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Deep Promotion Strategic Planning Analysis Competition for Students

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Abstract: SMK IT daarul Abror really understands that marketing strategy is very important, especially in terms of competition between SMA/SMK equivalent in getting students. This study aims to develop strategic promotion planning formulations in competition to get students, so that data collection is carried out through interviews, observation, and document studies. internal and external environmental analysis at SMK IT Daarul Abor which is used to formulate promotion strategic planning in getting students.

Keywords: Strategic Planning, Promotion Strategy, Competition Analysis.

INTRODUCTION

Education competition is currently warm and noteworthy, the phenomenon of schools being abandoned by their customers is a benchmark for evaluating the success of educational institutions in carrying out educational marketing strategies (Fadhilah 2022), this is interesting to find out more about the causes that have occurred in three years Recently , there is competition, especially in the world of education, which is unavoidable, some educational institutions experience the phenomenon of being abandoned by their customers (Ram Yulis 2005). Therefore, it is necessary for schools to develop a marketing strategy to increase enrollment decisions for junior high school students (Rahayu 2019).

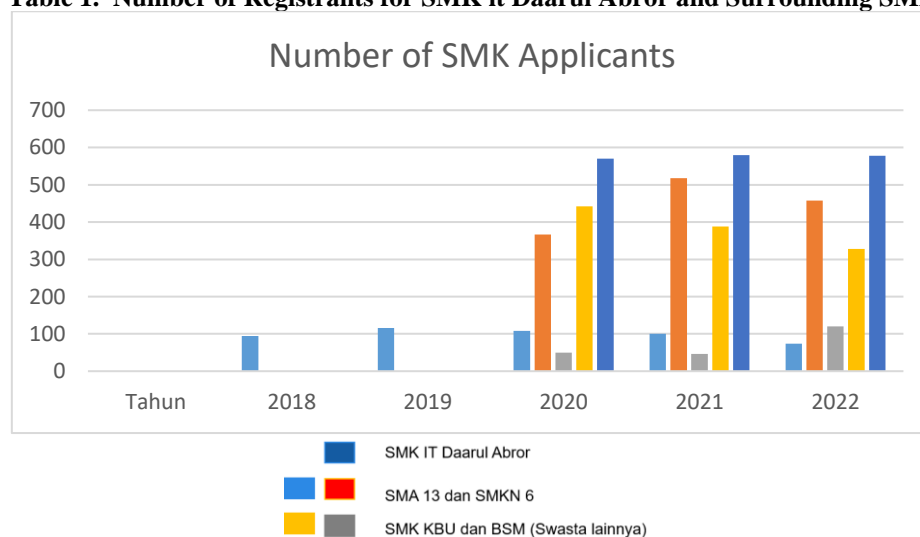
The problem that often occurs in getting students in the education service industry is consumer rationality (Lestari & Mudzakkir, 2016) towards marketing strategies developed for educational services such as pricing, location, promotion (Tangkilisan 2014; M.RWijaya, 2021), school brand image (Sari et all, 2015, Gazali & Paminto, 2016), school quality (Hanushek et al, 2007).

The government's policy of stipulating 12-year compulsory education has an impact on the very rapid growth of education in Indonesia, both in primary and secondary education. In this 12-year compulsory education program, the government seeks to provide the widest possible educational opportunities to the population aged 16-18 years or students. at the level of High School (SMA), Vocational High School (SMK), Madrasah Aliyah (MA) or other

equivalent forms. With the realization of this 12-year compulsory education, SMA/SMK schools also receive school operational assistance funds such as those given to elementary and junior high school students (UU Sisdiknas 2003).

However, with the increasing growth of these SMKs it also has an impact on the level of education units to get students, as well as SMK IT Daarul Abror which is a SMK Education unit in Garut district which in the last three years there has been a decrease in the number of registrants even though there has been an increase in registrations with a peak in 2019 a number 120 registrants, starting from 2019 there has been a decrease under one hundred students or below the set study group quota. However, on the one hand, public vocational schools, although they had experienced a decline, were still above the minimum quota set for 400 students, while other private vocational schools experienced increases and decreases, this can be seen from the following table.

Table 1. Number of Registrants for SMK it Daarul Abror and Surrounding SMK



Source: Empirical Data on PPDB SMK, 2022

course makes Private Vocational Schools need to make a marketing strategy to make it easier for parents and prospective students to make decisions about choosing a school. There are five main factors that influence the decision of high school students in choosing a university in Ho Chi Minh City with a significance level of 0.01. The five factors include: Perceived cost; perceptions of facilities and resources; university reputation; students receive information from the university and advice from relatives, (Thai Dinh Do (2020) whereas according to Noor Alyani Yaacob (2014) in her journal, parents of students emphasize the importance of private school syllabuses, especially religion, school environment and facilities when choosing to enroll their children in private schools. School academic performance ranks third in preference, with the fourth factor considered as the quality of teachers owned by the school. In addition, according to Muhammad Restu Wijaya stated that promotion through social media and word of mouth has a positive and significant influence. T. Husain's research The effectiveness of promotion mix on the decision of parents to choose SMAIT Nururrahman Islamic Boarding School stated that Sales Promotion had no significant effect on the decision of the student's guardian. Meanwhile, Sani Gazali and Ardi Paminto's research entitled The Effect of Brand Image and Promotional Mix on Student Decisions in Choosing a High School of Civil Economics, Balikpapan stated that Sales Promotion had This has a significant effect on student decisions in choosing STIE Madani and brand image has a significant effect, while Adang Wijaya's research states that the marketing mix has a significant influence on private high school decision making. It is these factors that will

influence the consumer's decision to buy a product, including registrants at the Daarul Abror High School. Therefore schools must be able to determine the right marketing strategy so that their schools can survive amid the competition for the establishment of new schools.

Previous research has shown that the problem of choosing a vocational high school can be overcome by the *Promotion mix*, while the *promotion mix* technique includes *advertising*, *sales promotion*, *personal selling*, *direct marketing* and *public relations* which are used to influence consumers to buy products (Rianti Lasut & Altje L. Tumbel, 2017). The promotion mix on the marketing strategy of the Daarul Abror IT Vocational School is expected to increase the registration of new students at the Daarul Abror IT Vocational School. Based on the description of the problems raised, it is necessary to do research on the Analysis of Strategic Planning Mix Promotion in Competition to get students

LITERATURE REVIEW

Some previous research in preparing strategic planning used the Business Environment analysis approach with Potter's five strengths analysis approach (Setyanti 2020), Hashemi et al (2017) conducted a SWOT analysis and strategic planning for the development of language institutions in Iran. Apart from that, in increasing registration, several previous studies used a promotion strategy approach (Adang Setiawan, 2020, Tankilisan 2014, Gazali 2016, Rahayu 2019)

Business Environment Analysis

According to Glueck (2008) in Yunus (2016: 60) the environment consists of factors outside the company that can lead to opportunities or threats to the company Kodrat (2009) said that the purpose of Porter's five force analysis is to determine the competitive advantage and competitive advantage of the company. According to David (2006), Porter's Five Forces Model of competitive analysis is a widely used approach to developing strategy in many industries. According to Porter, the nature of competition in an industry can be seen as a combination of five forces, namely competition among similar companies, the possibility of new competitors entering, the potential for developing substitute products, the bargaining power of sellers/suppliers, the bargaining power of buyers/consumers (David, 2009)

SWOT Analysis

SWOT analysis is a method of situational analysis that focuses on systematically identifying several factors to formulate corporate, organizational or institutional strategies. The strategic decision-making process is always related to the development of missions, goals, strategies, and must analyze the strategic factors of the company, organization or institution in the current conditions. This is called situation analysis.

SWOT is a policy analysis that is taken based on strength (strenghtness), namely looking at what are the things that become strengths as reliable capital, weaknesses (weaknesses), namely looking at things that are seen as weaknesses so as to form priorities to overcome these weaknesses, opportunities (opportunities) namely any opportunities that might be achieved to overcome weaknesses and support strengths and challenges or threats (treaths) namely things that can be challenges both seen from positive and negative things so that they can be used as a trigger to increase the achievement of an organization to achieve effective and efficient goals. (Sagala: 2013)

Promotion Mix

According to Kotler (2006: 28), promotion is a variety of activities carried out between companies to communicate the benefits of their products and to convince target consumers to buy them. Furthermore, according to Grewal and Levy (2008:10), promotion is a

communication made by marketers to inform, persuade and remind potential buyers of products or services to influence buyer opinions and obtain a response from buyers.

Promotion mix techniques include advertising, sales promotion, personal selling, direct marketing and public relations. One of the actions to influence consumers to buy products, the company carries out a promotion mix (Rianti Lasut & Altje L. Tumbel, 2017)

RESEARCH METHOD

This study uses a qualitative descriptive method, namely by conducting observations, interviews, and documentation studies. This research is divided into 3 stages as follows:

- 1) The first stage is to identify the organizational environment through observation, interviews, and data collection,
- 2) The second stage is to carry out an analysis of *Porter's five forces model*, a SWOT analysis of the school's internal and external environment, and identify the promotion mix strategy that is currently being implemented.
- 3) The third stage, making a formulation using: SWOT analysis of the five strengths of the proter, SWOT analysis of the school's environment and externals, and analysis of the school's promotion mix strategy

FINDINGS AND DISCUSSION

Identification Of It Daarul Abror Vocational School

History of SMK IT Daarul Abror

Daarul Abror IT Vocational School was established in 2010, to be exact, on June 1 2010. It is located on Jalan Cibiuk Kp Jati Tonggoh, ds Cibiuk Kaer, Cibiuk District, Garut Regency. Daarul Abror IT Vocational School stands under the auspices of the Al Muchtar Cibiuk Foundation, Kab. arrowroot Which was founded by H. Iyus Ruslan, SE as the Owner of the Cibiuk Restaurant. IT Daarul Abror Vocational School when it was founded became the only school based on the Quran tahfidz Islamic boarding school in the district. grout.

Until now Daarul Abror IT Vocational School has collaborated with several large companies in Indonesia, including: Cibiuk Restaurant, PT. Five Pillars of Blessing, PT. Ramayana Sentosa, Bank Syariah Mandiri, Rabbani, Nun Hijab Collection, PT ResKA Multi Usaha, PT. Creative Communication, PT. Poetih Cloud, PT. Qolbu Television Management, PT. Examedia Arkanleema, Syamil Quran, (<https://daarulabor.sch.id>)

Analysis of *Porter's Five Forces Model*, SWOT, Internal and External Environment

Analysis of *Porter's Five Forces Model*

Porter's Five Forces analysis or the five factor competition model is used to analyze the external environmental conditions currently being faced by the Daarul Abror IT Vocational School by using five competitive forces which will explain the position of the Daarul Abror IT Vocational School (Utami 2018). When compared with competitors so as to be able to overcome competitive pressures in the industry and create a competitive advantage (Wardhana 2017). The explanation regarding the analysis of the five competitive factors or Porter's Five Forces for SMK IT Daarul Abror is as follows:

1) Industrial Competition (Competitive Rivalry)

The main competitors of SMK IT Daarul Abror are SMA/SMK equivalent in Garut regency and more broadly in West Java with schools that have the same character, namely Islamic boarding schools. SMK equivalent in the same region has the potential to influence the recruitment of new students but is different in the market segment of the SMK IT Daarul Abror school due to the Boarding School.

2) Threat of New Entrants (Threat of New Entry), The threat of newcomers to the Daarul Abror IT Vocational School is SMA/SMK equivalent which has created a Boarding school

or Islamic boarding school which has established a SMA/SMK equivalent so that Daarul Abror IT Vocational School has competitiveness in the industrial world, to overcome this, Daarul Abror IT Vocational School must be quick in accepting steps to anticipate this.

3) Buyer Power

The general public is a buying power for the IT Daarul Abror Vocational School, because parents (in the context of the general public) who have children who will continue their education from junior high school to a higher level, namely SMK and more specifically have the ability to charge for boarding schools which are slightly more expensive than schools. regular regular. Schools must promote and socialize parents who have children who have graduated from junior high school so that parents and their children register as prospective students at SMK IT Daarul Abror.

4) Supplier Power

The main suppliers of Daarul Abror IT Vocational Schools are SMPs that have the same collaboration or character as Daarul Abror IT Vocational Schools, namely Integrated Islamic Middle Schools and Islamic Boarding School-based Middle Schools. In addition, the Vocational School also approached and socialized Public Middle School students in West Java, especially Garut and Bandung Raya districts, because these Middle School students could become one of the targets for adding prospective SMK students. Apart from junior high schools in the area around the SMK, educators and educational staff are a supply force for SMK IT Daarul Abror. The Network of Educators and Educational Personnel Organizations is also one of the suppliers of Vocational High Schools, active educators and education personnel in community organizations (NU, Muhammadiyah, EXACTLY, JSIT, MAPADI) also helps increase the number of students

5) Threat of substitute products

The emergence of *homeschooling*, Islamic boarding schools or Tahfidz houses based on Package C and Islamic boarding schools based on new training institutions that are in the same location and have the same expertise program as SMK IT Daarul Abror. Moreover, accompanied by these training institutions having links and cooperation (MOU) with industry and government agencies, the SMKs and training institutions will become extraordinary threats/competitors that Daarul Abror IT Vocational School must watch out for.

SWOT Analysis

The SWOT analysis stage is an analysis to find out the business conditions and the School Promotion Strategy internally and externally.

Analysis of the School's Internal Environment

In the analysis of the internal environment obtained from the strengths (strengths) and weaknesses (weaknesses) owned by SMK IT Daarul Abror.

Strength (Strengths)

1. Already have social media accounts and websites.
2. Have sufficient finances.
3. Have majors with online business and marketing professions that support the implementation of promotional strategies according to the needs of the school. Has a network of partner schools and an industrial network.
4. Have adequate facilities (schools and dormitories).

Weaknesses

1. Lack of human resources to support promotional activities in schools.
2. Have not mastered digital marketing techniques well.

Analysis of the School's External Environment

In the analysis of the school's external environment obtained from opportunities (opportunities) and threats (threats).

Opportunities

1. The rapid and modern development of information technology and the availability of promotional applications that can be directly used by schools.
2. With technology the market reach will be wider (Boarding school)
3. The number of SMP is still more than SMA/SMK
4. Many industries have not collaborated with SMK It Daarul Abror

Threats

1. The establishment of a pesantren-based school in the vicinity of the Daarul Abror IT Vocational School
2. SMP Partners who started to establish equivalent SMK schools
3. The addition of a competing SMK major that is the same as the Daarul Abror IT Vocational School
4. Islamic boarding schools around Daarul Abror IT Vocational School have begun to establish SMA/SMK

Identification of School Promotion Mix Strategies

In identifying promotion strategies at SMK IT Daarul Abror, it is carried out internally using the promotion strategy used so far, namely the promotion mix technique which includes

Table 1. Number of Daarul Abror IT Vocational School Marketing Strategies

No	Program	Forms of activity	Media used	Implementation	Year
1	Advertisement	Organic content ads on social media	Facebook	4 content / month	20/21 to 21/22
			Instagram	2 contents / deleted, create a new account	
			ticktock	not yet	
			Telegram	not yet	
			whatsapp	When starting registration	starting
			Telegram	Activity info in internal group	
			e-mail	not yet	
2	Personal selling	School visit	Website	Unmanaged	
			Share Brochures and Posters to schools	Pandemic / 10 schools	
			Live presentation to students	Not done	
3	Direct Marketing	Direct by students	Beosur, slides presentation	Not done	
4	Publicity	Abror Festival	Middle school competition	Pandemic implemented	Not
		Commemoration of National and Religious Holidays	compensation Training Tabligh Akbar	The pandemic doesn't work	
5	Sales promotion	Scholarship 100%	Scholarship with Award program	Quota 10	

Scholarship 25 to 40%

Quota 20

Source: PSB Committee Data

Formulation Of Promotional Strategies

Strategy Formulation Based on SWOT Analysis and Five Poter Strengths

Based on the results of Porter 's five strengths analysis and the SWOT analysis above, it can be explained to develop a management promotion strategic plan at SMK IT Daarul Abror as follows:

- 1) Developing Strength to Overcome Competitor Threats, New Entrants and Substitute Products.
 - a. Maximizing points one and two on the Strengths of SMK IT Daarul Abror, namely online media accounts and finances in its marketing strategy to overcome competitors' threats.
 - b. It is hoped that the facilities owned at point five on the Strength of Daarul Abror IT Vocational School can overcome the Threat of Newcomers.
 - c. Partner school network and industry at point four the strength of Daarul Abror IT Vocational School is expected to be able to overcome SMK substitution products, namely home schooling and Skills Training Institutes, Industrial Networks will make it easier for students to get jobs so that people will not be attracted to Skills Training institutions.
- 2) Maximizing Opportunities to Increase Buyer Power and Supplier Power
 - a. Technological developments at the first point of Daarul Abror IT Vocational High School Opportunity can be utilized to increase the Power of Buyers and Suppliers.
 - b. Jumal SMP which is bigger than SMK also increases the strength of Suppliers.

Strategy Formulation Based on SWOT Analysis

Based on the SWOT analysis above, it can be concluded that to develop a management promotion strategic plan at SMK IT Daarul Abror as follows:

- 1) Developing strengths and maximizing opportunities (SO)
 - a) Schools can take advantage of existing finances to use digital marketing applications or services to promote schools by buying or hiring digital marketing services available in the current era so that schools can increase the effectiveness of school promotions.
 - b) Schools can develop learning methods in online business and marketing and collaborate with the Multimedia department which supports the implementation of school promotions according to needs so as to increase the quantity of new student admissions.
 - c) Schools improve industry partners, especially Online Business and Marketing competencies so that schools can increase the capacity of current technology in marketing strategies, especially Promotion with Digital Marketing.
- 2) Developing strengths by reducing threats (ST)
 - a) Schools can use the finances to follow competitors' SMK Promotion strategies to increase student enrollment.
 - b) Schools can improve the performance of human resources and infrastructure to support school promotions. Schools also improve learning methods, especially in the Online Business and Marketing majors which support the implementation of school promotions.
 - c) Schools to propose to the Foundation to establish several SMP
- 3) Minimizing weaknesses to take advantage of opportunities (WO)

Schools must further improve human resources by strengthening the partner industry to train teachers and students in mastering promotional media, especially digital marketing.
- 4) Minimizing weaknesses and avoiding threats (WT)

- a) The school uses a well-integrated marketing strategy that can provide complete and detailed information as needed so that it can compete with other schools.
- b) Schools can develop human resources and infrastructure by adding and evaluating, so that in Promotion they can continue to develop and the quality of human resources in the field of Marketing increases.

Strategy Formulation Based on Marketing Mix Identification

Based on the identification results of the Promotion Mix strategy at Daarul Abror IT Vocational School, the following are some of the promotional mix strategy developments that can be proposed as follows:

1) Advertising

Daarul Abror IT Vocational School can develop paid advertisements such as Facebook Ads, Instagram Ads, Tiktok Ads, and Google Ads with a certain budget so that it can increase public knowledge about the Daarul Abror IT Vocational School to a wider extent, besides that the quantity of online media organic ads needs to be increased by at least one day one content, of course this can collaborate with online business and marketing competencies and visual communication design competencies in terms of creating online media content.

Daarul Abror IT Vocational School also needs to develop its online media platforms such as TIKTOK, email marketing, Telegram and also optimize the management of its website in the framework of school promotion.

2) Personal selling

In this case the Daarul Abror IT Vocational School needs to carry out another visit to junior high schools (SMP) of the same level, especially junior high schools that have collaborated.

3) Direct Marketing

Schools can mobilize students in the context of direct marketing to introduce and offer SMK to junior high school students, especially grade 9 BDP Competency Teachers can train students in terms of promotion, negotiation and each student is targeted with the number of school quotas, if the current target quota for applicants is 200 students, one student is targeted to bring 2 students then the quota target can be met.

4) Publicity

The Daarul Abror IT Vocational School should return to holding activities again as it had been in the previous year, such as the D'Fest with the target of participants being increased and adjusted to the STP of the Daarul Abror IT Vocational School

5) Sales promotion

SMK IT Daarul Abror can use a fee reduction voucher as a prize for the competition it organizes, besides that it also cooperates with charity institutions in the framework of the scholarship program so that the scholarship quota can be more

CONCLUSION

This research produces a promotion strategy formula, based on Porter's Five Forces or the five factor competition model used to analyze the external environmental conditions currently faced by SMK IT Daarul Abror. SWOT analysis is a systematic identification of factors for school promotion strategies in the internal and external environment. This analysis can maximize Strengths and Opportunities, but simultaneously can minimize Weaknesses and Threats.

Daarul Abror IT Vocational School can use the promotion strategy formula in an effort to increase the number of students amid school competition to get higher and higher students.

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