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INTEGRATED ISLAMIC SCHOOL MARKETING STRATEGIES THROUGH THE INTERNET IN 4.0 ERA

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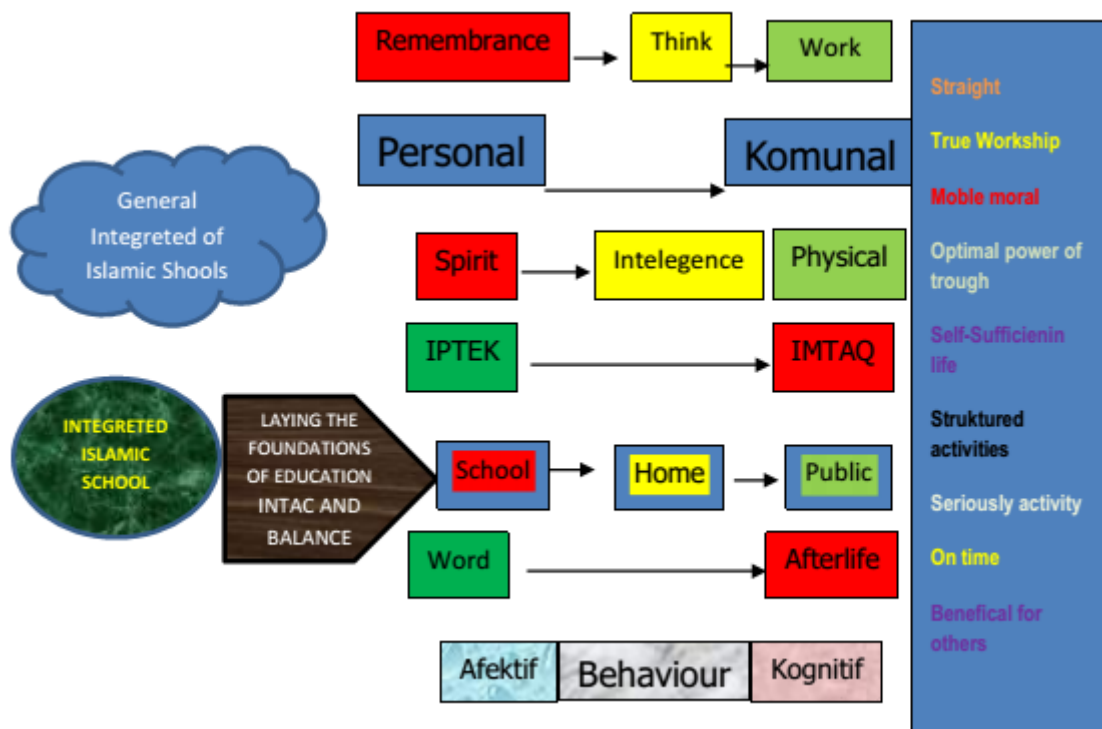
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Abstract: The In the 21st century and move on in 4.0 era, it has a very significant impact and influence on marketing trends, not least in the world of education that carries social values (non-profit). Trend marketing trend is shifting and even shifting from conventional (offline) to digital (online). For business people, the concept of digital marketing is very helpful for marketing products across regions and countries, from anywhere and anytime through the internet, so with education institutions can market school excellence (brand awareness) through the internet. Focus of the issues raised are: (1) How brand awareness strategy through digital marketing is carried out by the integrated Islamic school Syajarul Qur'an (2) What are the obstacles and benefits of implementing digital marketing for integrated Islamic Schools Syajarul Qur'an Gelumbang / Muara Enim. To deepen and reveal the above problems the researcher will use qualitative research which is of course very useful for investigations in order to provide facts and data regarding the implementation of digital marketing brand awareness of integrated Islamic Schools that we mean above. Then the data obtained will be analyzed with the grounded theory approach which provides development of the field of research studies. Then the data collection techniques using interview, documentation and observation. Data reduction techniques namely sharpening, classifying, directing, organizing, data and removing unnecessary data, verification, data presentation and drawing conclusions. While the theory used in this study is the theory of brand awareness strategy implementation which means how far the implementation of digital marketing for stakeholder satisfaction as well as how far the image formed influences prospective customers' decisions. From the results of preliminary research conducted by researchers found that the brand awareness strategy through digital marketing the school delivered a positioning statement in each Facebook post, WhatsApp and Instagram groups and established relationships with customers in a past respond in the

	<p>medisocial which is used and which is not important is involving a third party (sisko) to deliver school information concerning:</p> <ol style="list-style-type: none"> 1. Managerial Service: (Teacher Assessment, Education Calender, Library, Inventory and Administration). 2. Finacial Service: (Montly finance, Cash Flow, e-Money, and recep of financial records) 3. Teaching Service: (Curriculum, Syllabus and RPP, report cards and assement, Guidance Counseling, extracurricular) 4. Communication Service: (Communication Book, Polls, School News, Announcements, Branding tool). <p>The obstacles and benefits of implementating digital marketing related to wifi systems that are less supportive. Suggestions for school managers to continue to run school marketing with conventional (customer centric) and remain consistent in marketing brand awareness through digital marketing developing digital marketing based on clusters (age cluster, domiciles) and other.</p> <p>Keywords: Digital Marketing, Excellence, Marketing Strategy, 4.0 Era,</p>
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INTRODUCTION

Integreted Islamic School of Syajarul Qur’an inessence is a school that implements the concept of Islamic scolaranship based and the Qur’an and Sunnah. In the application Integrated Islamic School interpreted as a school that applies a general education approach and relegius education into fabric of the curriculum.





Hashtag that are often used in digital marketing as follows:

- ✓ Youtube (49%)
- ✓ Facebook (48%).
- ✓ Instagram (39%),
- ✓ Twitter (38%),
- ✓ Whatsapp (38%), dan
- ✓ Google+ (36%).

RESEARCH METHODS

1. Qualitatif method by direct observation in the field and conducting interviews directly to competent parties in the marking of integrated Islamic Shools
2. Based on the secondary data, Marketing MIX theory analysis is performed (product, price, placed, process, promotion, people, physical evident)
3. Based on the result of interviews researcher used quantitative method to analyze improving marketing performance through the internet by distributing questinnaires to respondes who are purposive sampling.

FINDINGS AND DISCUSSION

Case Findings

The number of elementary school Syajarul Qur'an

Tahun Pelajaran	Jumlah siswa									Jumlah
	Kelas 1			Kelas 2			Kelas 3			
	Lk	Pr	JML	Lk	Pr	JML	Lk	Pr	JML	
2012/2013										
2013/2014										
2014/2015	5	2	7	4	1	5				12
2015/2016	7	3	10	10	7	17				27
2016/2017	11	10	21	3	4	7	9	12	21	49
2018/2019	20	8	28	10	15	25	8	8	16	78

The number of elementary school-X

Tahun Pelajaran	Jumlah siswa									Jumlah
	Kelas 1			Kelas 2			Kelas 3			
	Lk	Pr	JML	Lk	Pr	JML	Lk	Pr	JML	
2012/2013										
2013/2014										
2014/2015	21	19	40							40
2015/2016	20	23	43	21	19	40				83
2016/2017	40	41	81	20	23	43	21	19	40	164
2018/2019	40	45	85	40	41	81	20	23	43	209

Marketing Mix Theory



Assumption Of Research Result

Based on the results of interviews with marketing MIX Theory. Shools with francise system not promising be founded in the districk level.

SWOT Analysis



1. Internal factors:

a. Clasifikation internal factors

No	Stranght factors
1	The school has a characteristic
2	School that have support system by. JSIT
3	Energetic teacher’s board
4	Islamic shool that apply the concept of modern schools
No	Weakness factors
1	The school is at the district level
2	Signal in some villages is very weak
3	WIFI networks in school are sometimes weak
4	Teacher’s ability in digital marketing is still lacking

b. Internal waighting table

	Statement	Responden					Waight		Average Value
		1	2	3	4	5	Count	Average	Equal
Strenght									
S1	The school has a characteristic	4	4	4	3	4	19	3,8	0,176

S2	School that have support system by. JSIT	4	4	4	4	3	19	3,8	0,176
S3	Energetic teacher's board	3	3	4	3	4	17	3,4	0,157
S4	Islamic shool that apply the concept of modern schools	3	3	3	3	3	15	3	0,139
Weakness									
W1	The school is at the district level	2	1	2	2	2	9	1,8	0,083
W2	Signal is some villages is very weak	3	3	1	2	2	11	2,2	0,102
W3	WIFI networks in shool are some times weak	2	1	1	2	2	8	1,6	0,074
W4	Teacher's ability in digital marketing is still lacking	3	1	3	1	2	10	2	0,093
Total		24	20	22	20	22	108	21,6	1,00

c. The result of the ranking of internal factors

Pernyataan	Responden					Ranking			
	1	2	3	4	5	Count	Average		
Peluang									
S1	The school has a characteristic	4	4	4	3	4	19	3,8	
S2	School that have support system by. JSIT	4	4	4	4	3	19	3,8	
S3	Energetic teacher's board	3	3	4	3	4	17	3,4	
S4	Islamic shool that apply the concept of modern schools	3	3	3	3	3	15	3	
Ancaman									
W1	The school is at the district level	2	1	2	2	2	9	1,8	
W2	Signal is some villages is very weak	3	3	1	2	2	11	2,2	
W3	WIFI networks in shool are some times weak	2	1	1	2	2	8	1,6	
W4	Teacher's ability in digital marketing is still lacking	3	1	3	1	2	10	2	
Total		24	20	22	20	22	108	21,6	1,00

d. Calculation of waigh and ranking of internal strategic factors

NO	FAKTOR STRATEGIS INTERNAL	BOBOT	RATING	SCORE
A. STRENGTH				
1	The school has a characteristic	0,176	3,8	0,6688
2	School that have support system by. JSIT	0,176	3,8	0,6688
3	Energetic teacher's board	0,157	3,4	0,5338
4	Islamic shool that apply the concept of modern schools	0,139	3	0,417
B. WEAKNESS				
1	The school is at the district level	0,083	1,8	0,1494
2	Signal is some villages is very weak	0,102	2,2	0,2244
3	WIFI networks in shool are some times weak	0,074	1,6	0,1184
4	Teacher's ability in digital marketing is still lacking	0,093	2	0,186
Total		1,00	2,97	

2. External factors

a. Clasification external factors

No	Opportunity factors
01	The school is in the educations sector
02	Theare not similar school
03	The issue of pemekaran
04	The teacher's ability in internal marketing has been done

No	Threatment factors
01	Mindset of some people who are still konservatif
02	Many school at the same level
03	The distancebetween villages is very far
04	Community income has fallen sharpy

b. External waighting table

Statement	Responden					Bobot		Average value	
	1	2	3	4	5	Count	Average	Aqual	
Opportunity									
O1	The school is in the educations sector	4	3	3	3	3	16	3,2	0,138
O2	Theare not similar school	3	3	4	3	3	16	3,2	0,138
O3	The issue of pemekaran	4	3	3	3	3	16	3,2	0,138
O4	The teacher's ability in internal marketing has been done	3	3	3	3	3	15	3	0,129
Threatment									
T1	Mindset of some people who are still konservatif	4	4	3	4	4	19	3,8	0,164
T2	Many school at the same level	2	3	3	3	3	14	2,8	0,121
T3	The distancebetween villages is very far	3	2	2	3	3	13	2,6	0,112
T4	Community income has fallen sharpy	1	1	1	2	2	7	1,4	0,060
Total		24	22	22	24	24	116	23,2	1,00

c. The result of the ranking of internal factors

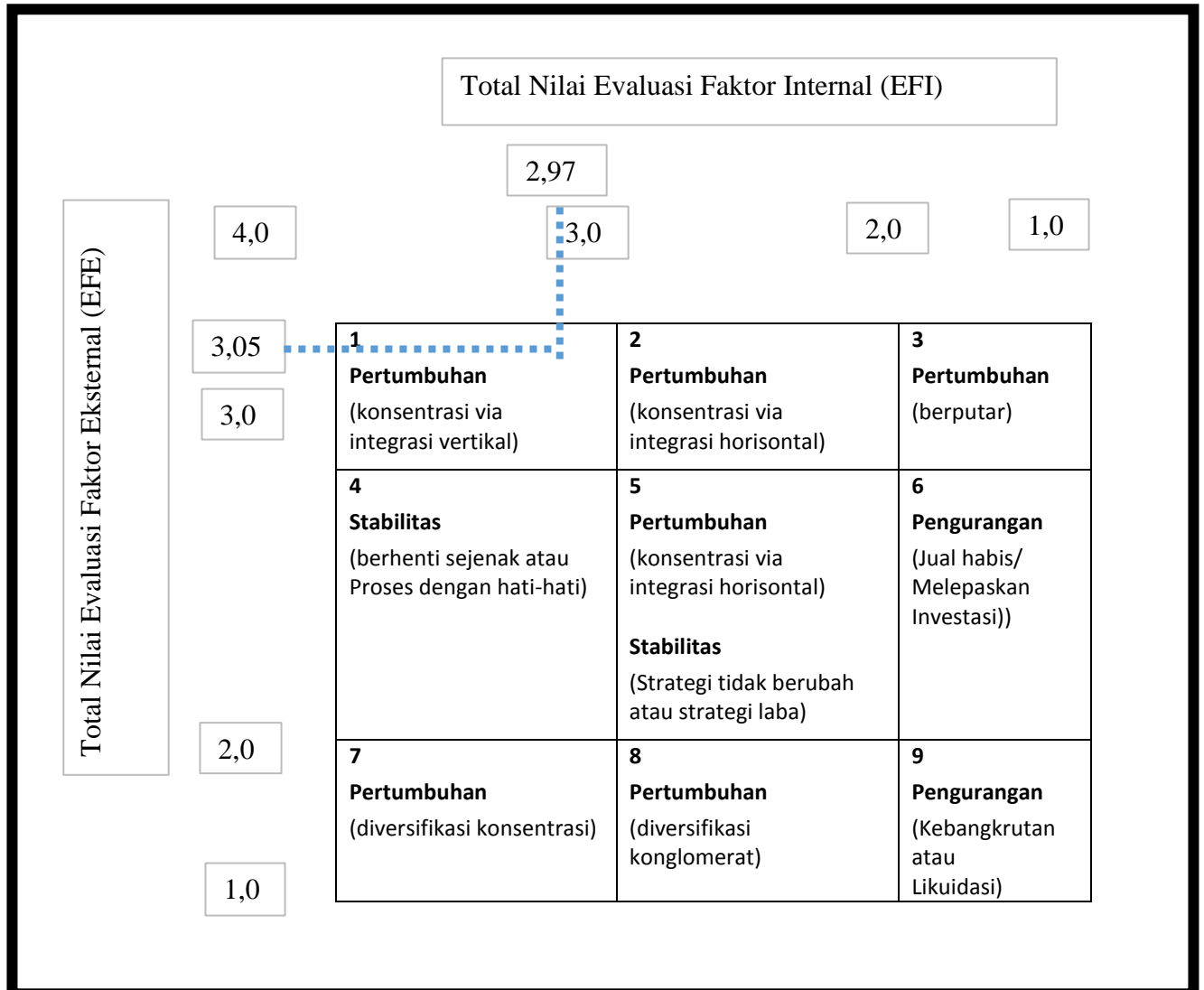
Pernyataan	Responden					Pemeringkatan		
	1	2	3	4	5	Jmh Nilai	Rata-rata	
Peluang								
O1	The school is in the educations sector	4	3	3	3	3	16	3,2
O2	Theare not similar school	3	3	4	3	3	16	3,2
O3	The issue of pemekaran	4	3	3	3	3	16	3,2
O4	The teacher's ability in internal marketing has been done	3	3	3	3	3	15	3
Ancaman								
T1	Mindset of some people who are still konservatif	4	4	3	4	4	19	3,8
T2	Many school at the same level	2	3	3	3	3	14	2,8
T3	The distancebetween villages is very far	3	2	2	3	3	13	2,6
T4	Community income has fallen sharpy	1	1	1	2	2	7	1,4
Total		24	22	22	24	24	116	23

d. Calculation of waigh and ranking of External strategic factors

NO	FAKTOR STRATEGIS EKSTERNAL	BOBOT	RATING	SCORE
C. PELUANG				
O1	The school is in the educations sector	3,2	0,138	0,4416
O2	Theare not similar school	3,2	0,138	0,4416
O3	The issue of pemekaran	3,2	0,138	0,4416
O4	The teacher's ability in internal marketing has been done	3	0,129	0,387
D. ANCAMAN				
T1	Mindset of some people who are still konservatif	3,8	0,164	0,6232

T2	Many school at the same level	2,8	0,121	0,3388
T3	The distancebetween villages is very far	2,6	0,112	0,2912
T4	Community income has fallen sharpy	1,4	0,06	0,084
Total		23,20		3,05

Matriks Internal and External SIT Syajarul Qur'an In Gelumbang



CONCLUSION AND SUGGESTION

Based on the findings of the data and the theoretical confirmation of the explanation of the problem formulation, so “Marketing strategies through digital marketing conducted by Elementary school should be done in 4.0 era”.

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