

# Marketing Communication Strategy to Increase RA Yasdjanur Bogor Enrollment in 2021/2022

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## ABSTRACT

### Keywords

Strategy  
Communication strategy  
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This study investigates the manner in which educational institutions, specifically schools, implement marketing communication strategies. RA Yasdjanur is an Islamic-based kindergarten that was established in 2005 and has advantages in character building and home visit programs. This study aims to determine the marketing communication strategy to increase RA Yasdjanur Bogor enrollment in 2021/2022. The theoretical framework consists of the marketing communication strategy and marketing communication mix theories. This research approach is qualitative with a descriptive method. By examining the stages of communication and promotional tools implemented via interviews and additional supporting data. The results of this study indicate that RA Yasdjanur uses all elements of the marketing communication mix to increase student enrollment, but the most effective is social media promotion. In addition, RA Yasdjanur executes all phases of developing effective communication to achieve the school's objective of increasing enrollment.

## 1. Introduction

As we enter the 21st century, the rapid development of science and technology has increased public awareness of education, as education has a significant impact on Human Resources (HR). Research conducted by Stevi Hlean (Hlean et al., 2021) states that education in the teaching and learning process will improve the quality of Human Resources. Therefore, educational institutions are the main factor in determining the quality of a country by improving the quality of education.

Education becomes a human basis for developing knowledge and becomes a very important requirement for long-term investment for life in the future. Reporting to the UNICEF Indonesia website, the quality of services in Early Childhood Education (PAUD) still requires improvement in various fields. In terms of access, the national PAUD gross enrollment rate (APK) will still be at 30 percent in 2021 (UNICEF Indonesia, 2021).

Early childhood education is addressed for parents to provide first learning before entering the real world of education. Prof. Dr. Lydia Freyani on the official website of the Ministry of Education and Culture channel stated that activities at PAUD stimulation Education in accordance with the stages of growth and development of pre-school age children. Not only providing the first introduction to school, but activities in PAUD also instill positive things that are good for future child development in terms of personality, emotions, and children's intelligence (Zulfikar, 2021).

In facing this competitive competition, TK/RA educational institutions can use and develop their business in various strategic marketing ways. Bogor City is one of those cities where the number of students in kindergarten continues to increase. Therefore, the intense competition makes kindergarten founders compete in various ways to seize the market or create new market opportunities to increase sales.

Schools are non-profit-based educational institutions whose main goal is not economic wealth but efforts for positive activities for the general public (Hax, 2010). However, schools can apply modern marketing principles to achieve school goals properly by using integrated marketing principles (Wijaya, 2022).

RA Yasdjanur is an Islamic-based kindergarten that was established in 2005. In its 6-year journey, the new management for students is still fluctuating amid competition from existing kindergarten schools. The advantages of the RA Yasdjanur program are the character-building and home visit programs. Character building is carried out in the form of activities that foster, improve and shape the character, character, psychological nature, and morals (character) of students so that they show good behavior and home visits are carried out to establish relationships between student guardians and the school.

Regarding the students in RA Yasdjanur and based on the observations made, there is data on the number of students in RA Yasdjanur from the 2017/2018 – 2021/2022 academic year as presented in the following table:

**Table 1.** Data on the number of RA Yasdjanur 2017/2018 – 2021/2022

Year	Number of students	Student targets
2017/2018	50	49
2018/2019	50	40
2019/2020	35	13
2020/2021	35	20
2021/2022	40	23

<sup>a</sup> Source : RA Yasdjanur (2022)

Table 3 shows that the number of RA Yasdjanur students decreased from 49 in the 2017-2018 academic year to 38 in the 2018-2019 academic year. In the following year, 2019-2020 there was a drastic decrease to 13 students due to the COVID pandemic. while in 2020–2021, it increased to 20 students, and in 2021–2022, it increased to 23 students.

In another research conducted by Fatma Ariskadewi at the Alam Bengawan Solo Advanced School where the application of a marketing communication strategy was carried out by implementing the stages of the communication strategy, several stages did not work and the most effective application of the marketing communication mix was personal selling in building the school's image (Ariskadewi, 2019).

Other subsequent research regarding integrated marketing communication tools for postgraduate students and stakeholders at Uttaradit Rajabhat University uses mixed research methods to influence brand equity (Suwannasuk, 2021). Diverse objects were utilized in related studies (Rasyid et al., 2020; Vriyatna, 2021; Yanesty Putra, 2020) concerning school marketing communication strategies.

Based on this description, this research is interesting to study using communication studies regarding marketing communication strategies carried out by RA Yasdjanur using the Marketing Communication Mix theory according to Kotler. Also, this research can anticipate competition in the future with increasingly fierce competition between education sectors as well as the stabilization and stability of marketing communication strategies that can continue to attract the attention of old consumers or new consumers with competitors in the same educational institution.

## 2. Method

This research is qualitative, that is to examine natural objects where the researcher is the key to sampling data sources which is carried out purposively and snowball using triangulation (combined) collection techniques, inductive/qualitative data analysis (Sugiyono, 2015) descriptive research for issues worth raising, a contains scientific value and is not very broad in nature. The goal is not broad and the facts used must be facts, not opinions (Ramadhan, 2021).

This is the reason researchers use a qualitative approach to describe the marketing communication strategy carried out by RA Yasdjanur Bogor for increasing the number of students in 2021/2022.

Data analysis activities use in depth interview techniques by collecting in depth and intense information or data through informants (Kriyantono Rachmat, 2014) as well as other supporting data. The informants in this study were Novesha Fernanda (Principal of RA Yasdjanur), Rizky Fauziah (Teacher of RA Yasdjanur), and Andriani (guardian of students). Test the validity of the data obtained using the source triangulation technique by comparing the obtained data (Lexy. J Moleong, 2016). The results of this study were obtained through interviews and supporting data, which were then compiled systematically to produce conclusions.

### 3. Result and Discussion

#### 3.1. Developing Effective Communications

In achieving communication goals, it can pass challenges with careful planning. There are five steps in developing effective communication according to Kotler (Kotler & Keller, 2016), among others:

First is the identification of the target audience. At this stage the target audience must be in accordance with market segmentation to group customers or prospects according to their characteristics, lifestyle, needs, and reasons for the products or services they use (Syarif, 2019). Regarding the statement of the school principal, the target audience for RA Yasdjanur is working parents who are busy in their daily lives.

The second stage is setting communication goals. The goal to be achieved by RA Yasdjanur in carrying out the promotion program is to attract the target's interest and get as many students as possible. When viewed from the above goals regarding communication goals according to Rossiter & Percy in Kotler & Keller there are four goals in setting communication goals including setting the need for categories, building brand awareness, building brand attitudes, and influencing purchase intentions (Kotler & Keller, 2016), this goal is included in the category of influencing purchase intention because RA Yasdjanur wants to attract consumer interest and get as many students as possible.

The third stage is communication design. In designing communication there are three elements, including message strategy, creative strategy, and message sources (Alvonco, 2014). RA Yasdjanur uses creative message strategies and trusted message sources through alumni testimonials. In this case, RA Yasdjanur carried out the three stages, namely message strategy, creative messages, and message sources in designing applied marketing communications.

The fourth stage is choosing a communication channel. RA Yasdjanur applies two communication channels, namely personal and non-personal communication channels in conducting promotional communications. Personal communication channels are conducted face-to-face or via telephone, e-mail, and letters. non-personal communication channels include advertising, sales promotion, experiences and public relations (Alvonco, 2014). In marketing communication planning there is a stage of selecting effective and efficient communication channels to deliver messages. In conveying messages, RA Yasdjanur uses personal and non-personal communication channels. For individuals, namely by doing marketing directly by meeting parents at school or when there are stands, broadcasts, to serving questions through RA Yasdjanur's social media. While non-personal in the form of advertising and community activities.

The last, building marketing communications with a budget. Building marketing communications requires a budget so that marketing communications can run optimally.

Referring to the method in budgeting promotional costs from Kotler, namely the expectant method, the percentage of sales method, the competitive parity method, and the objective and task method (Kotler & Keller, 2016). RA Yasdjanur uses the term method where promotion strategies are carried out based on their abilities.

#### 3.2. Marketing Communication Mix

##### 1) Advertising

Advertising is any form of non-personal communication that pays for ideas, goods, or services delivered through selected media channels (Kotler & Keller, 2016). Banners and brochures containing

information about the school's extracurricular activities, superior programs, vision and mission, as well as testimonials from school alumni, were used in RA Yasdjanur's advertisements.

#### *2) Sales promotion*

Sales promotions are various short-term incentives to encourage the trial or purchase of products or services such as promotions such as samples, coupons, and premiums, trade promotions (advertising and display allowances) as well as business and sales force promotions (Kotler & Keller, 2016). The provision of sales promotions for RA Yasdjanur included the distribution of merchandise at school farewells, the provision of discounted fees for prospective students whose siblings had previously attended RA Yasdjanur, and the provision of scholarships for students who could not afford to attend school.

#### *3) Event and experiences*

Events and experiences are company-sponsored activities and programs designed to create daily or brand-related interactions with consumers, including sports, arts, entertainment, and other informal activities (Kotler & Keller, 2016). Among the activities conducted by RA Yasdjanur with external parties are cooking classes with a pizza brand and Hajj rituals under the direction of the Bogor Ministry of Religion. Where these activities are intended to foster interaction with outside parties.

#### *4) Public relations and publicity*

Public relations is a management function that evaluates public attitudes in identifying the policies or procedures of a person or organization to gain public understanding and acceptance. Publicity refers to non-personal communication about products, services, or ideas that are not paid for directly or run under a sponsor in the form of news or announcements about the organization or the products or its services (Kotler & Keller, 2016). RA Yasdjanur conducts monthly Blessed Friday activities and activities on Islamic holidays, in addition to sharing activities with the surrounding community in order to enhance the school's reputation. RA Yasdjanur has never engaged in such a practice for publicity purposes.

#### *5) Online and social media marketing*

Online Marketing and Social Media are online activities or programs designed to engage customers or potential customers and directly or indirectly increase awareness, improve image, or obtain sales of products and services (Kotler & Keller, 2016). Promotional activities conducted by RA Yasdjanur via social media, email, and the organization's official website. The principal of the school stated that we prioritize social media documentation activities in order to attract parents. This was consistent with the enthusiasm of one of the student's parents, who stated that they were very interested in RA Yasdjanur due to the documentation of his active social media activities, particularly on Instagram and Facebook.

#### *6) Direct and database marketing*

Use of mail, telephone, fax, e-mail, or the Internet to communicate directly or solicit response or dialogue from certain customers and prospects (Kotler & Keller, 2016). The teacher's statement regarding direct marketing activities is carried out by staff, teachers, and students' parents by promoting the school's environment. The school also provides testimonials from several parents of students whose children have attended RA Yasdjanur as a promotional activity.

#### *7) Personal selling*

Personal Selling is face-to-face interaction with one or more prospective buyers for the purposes of making presentations, answering questions, and placing order (Kotler & Keller, 2016). The school conducts personal selling activities such as parent meetings with market day activities, meetings at the beginning of the new school year, and opening registration booths. When these activities take place, the school will host an event with parents, and outside parties will be permitted to set up a booth at RA Yasdjanur. This event aims to foster friendships between student guardians and other student guardians, as well as the school and surrounding community. This activity may also be the school's marketing to the surrounding community regarding the school's facilities, activities, and benefits, which are the reasons parents enroll their children at RA Yasdjanur.

## **4. Conclusion**

In this study, through data analysis, it was concluded that: (1) RA Yasdjanur carried out five steps in developing effective communication as a communication strategy that was implemented to increase

the number of students (2) RA Yasdjanur's marketing communication mix was carried out with the seven elements implemented, but only a few were carried out optimally by RA Yasdjanur, namely promotion through social media.

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