clear that the school has successfully established a strong reputation within the community, allowing it to compete effectively with other educational institutions. This achievement highlights the significant impact of a well-executed educational marketing strategy. The strategy implemented at Al Azhar Islamic Junior High School Cairo Palembang consists of several key elements: *First*, Strategic Planning. The school regularly conducts coordination meetings, analyzes market segmentation, and carefully defines its target

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<sup>23</sup> Iin Meriza, "PENDIDIKAN," *AT-TA'DIB: JURNAL ILMIAH PRODI PENDIDIKAN AGAMA ISLAM* 10, no. 1 (2018): 37–46.

audience. This process is guided by the four Ps of marketing—product, place, promotion, and price—ensuring that the marketing efforts are comprehensive and aligned with the institution's goals; *Second*, Implementation. The school's approach to new student admissions combines both direct and indirect promotional methods. These efforts are carried out by a dedicated marketing team that effectively engages with potential students and their families, reaching them through various channels; *third*, Evaluation and Control. The effectiveness of the marketing strategy is continuously monitored through regular progress reports and evaluations. This allows the school to assess its performance, ensure that the strategy remains in line with its objectives, and make necessary adjustments to maintain its effectiveness.

This integrated approach not only strengthens the school's competitiveness but also solidifies its reputation as an institution offering superior educational programs. Moving forward, it would be beneficial to explore how this strategy can be adapted and implemented by other educational institutions. Additionally, further research could focus on investigating the long-term impact of such marketing strategies on student retention and institutional growth, providing valuable insights for the broader field of educational marketing.

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