



PROMOTIONAL STRATEGY FOR ADMISSION OF NEW STUDENTS THROUGH DIGITAL MARKETING DURING THE COVID-19 PANDEMIC AT SDIT BINA CENDEKIA-DEPOK

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Abstract

The author conducted this research at SDIT Bina Cendekia. The purpose of the study was to determine the promotion strategy for new student admissions during the pandemic. A qualitative approach is an analysis used without numerical calculations but based on judgments or opinions and the basics that can support subjective decision-making. This study's data collection methods include observation, interviews, and documentation obtained from the principal, teachers, and staff of SDIT Bina Cendekia. The results showed that the promotion strategy for new student admissions that was carried out during the covid-19 pandemic was through digital marketing. It was easily accessible to many people, including websites, video advertisements on YouTube, social media Facebook, Whatsapp, and Instagram.

Keywords: Promotion Strategy, New Student Admission, Covid-19 Pandemic.

INTRODUCTION

Education is the basic foundation for forming intelligent human beings, character, and noble character in the nation and state. Therefore education must be quality; education is called quality of the teachers are qualified, good management and supported by complete facilities and infrastructure. The implementation of education can be done through formal, non-formal, and informal education channels. Formal education pathways consist of early childhood education (TK/RA), primary education (SD/MI), secondary education (SMP/MTs and SMA/MA), and higher education (University). This formal education path as a means to form the character of the next generation for the nation and the country, formal education starting from early childhood education (TK / RA) to higher education (University) must support each other and relate to each other. In facing the challenges of competition in the world of education, it is expected that students can compete in the national and international arena. This is to motivate students to achieve what they aspire to, especially to achieve better and better achievements. Formal education programs in Indonesia that are mandatory and very basic for citizens are nine years of primary education, namely six years in Sekolah Dasar/ Madrasah Ibtidaiyah (SD / MI) and three years in junior high school / Madrasah Tsanawiyah (SMP / MTs).

Primary schools are organized by both government and private schools. Since the enactment of regional autonomy in 2001, the management of public elementary schools (SDN) in Indonesia, formerly under the Ministry of National Education, is now the responsibility of the district/municipal government. While the Ministry of National Education only serves as a regulator in the field of national standards of education. Structurally, the State Elementary School (SDN) is a technical implementation unit of the district/municipal education office. At the same time, The Integrated Islamic Primary School or SDIT is a school for Indonesian citizens who are Muslims. This school can be combined in two education methods, namely regular education and aqidah education / Islamic religion. In regular education, the subjects taught are the same as schools in general, namely Mathematics, Science (Natural Sciences), Bahasa Indonesia, and others. While in Islamic education aqidah / religion, the material taught is different from the school in general, such as: tahfiz, hadith, BTQ / Baca Tulis Qur'an, and so on. Teaching activities in SDIT by combining both education, namely regular education with islamic aqidah education. Therefore, the time required is longer than other school institutions, such as: SDN, course

institutions, tutoring, and others. It is undeniable that SDIT is the second home of their parents' house, which is their first home. In this school, they can study science, and it is hoped that this school can form an Islamic generation. Thus, adequate infrastructure and facilities are needed in teaching and learning activities so that they are comfortable, happy and happy and do not feel bored or bored for a long time in school. In the education aspect of Indonesia, before the pandemic the learning system was implemented face-to-face, namely KBM (Teaching and Learning Activities). With Covid-19, face-to-face learning activities are replaced with online learning systems. Although the online learning system has been implemented before the pandemic, its application is not continuously or continuously. Thus, there are many obstacles experienced by students during online learning. SDIT Bina Cendekia, which is located at Jl. Curug Raya, Rt 01/09, Kel. Curug, Kec. Bojongsari, Depok-West Java (16517). Founded in 2009/2010 by Ar Romli Ibnu Tisan Foundation – Depok. Operational in 2010/2011 with a land area of 1105.8 m² and a building area of 720.55 m².

This SDIT is present during the growth of Integrated Islamic Elementary School. With the presentation of a school with a natural nuance as an alternative school for elementary school children. This school aims to form a generation of qur'ani superior and competitive, presenting an integrated education system with 3T method (Tahsin/ improve or embellish in reading the Qur'an, Tahfidz/ memorization Qur'an, and Talaqqi/ learn to read the Qur'an directly guided by a teacher). SDIT Bina Cendekia has a vision and mission in building the nation's children. His vision is to form a generation of qur'ani that is superior and competitive. While its mission is to build the excellence of students based on multiple intelligence, build a competitive personality, build education based on the Quran, and form a noble akhlaq as the next generation of the nation. This is supported by teaching staff with graduates of universities, schools and boarding schools qualified and experienced in the field of education, standard curriculum Diknas, curriculum Al-Qur'an, and local content and exculpation to support teaching and learning activities. By Permen No. 63 of 2009 part 4 on The Scope of Quality Assurance of Education in Chapter 4, namely the high intelligence of human life and nation that refers to the quality of human life and the Indonesian nation is comprehensive and balanced which includes at least: (1) the quality of faith, piety, ethics, and personality; (2) intellectual, aesthetic, psychomotor, kinesthetic, vocational, and other humanitarian competencies by their talents, potentials and interests; (3) the content and level of sophistication of science, technology, and art that color and facilitate life; (4) creativity and innovation in living life (5) the level of independence and competitiveness; (6) the ability to ensure the sustainability of itself and its environment. This shows that education plays a vital role in improving the quality of human resources.

As we know that the products or services produced by the company can not be able to find its own buyers or enthusiasts. Therefore, manufacturers in marketing activities of their products or services must need consumers about the products or services they produce. A product will not be purchased even if the consumer does not know its usefulness, advantages, product can be obtained, and how much it costs. Therefore, consumers targeted by the company's products or services need to be given clear information. In addition, the marketing strategy applied must be reviewed and developed by the development of the market and the market environment. Thus the marketing strategy should provide a clear and directed picture of what the company is doing in using every opportunity or alignment on several target markets. Marketing strategy is one way to introduce products to consumers, and this becomes important because it will relate to the company's profit. The marketing strategy will be helpful to optimally when supported by well-structured planning in internal and external companies.

In marketing science, before doing various promotions or other marketing approaches, companies must first target the market or segment. Most of the business failures that occur are caused by the failure of the company to define the intended market and how it has potential. With a large

number of consumers and the diversity of purchase desires causing the company can not enter all market segments, the company must be able to identify the market segments that can be served most effectively, namely by conducting segmentation research, especially the strategy of promoting the acceptance of new students during the Covid 19 Pandemic at SDIT Bina Cendekia-Depok

METHOD

In this study, researchers took the research location at SDIT Bina Cendekia which is located at Jl. Curug Raya, Rt 01/09, Kel. Curug, Kec. Bojongsari, Depok-West Java (16517). The research time used for the research of New Student Admission Promotion Strategy during the Covid-19 Pandemic period at SDIT Bina Cendekia Curug Depok to research The Promotion Strategy of New Student Admissions in the Covid-19 Pandemic Period, the research was conducted for 6 months from December 2020 to May 2021 until sufficient data and information. This study uses qualitative analysis methods combined with descriptive analysis. According to Bodgan in Sugiyono (2011:244). Qualitative analysis is the process of systematically finding and compiling data obtained from interviews, field notes, and other materials to be easily understood, and its findings can be informed to others. This data analysis is done by organizing the data, describing it into units, conducting synthesis, putting together patterns, choosing which ones are important and which to learn, and making conclusions that can be told to others. While the use of descriptive analysis is intended to be carried out excavations about the depiction of objects studied empirically to be informed the phenomenon of riel from the object studied. According to Sugiyono (2004:169). Descriptive analysis is a statistic used to analyze data by describing or describing the collected data as it is without intending to make conclusions applicable to

RESULTS AND DISCUSSION

Pandemic situations like today require everyone to change their regular patterns. Work activities, learning, shopping, even selling as much as possible at home. The present is a time of no certainty and the media must be ready in every way. He shared the experience that the media he led during the outbreak carried out three communication strategies. First, the media as a good messenger by disseminating credible and contextual information. Second, be a good entertainer by providing entertainment and educational programs. Moreover, finally, as a social trigger that encourages everyone to help others. The media as a messenger according to the record should pay attention to the following. First, know his role. The media can play a role in general, but not all communication should be related to the coronavirus outbreak and build a campaign to help people cope with the situation. Two, more practical context. Create content to help people address their needs. Show it as a media that understands the public. Third, positive news. Highlight positive news as part of a media campaign. "Communicate to the audience that we are here as friends to look after and support them. Connect everyone just through the house," he explained.

Media as entertainers can do two communication strategies. First, find the pain point. Homelife is going to be painful, boring, lonely, unproductive, without exercise, and so on. Thus, the media can make campaign activities that become the solace of the audient. Second, create new habits. During self-isolation, it's likely that many audiences will spend time in front of their smartphones. Therefore, the media need to

create positive outlets in entertainment, education, or anything else that encourages its audience to stay connected to it, and thanks to watching that content, it can encourage it to be productive. Examples include how to interact with children and how exercise can be done while at home alone. Media as a social trigger, it is vital for the media to check whether the brand has played a role in society. To find out, get through a social campaign that can be a benchmark for checking the media's influence. Showing the value of the media is not only to the community, but also to colleagues and other media clients. Then, other social triggers can be done by changing the program entertainment becomes a massive social program that can trigger people to help others. "We are with you, we are changing ourselves so we can complement each other. To turn distraction into opportunity," he concluded.

Survey of 400 buyers and media brands, 74% would be worse for advertising than the 2008 financial crisis. A quarter of them have stopped all advertising for the first and second quarters, while 46% have adjusted spending during the year. It is very dangerous if a brand then disconnects its communication from the customer. This can make companies forget the value in their eyes. "Now it is time to start the game, because not many people can create content outside, then use it to ningkatan skills with these limitations.

Three management strategies in the present, especially in the acceptance of new students at SDIT Bina Cendekia. First, help – be for customers. Make this an opportunity to get closer to customers. Communicate that nowadays the delivery of goods can only be done once every two days for example, so it can not be every day to send goods as usual before the pandemic. Create warmth with buyers, e.g. in the present people are more comfortable communicating via whatsapp where e-mail is because it feels more relaxed. We can also do other solutions to stay familiar with the audience using free shipping. Second, guarantee, people are now more secure due to coronavirus. Then we can create content by looking at how our procedures in wrapping or sending order goods by government protocols and rules. This advice can be published such as wearing a mask, spraying it with disinfectant, using hand sanitizer, and so on. Third, action-bring our keplatform experience. Includes pre-order strategy or free shipping. Create communication strategies that appeal to your audience. Because do not let consumers think about the purchase alone without receiving value from the brand. In order not to be forgotten by customers, for example other hotel and tourism companies. Can make a marketing strategi by exploring everyone's dreams to visit various interesting places after completing this pandemic. Offer something unique, like a few percent off if you book now.

Consider ways your brand can help. "The marketing objectives are two, firstly to appreciate people in order to interested and buy products. Second, maintain brand value. How do we communize missions to people to understand our value," he added.

Five principles for acting on social media during Covid-19 are: (1) Listen first. Listen to what the consumer is saying, then respond. (2) Be sensitive. Reevaluates content for tones and messages. (3) Be transparent. Communicate openly and receive feedback. (4) Adapt your strategy. Adapt your strategy based on new behaviors. (5) Arise for this opportunity The spread of coronavirus outbreak or COVID- 19 is quite a massive impact in the education sector. Including in the neighborhood. Several universities issued

circulars containing measures to prevent the spread of COVID-19, ranging from delaying graduation to implementing an online or online learning system.

The new student admissions season is already on the mandatory agenda for schools. Then, how does the school attract new students in the situation of spreading the COVID-19 outbreak or coronavirus.

1. Simplify How to Accept New Students

The first thing you have to do is make it easier for new students to get in, because it is impossible to leave the house let alone the prospective students applying at school. All the school can do is implement as soon as possible the acceptance of new students in an online way or often known as online PMB. This online PMB is very easy for school seekers and also easy for schools.

2. Simplify Payment Process

After simplifying the process of receiving new students, the school should simplify the payment process because the demanding payment will make prospective applicants reluctant to make payments and ultimately not be a register in your school. Nowadays, online payments can be the right solution for the current situation, not requiring face-to-face payment. Online payments are the perfect solution, so it is time for your school to implement online payments.

3. Use Digital Marketing for School Promotions

After facilitating the process of receiving and paying, which must be you do next is the Promotion. Because in the current situation of promotion with conventional is not possible, one solution is to use digital technology that is easy to reach by many people. Here is what you can do with promotions with digital marketing:

a. Use your website to get known faster

This method is a promotional strategy that should be used by schools that rely on online. Schools can use the website for company profile, where this website is the central location to install various information, facilities, costs and others.

Another advantage if the school has a website is to be trustworthy, show its achievements, galleries, organizations and other documentation documentation.

b. Create a video ad on youtube

Associating technology, children and parents will usually immediately survey through video videos uploaded on youtube rather than coming immediately to their college. Marketing strategies of private or public schools like this are often carried out.

There are two ways of promotion via youtube for schools that can use the paid or calculated free, by uploading school videos in an adequate amount not only that accompanied by keyword optimization

c. Use social media for school promotions

Using social media such as facebook, whatsapp and Instagram for school promotion to be easily accessible and better known by the public. This research design is a strategy of admission of new students through digital marketing during the covid-19 pandemic at SDIT Bina Cendekia - Depok. The study's

design is part of the research planning that shows the efforts of researchers in seeing whether the planned research has internal validity and comprehensive external validity.

CONCLUSION

We are currently experiencing a difficult situation, but the process of admission of new students must also continue to run for the sake of school continuity and learning in Indonesia, especially in SDIT Bina Cendekia. With school technology can facilitate the acceptance of new students and provide sophisticated services, such as PMB, SPP payments, learning, etc. Implement a strategy to promote the acceptance of new students through digital marketing during the covid-19 pandemic at SDIT Bina Cendekia. The school uses websites and social media such as: whatsapp, Instagram and facebook. In realizing this, several parties play a vital role, including: cooperation between the school and the principal, deputy headmaster of curriculum, representative of religious affairs, representative of the field of learners, teachers and staff. Then, there is cooperation between schools and parents to help promote the school through digital marketing during the covid-19 pandemic. Haromis relationships will increase schools' promotion through digital marketing to be implemented effectively and efficiently. Then, it will affect with the increase of students entering the new school year.

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