

Issues and Trends in Interdisciplinary Behavior and Social Science



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA


Editors

Ford Lumban Gaol

Fonny Hutagalung

Fong Peng Chew

Universitas Islam Negeri Sunan Kalijaga (05.07.2019)

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Preface

The theme of the 6th International Congress on Interdisciplinary Behavior & Social Science 2017 was “The Role of Social Sciences in Cross-Cutting Issues in Humanities”.

In cross-cutting issues of broad relevance, Social Sciences and Humanities are fully integrated to enhance industrial leadership and to tackle various societal challenges. ICIBSoS 2017 provided the economic and social analysis necessary for reforming such Humanities issues as education, sociology, anthropology, politics, history, philosophy and psychology as well as food security.

Contributions to ICIBSoS 2017 give necessary insight into the cultural and human dimension of such diverse research areas as transport, climate change, energy and agriculture. ICIBSoS 2017 also analyses the cultural, behavioural, psychological, social and institutional changes that transform people’s behaviour and global environment.

ICIBSoS 2017 proposes new ideas, strategies and governance structures for overcoming the crisis in the global perspective, innovating the public sector and business models, promoting social innovation and fostering creativity in the development of services and product design.

One example that was discussed at ICIBSoS 2017 was the evolution from the concept of Ecosystem that adapts the framework to the Millennium Ecosystem Assessment Nature’s Contributions to People classification assessments. Issues such as sharing economics and the economics of disruptive technology were also discussed at ICIBSoS 2017.

Hence, at ICIBSoS 2017, there was a discussion about new paths that have to be forged, including revisiting basic ontological and epistemological considerations, such as how we understand the world, what knowledge is, and the role of science. Constructive interdisciplinary dialogues in support of the development of innovative frames and terminologies have become the goal of and contribution by ICIBSoS 2017.

Finally, we hope that this book will make a significant contribution to the social sciences and humanities.

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Marketing management of Madrasah Ibtidaiyah (MI)

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State Islamic University, SunanKalijaga Yogyakarta, Indonesia

ABSTRACT: The purpose of this study is to review the institution of special education of madrasah institutional management. Here, we focus on marketing management of madrasah institutions. Institutional marketing is one part of the management of educational institutions. Therefore, the management of madrasah marketing must be handled properly so that the objectives of the madrasah can be achieved. We hope that well-managed madrasah institutions will be well known for marketing and then the madrasah will be known and trusted by the community. Thus, the interest of the community is high against the madrasah. In this study, we use qualitative method with five madrasah research objects, five principals, five madrasah teachers, five members of the madrasah committee, and five madrasah parents. The data collection process includes (1) identifying participants, (2) gaining access to participants and places, (3) compiling the type of information that will answer the research question, (4) designing instruments to collect and record interview results, and (5) interpreting the collected data. The data collection method involves observation, interview, documentation, and audiovisual materials. Data analysis takes place before, during, and after field study. The results of this study show that madrasah education institutions are advised to manage marketing well. Madrasah marketing strategy is done consistently. In the context of education, marketing mix strategy can be used to win the competition, in this case, known as 7P (product, price, promotion, place, people, physical evidence, and process.) Madrasah marketing management implementing the marketing mix strategy can change the image of the community to the madrasah.

Keywords: marketing management, madrasah ibtidaiyah

1 INTRODUCTION

Madrasah is a formal educational institution under the guidance of the Ministry of Religious Affairs, while the school is a formal educational institution under the guidance of the Ministry of Education and Culture. The Law of the Republic of Indonesia Number 20 the Year of 2003, Article 17, Paragraph 2 stated that primary education in the form of elementary school (SD) and *madrasah ibtidaiyah*/Islamic elementary school (MI) are equal. In its development, both institutions experience problems. The government has regulated it in the Law of the Republic of Indonesia Number 20 Year 2003 regarding National Education System, which stated that there is an opportunity for madrasah to improve its quality and introduce itself in the middle of society. Constitutional madrasah has equality with other public schools. Nevertheless, the reality is that the community positioned the madrasah as a second choice. Madrasahs are considered less qualified schools, graduates from which are less able to compete in continuing higher education. This condition proves that madrasahs are difficult to become the primary educational institution of society. We address the question of how to manage a madrasah into a community-chosen institution. Madrasahs are no longer underestimated. Madrasahs are in line with other public schools. Therefore, the intent of the researcher is to overcome the condition through improving the management of institutions in general and marketing management in particular. The low public interest in madrasah is due to the

management of madrasah, which is still managed traditionally, but not yet implemented in the optimal management function. To increase community interest, madrasah management must be addressed. Madrasahs and managers must change themselves to achieve educational goals. In addition to institutional management, the leadership of the institution has not met the qualifications as an educator. Another problem is financing. Thus, managers of madrasah institutions should examine more in the management of madrasah. To attract high public interest to madrasah, it is necessary to establish policies related to marketing management program of madrasah. Philip Kotler (1997: 36) states that customer satisfaction is a function of the impression of performance and expectations. If performance is below expectations, customers will not be satisfied, and vice versa. Furthermore, if performance exceeds expectations, the customer will be very satisfied or happy. In line with that Philip Kotler, Imam Machali (2017: 226) concluded that the madrasah as an educational service industry faces challenges; on the one hand, madrasah should strive to improve the quality and competence of graduates so as to meet the expectations of stakeholders, and on the other hand, madrasah is still seen as a second-class institution. Therefore, the madrasah should meet customer satisfaction. On the basis of the results of direct observation, generally people choose public education. The reality in the field is that the results of research on marketing management madrasah are less socialized to the community, especially managers of madrasah, teachers, and stakeholders. In addition, funding or financing issues are one of the factors causing inefficiency of madrasah marketing program. Another problem, lack of knowledge about marketing management, resulted in the competence of human resources of madrasah managers. In-depth examination of the marketing management of madrasahs will deepen and expand marketing knowledge. For practitioners, managing educational institutions get institutional management guidance. Similarly, policy makers have a basis for deciding policies. Researchers can improve the results of research to obtain accurate results. Students participating in research will get new experiences so as to acquire more knowledge and experience.

2 METHODOLOGY

In this study, we use qualitative method. The data collection process involves (1) identifying participants and places; (2) gaining access to participants and places; (3) compiling the type of information that will answer the research question; (4) designing instrument to collect and record interview result; and (5) implementing the collected data. The data collection method involves observation, interviews, documentation, and audiovisual materials (John Creswell, 2015: 420). Data analysis takes place before, during, and after field study. Field study was conducted according to Miles and Huberman (1984). The data were validated using member checking and triangulation.

3 RESULTS AND DISCUSSION

Madrasah is Islamic-based educational institution, which manages various levels of educational units from kindergarten (*RaudhatulAthfal* (R.A.)). The basic education unit is called *Madrasah Ibtidaiyah* (M.I.), while the level of junior secondary education unit called *Madrasah Tsanawiyah* (M.Ts.). The upper middle level is called *Madrasah Aliyah* (M.A.). "Madrasah" educational institutions began to flourish in Indonesia in the nineteenth century. This development began with the establishment of *Madrasah Adabiyah* by Abdullah Ahmad in Padang Panjang (Malik Fajar, 1999: vii). During its emergence, the madrasah focused more on Islamic religious learning. Together with its development, various problems aroused. Madrasahs had difficulty competing with public schools and were less desirable educational institutions for the public. Madrasah became the number two institution after public school. Lack of public interest due to the management of madrasah institutions has not been optimal. However, competition in education is inevitable. Several madrasah

institutions are combined because of the shortage of students. Understanding the concept of marketing management depends on understanding the concept of the market.

The marketing process is a transactional process between producers and consumers together assigning agreed rewards. As an education management institution, madrasahs should determine marketing strategies related to educational services that satisfy customers. Thus, the impact of madrasah is better known to the public. According to Sheila (1996: 25), customer satisfaction has become an important part of marketing strategy and has greater strength than an advertisement. Customer satisfaction can also be an indicator of the quality of services provided, so that the increase and decrease in income can be seen from the extent of customer satisfaction, which depends on various elements: (1) matching of customer expectations and reality; (2) satisfaction with the service received; (3) financing affordable service programs as agreed between the customer and the madrasah; and (4) the existence of a conducive madrasah atmosphere. Customer satisfaction depends on the strategy used. The marketing strategy in question is the marketing mix (marketing mix). According to Kotler et al. (2002: 9), marketing mix is a set of controllable, tactical marketing tools that the firm integrates to produce the desired result in the target market. There are seven marketing mixes: (1) product, (2) price, (3) place, (4) promotion, (5) human resources, (6) physical evidence, and (7) process. With regard to marketing management of madrasah, (1) the product is a madrasah education service that encompasses various types of madrasah institution services; (2) price is the cost of various services of madrasah institutions; (3) the place is the location of the school under question in determining the choice; (4) promotion is the promotion of madrasah; (5) human resources are those involved in madrasah services, in this case, educators and education personnel; (6) physical evidence is linked to madrasah facilities and infrastructure; and (7) the process involves all madrasah service activities. Implementation of marketing mix in madrasah institution can be modified according to condition and situation of madrasah institution. For example, the implementation of new students can be achieved before the time set by the government. The theme of the acceptance program of new students comes under the selection for entrance interests (SEI) program, which is the development of new enrollment programs. The result of the madrasah is to know the number of new students. In addition, early madrasahs can plan education services. Planning is an early stage of the marketing management of madrasah. It is a process of systematically designed marketing activities. The designed activities will be carried out to achieve the goal. The activities are (1) market identification; (2) market segmentation and positioning; (3) product differentiation; and (4) school services (Imam Machali and AraHidayat, 2016: 298). Organizing is an advanced planning in a series of marketing management. It is a marketing activity carried out by a group of people to achieve the goal. Organizing activities include the division of duties, authority, and responsibility of marketing officers of madrasah. Actuating is a series of madrasah management that realizes planning and organizing. Controlling is the process of observing and measuring marketing management activities of madrasah. Madrasahs should set marketing strategies to include the following steps: (1) identify markets to identify market conditions and map from competing madrasah; (2) market segmentation and positioning to divide the market into a group of buyers; (3) product differentiation to arrange different programs with other madrasah; (4) madrasah marketing communication involving academic and nonacademic activities; and (5) madrasah service. In the context of education, to win the competition, it can apply the marketing mix strategy, in this case known as 7P (product, price, promotion, place, people, physical evidence, and process): the product is a madrasah program that can satisfy customers; price in this context is the cost incurred by the customer; place (location) is the location of madrasah; promotion is the activity of communicating madrasah products; people (human resources) are the people involved in the madrasah program; physical evidence is the decisions; and process is the process of madrasah program. The marketing management of a madrasah that implements the marketing mix can change the image of the community to the madrasah. The role of madrasah in the society is inevitable. As image changes, madrasah constantly improves the service quality, so that it can compete with public schools, to finally become the number one educational institution of interest to the public.

4 CONCLUSION

1. Madrasah should improve madrasah management in general and marketing management in particular.
2. Madrasah should focus on madrasah marketing management.
3. Marketing strategy must be set to focus on customer satisfaction.

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