

Integrated Marketing Communication Strategy to Increase the Number of Students at Madrasah Tsanawiyah Muhammadiyah Gedongtengen Using Digital Platforms

Isninda Nur Hanifa Arisetia*, Muhammad Najih Farihanto

Departement of Communication Studies, Universitas Ahmad Dahlan, 55166, Indonesia

*Corresponding author's email: isnindahanifa@gmail.com

ABSTRACT

Keywords
Communication Strategy
Marketing
School
Digital Platforms

This research focuses on the problem of marketing communication strategies carried out by Madrasah Tsanawiyah Muhammadiyah Gedongtengen in increasing the number of students. This madrasah has a limited number of students, and in the last four years, it has been proven that the number of students has decreased. The method used in this research is a qualitative descriptive method, and data collection techniques are carried out by researchers through interviews, documentation, and observation. Madrasah Tsanawiyah Muhammadiyah Gedongtengen implements a direct marketing strategy and conducts promotions through several digital platforms. Factors influencing the increase in student numbers are the promotion of discounts on school fees and the use of digital platforms. The research results show that Madrasah Tsanawiyah Muhammadiyah Gedongtengen uses all elements of the Integrated Marketing Communication theory to increase the number of students. In conclusion, the most effective strategy is word-of-mouth marketing, and promotions are carried out on several digital platforms.

1. Introduction

Communication is a process of conveying messages from the communicator to the communicant either through a medium or directly. One of the founders of communication science, Harold D. Lasswell, stated that there are three basic functions why humans need to communicate, namely the human desire to control their environment, human efforts to adapt to the environment, and human efforts to transform the legacy of their socialization (PChangara, 2009). Communication is important for human survival. To convey messages, work together, realize ideas, goals, and so on, we need to communicate (Turistiati, 2016). This shows that communication cannot be separated from human life, where humans need each other. The success of a goal is also determined by how effective the communication is.

Communication has experienced rapid development, especially supported by technological developments and mass communication (Mukarom et al., 20M). However, one area of communication that is quite influential now is marketing communication, which concerns people's social lives. Marketing communication is an activity of disseminating information related to products or services to be sold, as well as influencing people to be willing to buy the product or service. Nowadays, the business world also needs marketing communications. According to Philip Kotler (Ii & Pemasaran, 2007). Marketing is a social and managerial process, that enables individuals and groups to obtain what they need and want through the creation and reciprocal exchange of products and value with other people. Meanwhile, another definition of marketing is a managerial process that enables an individual or group to get what they need and want by creating, offering, and exchanging valuable products to other parties or all activities involving the delivery

of products or services from producers to consumers (Ir. Agustina Shinta, 2011). Marketing itself in the business world is one of the core things that makes a business develop; this needs to be paid attention to because in order for sales efforts to be successful, a marketing communication strategy needs to be implemented (Febriana & Setyanto, 2019).

A strategy is used to support the success of marketing communications. Marketing communication strategy is the initial stage in introducing products or services to consumers and getting the desired profits from the business. The strategy is closely related to the concept of planning and decision-making, so strategy is developed into strategic management. A development strategy that focuses on selection and empowerment is understood as a transformation process in the social, economic, cultural, and political relations of society. Strategy is important for the survival of a company. To achieve a company target or goal effectively and efficiently, the company must be able to face any problems or obstacles that come from within or outside the company. Strategy is a tool to achieve a goal that discusses developing a concept regarding strategy, which must continue to develop (HARTONO, 2021).

As is the case with promotions in the education sector, which needs to attract students to reach the number of students in an education center. In an educational institution, it cannot be denied that social processes occur, namely interactions between every individual who lives or works there. This interaction can be personal, or between groups, or more precisely, interactions between fellow educational institutions (Margareth, 2017). Marketing in education is also important because education is one of the important fields that the government continues to strive for to improve the quality of Indonesian society. Improving the quality of Indonesian society is implemented in all educational institutions to compete to find and obtain as many students as possible. However, this student search process cannot be forced just to be successful. However, this process is followed by measuring the level of community participation as seen from the ratio of the number of people entering education (SD/SMP/SMA/se-Degree) to the total population each year (Zulfa Rahmatin & Ady Soejoto, 2017).

This level of participation can be seen from the various obstacles the Indonesian people face in participating. Obstacles always exist on two sides: either society or even the educational institution itself. This makes marketing communications very important in attracting public participation. As is the case with Madrasah Tsanawiyah Muhammadiyah Gedongtengen, its marketing communication strategies for increasing the number of students will be researched.

According to data provided by the Administration section of Madrasah Tsanawiyah Muhammadiyah Gedongtengen, the number of students has decreased in the last four years, as can be seen in the following table.

Table 1. List of Number of Students in the Last Four Years

No	Class	2019/2020			2020/2021			2021/2022			2022/2023		
		L	P	Number of Students	L	P	Number of Students	L	P	Number of Students	L	P	Number of Students
1	VII	16	23	39	29	17	46	20	15	34	21	11	32
2	VIII	13	16	29	16	22	38	30	17	47	30	17	47
3	IX	19	13	32	14	15	29	18	22	40	28	15	43
	Total	48	52	100	59	54	113	68	54	122	79	43	122

Source: MTs Muhammadiyah Gedongtengen (2023)

From the data above, it can be seen that the number of seventh-grade students decreased from 46 in 2020/2021 to 34 in 2021/2022 and 32 in 2022/2023. This data indicates that the number of students has decreased, although not drastically. The existence of this data is a sign that MTs Muhammadiyah Gedongtengen cannot be considered successful in maintaining or even increasing the number of students.

Each school certainly has its own way of increasing the number of students through its own strategies. The strategy used can change every year, depending on its level of effectiveness, which measures the success of the strategy used.

Starting from the decrease in the number of students in the data table, an effective marketing communication strategy is needed to achieve a student number within the existing capacity. This aims to maintain and increase the number of students. Indirectly, this creates competition between schools to attract students to register. The existence of competition requires Madrasah Tsanawiyah Muhammadiyah Gedongtengen to manage marketing using existing strategies.

Recently, almost all marketers have carried out almost the same promotional strategy. One of the marketing strategies is using a digital platform. A platform is a container or place that is widely used by humans for various purposes. In simple terms, a platform is a container used to run a system according to the program plan created. For example, for online learning activities, the platform used is digitalization-based. Meanwhile, a digital platform is a set of software that forms a certain system. This software can be opened on a PC or Android system. If on the Android system, the digital platform can be an application. This digital platform is the most popular (Eka Yuda Wibawa, 2021).

The existence of the digital platform itself makes marketing promotions easier, especially in the education sector. The COVID-19 pandemic has revealed widening disparities in access to quality education. However, technology is able to balance by providing equal access to education through digital platforms, and technology helps reduce this gap (Hidayatullah et al., 2023). Starting new habits with everything digital has started in the era of the COVID-19 pandemic, which, in fact, has helped a lot in various ways, both in learning and promoting schools easily, such as creating content for flyers about school information and new student registration information. The emergence of the digital platform itself makes it possible for anyone to learn new things about the digital world. However, it is also very profitable if you are used to and understand the platform that has been provided. Currently, marketing that is suitable for use as a marketing strategy is through digital methods. The aim is to provide a form of knowledge transfer about ways to digitalize marketing to increase product sales (Sukoco & Maulana, 2022). This makes it easier for the education sector to increase the number of students. This digitalization of marketing is carried out using social media, such as Facebook and Instagram. Marketing breakthroughs through social media also expand the reach to get new customers or new students.

Therefore, this research is interesting to study using communication studies regarding marketing communication strategies carried out by Madrasah Tsanawiyah Muhammadiyah Gedongtengen using Integrated Marketing Communication theory. Apart from that, this research can also anticipate competition in the future with increasingly tight competition between the education sector and the strengthening and stability of marketing communication strategies that can continue to attract the attention of old and new consumers.

2. Method

This research is qualitative in nature. In this research, researchers used qualitative research. Qualitative research is research that aims to understand phenomena experienced by research subjects. For example, behavior, perception, motivation, action, etc., Holistic and descriptive in the form of words and language, in a specific natural context and using various natural methods (Prof. DR. Lexy J. Moleong, 2018). This is the reason why researchers use a qualitative approach to describe the marketing communication strategies carried out by MTs Muhammadiyah

Gedongtengen to increase the number of students through digital platforms. Data analysis activities use observation, interview, and documentation techniques. In practice, observation is not only the earliest and most basic technique in research but also the most extensive technique, such as participant observation, experimental research design, and interviews. According to Johnson (1975: 21), everyone can make observations, from the simplest form to the highest level. Complex (Hasanah, 2017).

Through this technique, researchers will observe and collect data in more detail. The instruments used are observation sheets, observation guides, and recording devices. The observation method works by the researcher making direct observations of the target object, namely Madrasah Tsanawiyah Muhammadiyah Gedongtengen, in order to obtain data that is appropriate to the research. Next is the interview technique, which is one of the most commonly used tools for collecting qualitative research data. Interviews allow researchers to collect different information from respondents in various situations and contexts. In this interview method, researchers will collect data by conducting direct face-to-face meetings between the person tasked with collecting data and the person who is the data source or research object. Next is the documentation technique, which is a secondary source of information needed for research.

Researchers took data obtained through written heritage documents such as archives, data on the number of students, the composition of management, strategies used in promotions, and so on. The informants in this research were Aristi Yusti Trihatmi (principal of MTs Muhammadiyah Gedongtengen), Diah Kusumarini (Administration of MTs Muhammadiyah Gedongtengen), Qurota A'yun (Public Relations of MTs Muhammadiyah Gedongtengen), Desi Kumalasari (Chair of PPDB MTs Muhammadiyah Gedongtengen), as well as several representatives. Parents of students and also student representatives, namely Keyfa Azalia Asrifa, Istiqomah Nurul Fauziah, Mrs. Heni Widyaningsih, and Mrs. Temiyati. Test the validity of the data obtained using source triangulation techniques by comparing the data received.

Sugiyono (2017:273) said that the data collection technique in the form of triangulation can be interpreted as an information collection technique that has the nature of combining various information collection techniques and existing sources of information or data (Yusra et al., 2021). The results of this research were obtained through interviews and supporting data, which were then compiled systematically to produce conclusions.

3. Result and Discussion

In this research, researchers will describe the information and data that have been obtained regarding the marketing communication strategy of MTs Muhammadiyah Gedongtengen to increase the number of students through digital platforms. Researchers will describe the data obtained through direct interviews with the Head of Madrasah, Public Relations, TU, Head of PPDB, Students, and students' parents. The results of the data that have been obtained are through data archives held by administrative staff and with permission from the madrasa head.

MTs Muhammadiyah Gedongtengen is a predominantly Islamic educational institution founded in 1950. In 1977, it changed its name to Madrasah Muhammadiyah Gedongtengen and consisted of two schools: MTs (Madrasah Tsanawiyah) and MA (Madrasah Aliyah). This school has continued to improve since 1990, with the addition of an MA in 2013. In 2018, there was a change of madrasa head from Mr Muhammad Taufiq to Mrs Aristi Yusti Trihatmi. The change occurred due to a mutation of the head due to a promotion, and indeed, there were reasons assessed in the Job Assessment of the Madrasah Head carried out by the leadership of the Association, so it was deemed necessary to make a change. Mrs. Aristi Yusti Trihatmi was head of the madrasah for period I in 2018-2022 and in period II from 2022 until now. After 1 year of the process of adapting to replace the head of the madrasah, the new Head of the Madrasah was able to change the pattern which had not been well controlled, such as the program carried out by the previous head of the madrasah, which had not been seriously evaluated so that programs that were not successful continued to be implemented. Thereby reducing its usefulness.

Apart from that, the pattern of educating students is also different, requiring Dhuha and midday prayers in congregation and controlled using monitoring carried out by female students who are absent. Then memorize it in the morning before learning activities begin, and recite the Koran when you come home from school with assistance from all teachers, both madrasa heads and others. All students and teachers contribute to being responsible in carrying out the obligations or regulations at school. Then, several programs are considered successful and have added value as well as things that are different from previous madrasa heads, including:

1. Repair several rooms so that they can be used more comfortably and according to their benefits.
2. Increasing the welfare of employee teachers every year.
3. Improved services to parents, students, and the surrounding community.
4. Evaluation of the activities of getting used to the dhuha, dhuhur, murajaah prayers and being able to read the Qur'an completely continues to be carried out.
5. Collaboration program with Pondok Tahfidz.
6. An appreciation program for parents, alumni, and homeroom teachers of nearby elementary schools who want to promote MTs Muhammmadiyah Gedongtengen.

This program change also ultimately impacted the promotional strategy carried out by MTs Muhammadiyah Gedongtengen by taking advantage of the technological era and keeping up with current developments. In the scope of education, competition is a challenge for education providers, both preschool and toddler level educational institutions, kindergartens (TK), elementary schools (SD), junior high schools (SMP) / madrasah tsanawiyah (MTs), and high schools. (SMA) / state madrasah aliyah (MAN), vocational high school (SMK), and university lectures. Therefore, schools or educational institutions need to take advantage of advances in information technology, especially in the field of marketing, to promote themselves. Effective marketing is an important key in introducing the school to prospective students and informing them of the quality of education they have. As we know, promotions carried out through social media have proven to be a very effective strategy in today's marketing world.

In the educational context, promotions carried out through social media also have great potential to reach the target audience and influence the interest of prospective students and parents. Social media is not only a tool for consumers to share information but can also be used by educational institutions to advertise their services and attract the interest of prospective students. The trend of internet use continues to increase throughout the world, including in Indonesia. This shows the great potential of promotion via social media. Therefore, schools must innovate in marketing or promotion, especially by utilizing social media as an effective promotional tool (Qarlina et al., 2023). The use of promotional media will have an impact on the targets set by the school, so promotional media is needed to highlight the characteristics of the school as well as become a promotional event for the school. Because this media can be watched by all people without restrictions (Yulianingsih et al., 2022)

3.1. Developing an Effective Marketing Communication Strategy

In formulating a communication strategy, five factors must be considered, namely, knowing the audience, preparing the message, determining the method, choosing the media, and the role of the communicator (Jannah & Moh. Moefad, 2019).

The first is knowing the audience. Regarding the madrasa head's statement, the target audience or audience aimed at by MTs Muhammadiyah Gedongtengen is parents, whether well-off or less well-off, to send their children to school and get a school with good activities and learning and Islamic values.

The second stage is message preparation. The message or information content that MTs Muhammadiyah Gedongtengen wants to convey during school promotions is related to registration fees, school activities, extracurriculars, achievements achieved by MTs students, school facilities, and benefits obtained when registering.

The third stage is determining the method. The method used by MTs Muhammadiyah Gedongtengen in school promotion is the word-of-mouth marketing method, digital platforms, namely WhatsApp, which includes the number on the brochure, and websites and other social media to share registration information.

The fourth stage is media selection. MTs Muhammadiyah Gedongtengen applies two communication channels in terms of promotion, namely, directly and indirectly. Direct communication is carried out through face-to-face communication, telephone communication, email, word of mouth, and public relations. Meanwhile, indirect communication is via digital media such as social media by creating flyers or short videos for registration. Even MTs Muhammadiyah Gedongtengen also took part in events at various schools that implemented school promotion stands, starting with a presentation related to MTs Muhammadiyah Gedongtengen and, after that, giving forms to interested students.

Lastly, the role of the communicator. MTs Muhammadiyah Gedongtengen is active in promotions related to registration, especially on the WhatsApp application. This application really helps the registration team from MTs in finding new students and makes it easier when prospective applicants or their parents have a lot of questions regarding MTs Muhammadiyah Gedongtengen. The MTs PPDB team is also very active in responding to information needed by people who need information. MTs themselves are not passive in communicating both face to face and also via social media.

MTs Muhammadiyah Gedongtengen is an Islamic-based MTs who implements congregational midday prayers, reciting the Koran every time before the school bell rings, and congregational midday prayers. This school is a micro-school with facilities that are quite good and have quite varied activities.

MTs Muhammadiyah Gedongtengen also collaborates with the Ibnu Juraim Islamic boarding school to meet the number of students who still need to meet the standards. This collaboration helps MTs Muhammadiyah Gedongtengen in getting students even though MTs teachers are brought to the boarding school, but they get reciprocity, namely the many achievements obtained from tahfidz competitions.

3.2. Implementation of Integrated Marketing Communication

Research certainly requires a literature review or theoretical study, which is used as a guide in finding and forming data. The theoretical study in this research uses the Integrated Marketing Communication theory. Morissan (2010:22) explains that Integrated Marketing Communications (IMC) has made efforts to increase sales and target markets by integrating all marketing activities (Ilmy, 2021).

Advertising

Advertising is a form of impersonal communication that is "shared" in various media, from television, radio, and newspapers to magazines, containing information about a company and its products and services, which is intended to be presented to customers. This advertisement is the communication element most often used by business people, especially those who produce goods and services for the general public. Currently, advertising is not only in print but can also be done through online media. Even though we know that the contribution of online advertising is still small compared to other media advertising, the upward trend is quite large (Tasruddin, 2017). The advertisements used by MTs Muhammadiyah Gedongtengen are print advertisements such as banners and brochures which contain information about the school's extracurricular activities, superior programs, facilities, vision and mission, as well as testimonials from school alumni. However, MTs Muhammadiyah Gedongtengen has also shifted slightly and is trying to market school information through existing digital platforms such as making flyers and distributing them through existing social media, namely Instagram, YouTube, WhatsApp and websites. MTs Muhammadiyah Gedongtengen has tried modern strategies and got used to technology. Therefore, advertising using brochures, banners, and flyers distributed via social media is a strategy that is always used and can be said to be quite effective because, without

brochures in an educational institution, it would be inappropriate to call the place a school because almost every When we want to register ourselves at school, of course, we are always presented with brochures or school magazines. Many brochures are scattered on school walls or school notice boards. Even with brochures, people can easily convey information to many people just by giving out brochures.

Direct Marketing

Direct marketing is a marketing activity in which the company uses a communication system to communicate directly with consumers. Generally, direct marketing activities are carried out by sending direct mail, telemarketing, and direct sales to target customers. The aim of direct marketing is to establish direct relationships (either in the form of feedback or buying and selling transactions) with consumers. Usually, direct marketing is sales-based. MTs Muhammadiyah Gedongtengen distributed brochures to schools in the area. The PPDB team also went directly to pick up the ball to the state junior high schools affected by the zoning. Apart from distributing brochures, the new student admissions team (PPDB) also offered to provide school motivation and promotion. Even though MTs Muhammadiyah Gedongtengen is a micro-school, the promotion carried out is also full of struggle, namely by visiting schools that want to collaborate regarding this PPDB.

Interactive Marketing

Interactive marketing is a marketing activity that is carried out interactively, namely via digital cellphones or online interactive television, which, of course, uses the internet. Through this activity, companies and consumers can communicate in two directions, namely, from MTs to social media users. MTs Muhammadiyah Gedongtengen uses a lot of social media in its interactive marketing, namely WhatsApp, Instagram, Facebook, websites and YouTube. However, the one that produces a lot of results or the application that can be said to be very active in interaction is the WhatsApp application. In this application, the PPDB team and other teachers who participate in helping with school promotion are active in answering questions from people who ask and need information related to registration. This makes it easier for the PPDB team to communicate, which doesn't have to meet in person but can just do it by telephone. As we know, the WhatsApp application provides convenience for its users by sending written, picture, and voice messages. Not only that, but WhatsApp also makes it easy for users who want to share everything they want to share with the wider community, especially those on their cellphone contact numbers, to see what they share. This was done by MTs Muhammadiyah Gedongtengen, namely by sharing information on flyers that had been created via the WhatsApp status of teachers and MTs Muhammadiyah Gedongtengen staff. This provokes people who need information regarding school registration, especially at the junior high level, to ask questions through the application. This means that social media does not always have a negative view, but many positive views can be applied and taken. Indeed, the influence of social media makes people addicted to continuously using gadgets without knowing the time. However, when we know what to do with the gadget that leads to the positive side, the gadget functions more positively.

Sales Promotion

This sales promotion initiative is carried out by distributing product samples or coupons to potential consumers to encourage them to buy indirectly. Conversely, this can be done in sales promotions aimed at wholesalers and retailers by holding sales contests, offering special prices, and directly delivering products by the company. MTs Muhammadiyah Gedongtengen implements sales promotions that are listed on flyers and brochures. This is found in the difference in waves when registering. Namely, wave one gets a discount of IDR 500,000 while wave two gets IDR 350,000, and so on. The sales promotion stated in the 2023/2024 PPDB brochure is REGISTRATION FEE ONLY IDR 1,350,000.00 "ALREADY GET A MADRASAH UNIFORM." The uniform may be equivalent to a Rp. 500,000 discount if we can understand that. The discounts applied by MTs Muhammadiyah Gedongtengen make it a particular attraction for people who want to register their children at a limited cost. Everywhere, discounts or discounts always attract people

when they want to buy a product; promotional techniques like this are widely used in product or service promotions.

Publicity and Public Relations

Advertising, of course, differs from advertising in that it involves breaking into corporate media in the form of news about products and services to carry out events covered and publicized by the media. At the same time, public relations (PR) assumes managerial responsibilities in evaluating public behavior, identifying individual policies and procedures in the public interest, and implementing programs acceptable to the public. Public Relations is a direct link between schools and residents, schools and parents, and schools and schools regarding enrollment promotion. Public relations has always been important to every institution, company, or organization. The modern term is now more focused on public relations (PR). Usually, in public relations organizations, it is always in the position after the daily management or chairman, secretary, and treasurer.

Public relations is always the link between internal and external, such as the public relations officer at MTs Muhammadiyah Gedongtengen, who is also a liaison with related parties. However, MTs Muhammadiyah Gedongtengen's public relations also doubles as a social media team that always updates about big holidays, activities at MTs, registration and other things. To date, the public relations of MTs Muhammadiyah Gedongtengen has succeeded in collaborating with certain parties, such as the community around the school, to help maintain the good image of MTs Muhammadiyah Gedongtengen. Then, collaborate with other schools around MTs, Muhammadiyah Gedongtengen, to help with new student registration. I also collaborate with Islamic boarding schools to collect data on the number of students and assist in achieving achievements both for Islamic boarding schools and for MTs Muhammadiyah Gedongtengen.

Personal Selling

Personal selling in this campaign is a variety of communication activities carried out directly or face-to-face between sellers and potential consumers. These activities can take the form of holding presentations, answering questions about products offered by consumers, or recruiting potential consumers. MTs Muhammadiyah Gedongtengen carries out personal sales. Public relations from MTs collaborated with other schools to promote MTs Muhammadiyah Gedongtengen with presentations and bringing brochures and forms. Students who are interested can ask questions directly to the PPDB team, which comes to the school and can fill out the form directly on the spot. The form is used to obtain data from students who want to register. It makes it easier for the PPDB team to provide information regarding the next steps or stages when the form has been filled out via the telephone number that the student wrote on the form sheet.

Word of Mouth Marketing

Word of Mouth Marketing is an individual activity carried out orally, in writing, or through electronic media. The problem presented tells about his experience purchasing or consuming related products and services. This is one of the strategies of MTs Muhammadiyah Gedongtengen, which is quite effective. Through original stories and experiences that have been experienced by students, alumni, teachers, residents around MTs, and students' parents, people are interested in registering to study at MTs Muhammadiyah Gedongtengen. This strategy is a good strategy for promotion because, through direct stories about what they experienced during school or through direct observation, people easily believe the story. However, MTs itself also provides compensation in the form of fees for students, alumni, teachers, residents and parents of students who help MTs in getting new students. The purpose of giving the fee is to thank the students who have helped promote the school because it is not easy to get new students with a school size that can be said to be micro, even though the school system and activities are good, even very good. This strategy is also effective because prospective applicants believe and are even interested when students or alumni talk about their activities at MTs Muhammadiyah Gedongtengen, which are both exciting and learning activities. Experience always attracts people

when they want to join an organization or a certain field in a company. Experience will make it easier for people to be accepted, especially during job interviews. That is why experience is an important factor in a person and an institution.

Events and Experiences

In this case, it is a company that sponsors activities and programs through prior planning. These activities and programs must then be used to interact with target groups around the company brand. These events and experiences include sporting activities, performances, and fundraising activities. MTs Muhammadiyah Gedongtengen itself also took part in ac Other school events hold a bazaar, allowing schools to open stands for registration and promotions. When opening a stand at another school, MTs Muhammadiyah Gedongtengen brought a team to guard the stand and provide brochures and registration forms. The benefit of participating in activities outside the school program is to increase your network of wider relationships. The existence of a stand opening activity by MTs Muhammadiyah Gedongtengen helped MTs become better known to various schools.

Communication at the point of Purchase

In this case, posters, signs, and various other materials will be specifically designed to influence potential consumers' decisions to do business at the point of Purchase. Usually, the arrangement of goods in a shop as a shop is very important to attract consumers' attention so that they are ready to try the product. However, in business, especially in educational institutions, the existing facilities are managed.

Later, prospective students will see all the facilities displayed well, which will interest them. MTs Muhammadiyah Gedongtengen also welcome anyone who wants to ask questions or wants to survey the school before registering their child to come to MTs. This allows people who see it to be interested or even not interested. Due to the existing facilities, the activities that children do when school takes place. Even though MTs Muhammadiyah Gedongtengen can be said to have quite good facilities, the school activities are well-conditioned, with the addition of spiritual activities carried out together, such as congregational prayers, cannot be the main factor for parents to register their children. Therefore, MTs also continue to try to improve all existing shortcomings to provide a good view to anyone being surveyed.

4. Conclusion

So, in this case, MTs Muhammadiyah Gedongtengen has a fairly effective strategy that is still being used today, namely interactive marketing through digital platforms on existing social media. Especially the WhatsApp application, which is quite helpful in communicating and sharing flyers about PPDB, sharing activities carried out by MTs students, achievements achieved by MTs students, and further notifications about information available at the school. The second effective strategy is the word-of-mouth marketing strategy, where people's experience is always a good consideration when choosing a school. Direct experiences and stories from people who directly experience what is done at the school are trustworthy and help get new students. People who receive stories or experiences from MTs students, MTs staff, MTs teachers, parents of MTs students, and even MTs alumni will believe in what happens at the school. Even hearing stories from parents of students when interviewed about MTs and their children, they felt proud that their children could be sent to school at MTs Muhammadiyah Gedongtengen. The experiences and activities that their children get are very good.

5. Acknowledgement

I would like to express my gratitude for the facilities and funding provided by the Faculty of Literature, Culture and Communication, especially the Communication Science Study Program at Ahmad Dahlan University. Furthermore, I would also like to thank my parents as well as my older brother and sister who have provided support and also their prayers so that I can reach this stage now. Then I also don't forget to thank my supervisor who helped me and guided me of course in

working on this journal. Lastly, I would like to thank all parties who were willing to help in providing the information and data needed for this research. Especially to Madrasah Tsanawiyah Muhammadiyah Gedongtengen, namely the Head of MTs Muhammadiyah Gedongtengen, Administration of MTs Muhammadiyah Gedongtengen, Public Relations of MTs Muhammadiyah Gedongtengen, Chair of PPDB MTs Muhammadiyah Gedongtengen, as well as several representatives of parents and also student representatives, namely those who have allowed me to conduct research, interviews, and spend time on my research.

6. References

- Eka Yuda Wibawa, A. (2021). Implementasi Platform Digital Sebagai Media Pembelajaran Daring Di Mi Muhammadiyah Pk Kartasura Pada Masa Pandemi Covid-19. *Berajah Journal*, 1(2), 76–84. <https://doi.org/10.47353/bj.v1i2.15>
- Febriana, B., & Setyanto, Y. (2019). Bunga Febriana, Yugih Setyanto: Strategi Komunikasi Pemasaran Coffee Broker dalam Meningkatkan Jumlah Pelanggan Strategi Komunikasi Pemasaran Coffee Broker dalam Meningkatkan Jumlah Pelanggan. *Prologia*, 3(No. 1), 39–46.
- HARTONO, A. H. (2021). *Fakultas Ilmu Sosial dan Ilmu Politik*. 0771, 4500093.
- Hasanah, H. (2017). TEKNIK-TEKNIK OBSERVASI (Sebuah Alternatif Metode Pengumpulan Data Kualitatif Ilmu-ilmu Sosial). *At-Taqaddum*, 8(1), 21. <https://doi.org/10.21580/at.v8i1.1163>
- Hidayatullah, M. T., Asbari, M., Ibrahim, M. I., & Faidz, A. H. H. (2023). Urgensi Aplikasi Teknologi dalam Pendidikan di Indonesia. *Journal of Information Systems and Management (JISMA)*, 2(6), 70–73. <https://jisma.org/index.php/jisma/article/view/785>
- Ii, B. A. B., & Pemasaran, A. (2007). *Planning, Organizing, Actuating Dan Controlling*. 20–24.
- Ilmy, M. D. (2021). Implementasi Strategi Integrated Marketing Communication Gerai Kopi Di Masa Pandemi Covid-19. *Commercium*, 4(1), 1–14.
- Ir. Agustina Shinta, M. p. (2011). *Manajemen Pemasaran* (S. S. Ali Manshur (ed.)). UB Press. <https://books.google.com/books?hl=id&lr=&id=5OiZDwAAQBAJ&oi=fnd&pg=PR5&dq=pemasaran&ots=3ctkoch2AW&sig=jWiHd-Sx8HSJ1JTH3OO3MuPQiAg>
- Jannah, U., & Moh. Moefad, A. (2019). Strategi Komunikasi Pemasaran Wisata Baru Setigi di Gresik Jawa Timur. *Jurnal Ilmu Komunikasi*, 9(2), 114–129. <https://doi.org/10.15642/jik.2019.9.2.114-129>
- Margareth, H. (2017). No Title طرق تدريس اللغة العربية. *Экономика Региона*, 32.
- Mukarom, Z., Dakwah, J. M., Dakwah, F., Uin, K., Gunung, S., & Bandung, D. (20M). *Teori-Teori Komunikasi*. <http://md.uinsgd.ac.id>
- PChangara, H. (2009). *Pengantar Ilmu Komunikasi* (Ke-2, ceta). PT RajaGrafindo Persada.
- Prof. DR. Lexy J. Moleong, M. A. (2018). *Metodologi penelitian kualitatif* (revisi). PT Remaja Rosdakarya. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1133305>
- Qarlina, C. D., Purwanto, & Fitri Wulandari. (2023). Pengaruh Media Sosial Sebagai Alat Promosi Terhadap Minat Peserta Didik di SMA Batik Surakarta. *Technomedia Journal*, 8(1SP), 82–91. <https://doi.org/10.33050/tmj.v8i1sp.2054>
- Sukoco, S. A., & Maulana, A. (2022). Digitalisasi Pemasaran Melalui Platform Media Sosial. *Jurnal Pengabdian kepada Masyarakat Nusantara (JPkMN)*, 3(2), 1179–1184. <https://ejournal.sisfokomtek.org/index.php/jpkm/article/view/531>
- Tasruddin, R. (2017). Tren Periklanan di Media Sosial. *Jurnal Komodifikasi*, 5(5), 15–20. <http://journal.uin-alauddin.ac.id/index.php/Komodifikasi/article/view/5504#>
- Turistiati, A. T. (2016). Pentingnya Komunikasi Efektif dalam Mensosialisasikan dan Mewujudkan Tujuan Pembangunan Berkelanjutan. *Prosiding Seminar STIAM*, III(01), 103–109. <http://www.unpad.ac.id/2015/09/isu->
- Yulianingsih, Y., Mutia, I., & Cholifah, W. N. (2022). Pemanfaatan Teknologi Interaktif Sebagai Media Pembelajaran Dan Promosi Sekolah. *Jurnal PkM Pengabdian kepada Masyarakat*, 5(5), 487. <https://doi.org/10.30998/jurnalpkm.v5i5.14294>
- Yusra, Z., Zulkarnain, R., & Sofino, S. (2021). Pengelolaan Lkp Pada Masa Pendmik Covid-19. *Journal Of Lifelong Learning*, 4(1), 15–22. <https://doi.org/10.33369/joll.4.1.15-22>

Zulfa Rahmatin, U., & Ady Soejoto, P. (2017). Pengaruh Tingkat Kemiskinan Dan Jumlah Sekolah Terhadap Angka Partisipasi Sekolah (Aps) Di Kota Surabaya. *Jurnal Pendidikan Ekonomi*, 01(2), 127–140.
