Implementation of Education Program Marketing in Strengthening Superior School Branding (Multi-Site Study in SMPN 1 Magetan and SMPN 4 Magetan)

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ARTICLE INFO	ABSTRACT
	Schools compete for students every new school year. Through typical school branding, they offer the advantages of the programs they have. Marketing of school programs can make the community will know about school branding, The method in this study uses a qualitative research approach. Researchers chose SMPN 1 Magetan and SMPN 4 Magetan because these two schools are favorid schools and are superior schools with various educational programs run such as the large number of extra-curriculars that can be followed by students for the development of talents and interests. Marketing of the bilingual program at SMPN 1 Magetan uses several methods, namely Word of Mouth Marketing (WoMM) by maximizing the student guardian association and Digital marketing by utilizing resources through mass media such as Facebook, WhatsApp group association. SMPN 4 Magetan conducts marketing with WoMM or word of mouth utilizing the class committee, which every PPDB is collected for the socialization of tahfidz class. SMPN 4 Magetan has SPATMA TV so that it can be used for socialization with the outside community. In addition, it also holds promotions through PAI performances. *This is an open access article under the CC BY-NC-SA license.*

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1. INTRODUCTION

Marketing a school program can make people know about the school's branding, so they will determine which school they want. For schools that do not have good branding, it is possible that the school will be abandoned by the community.

The main purpose of branding is to establish and maintain a significant presence and contrast of competitive market products, attract, and retain loyal customers. According to Yudkin and Strock in Sitorus (2022), stating that products that add value through branding appear in every marketing activity and they also discuss the entire marketing system directly and indirectly. Brand or Brand is one of the attributes of a product that can add value to a product.

Implementation or implementation of a good educational marketing program will affect the introduction of the community to the school. Researchers conducted research in two schools, namely SMPN 1 Magetan and SMPN 4 Magetan. Where both junior high schools are located in the city. SMPN 1 Magetan has 30 rombel. Where each level in the rombel consists of 10 classes, which each class consists of 32 students. It has 33 classrooms, 2 laboratories, 1 library, principal's room, office, teacher's room, UKS room, multimedia room, canteen, teacher sanitation and student sanitation. Equipped with LCD projector, TV, internet. SMPN 4 Magetan has 30 classrooms. Each level consists of 10 classes, and each class consists of 32 students. It has 30 classrooms, 2 computer laboratories, 1 Physics laboratory, 1 Biology laboratory, 1 library, art room, Scout room, Mushala, UKS, canteen, WC, as well as LCD projector, TV, and internet infrastructure.

SMPN 1 Magetan and SMPN 4 Magetan have many academic and non-academic achievements. Based on the description of the school profile submitted there are differences with other schools in Magetan. From this description, researchers are interested in conducting research with the title: "Implementation of Educational Program Marketing in Strengthening Superior School Branding Multi Site Study at SMPN 1 Magetan and SMPN 4 Magetan".

Based on the background description above, the author formulates the research focus, namely:
a. How is the bilingual learning program at SMPN 1 Magetan?
b. How is the marketing of the bilingual learning program carried out by SMPN 1 Magetan?
c. What are the barriers faced by SMPN 1 Magetan in marketing the education program?
d. How is the tahfidz class learning program at SMPN 4 Magetan?
e. How is the marketing of the tahfidz class learning program at SMPN 4 Magetan?
f. What are the barriers faced by SMPN 4 Magetan in marketing the education program?

2. METHOD

The method in this study uses a qualitative research approach. Where qualitative research is research that intends to understand the phenomenon of what is experienced by the subject of research holistically (every aspect of the object has a unity that cannot be separated), by means of description in the form of words and language, in a special context that is natural by utilizing scientific methods (Maleong Lexi, 2009). With this research, it is expected to be able to find and describe the data as a whole about marketing education programs in strengthening school branding and student character at SMPN 1 Magetan and SMPN 4 Magetan.
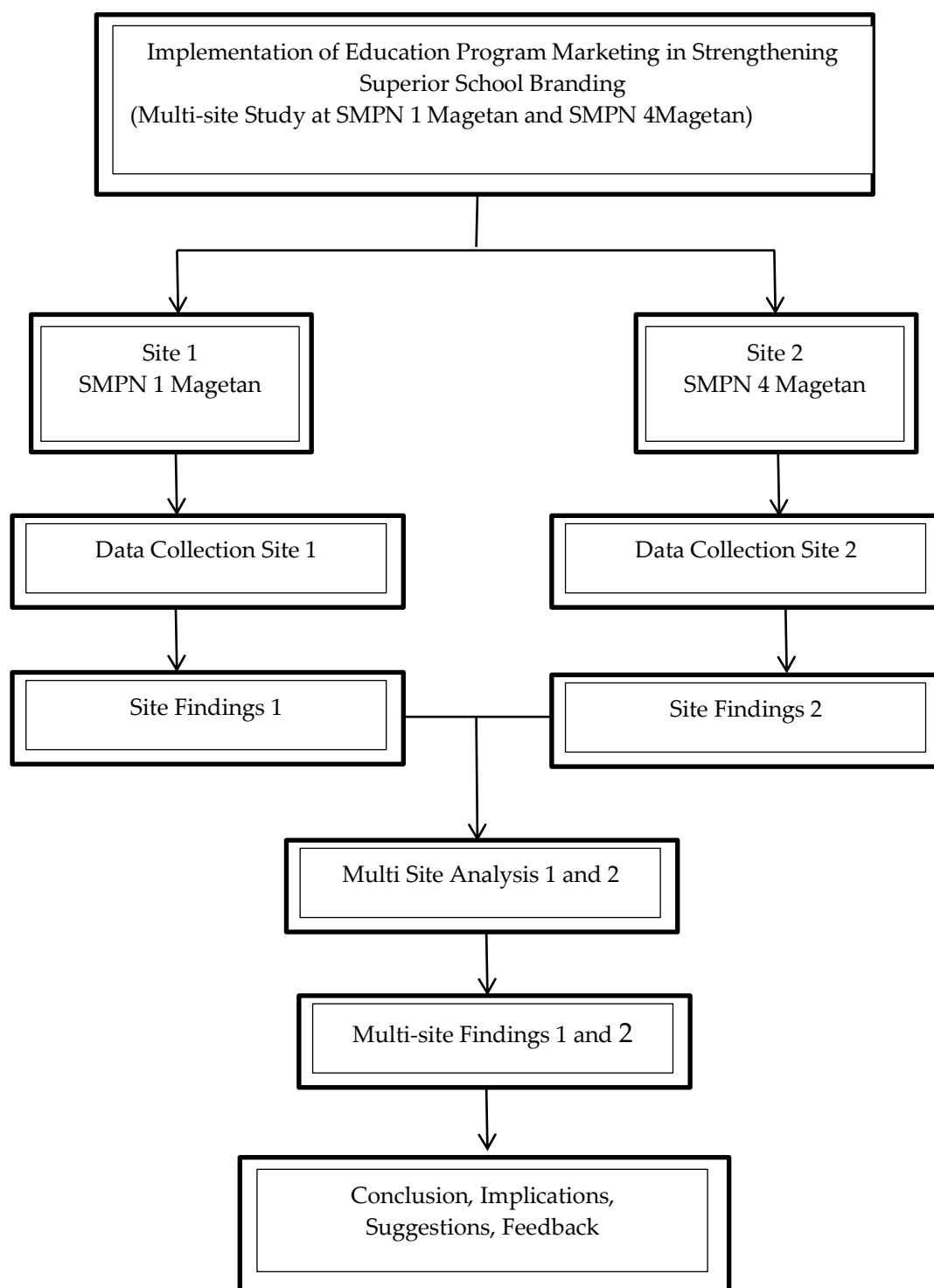
The type of research used in this research is a multi-site study. This multi-site study research researchers face several sites in the same context and setting (Hasiara, 2018). In this study, researchers took schools that both have excellent programs so that they are in demand by the community.

The research design with multiple sites is that researchers try to find meaning and observe the process to gain understanding from activities while in the field. Observation of symptoms during the process of searching, finding facts in the field. Describing objects and phenomena in detail, in depth, systematically and accurately about the object under study.

3. FINDINGS AND DISCUSSION

Bogdan and Biklen (1982) conveyed that the main characteristic of multi-site studies is to examine two or more objects with information storage settings, in the case studied is the marketing of educational programs in strengthening superior school branding at SMPN 1 Magetan and SMPN 4 Magetan.

Tabel 1. Educational Programs in Strengthening Superior School Branding at SMPN 1 Magetan and SMPN 4 Magetan

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│   Implementation of Education Program Marketing in        │
│   Strengthening Superior School Branding                  │
│   (Multi-site Study at SMPN 1 Magetan and SMPN 4Magetan)  │
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Site 1 SMPN 1 Magetan	Site 2 SMPN 4 Magetan
Data Collection Site 1	Data Collection Site 2
Site Findings 1	Site Findings 2

Multi Site Analysis 1 and 2

Multi-site Findings 1 and 2

Conclusion, Implications, Suggestions, Feedback

Based on the research focus, research data exposure, and research data findings regarding the implementation of educational program marketing in strengthening superior school branding in multi-site studies at SMPN 1 Magetan and SMPN 4 Magetan, researchers found the following research results: The bilingual class at SMPN 1 Magetan is held every day and the implementation is carried out in special classes in the subjects of mathematics, science, ICT and English by applying the concept of

differentiation. The teachers are selected teachers from SMPN 1 Magetan.

Picture 1. Documentation of Bilingual Learning at SMPN 1 Magetan

Marketing of the bilingual program at SMPN 1 Magetan uses several methods, namely Word of Mouth Marketing (WoMM) by maximizing the student guardian association and Digital marketing by utilizing resources through mass media such as Facebook, WhatsApp groups.

Picture 2. Documentation of Student Guardian Meeting

No barriers were found in the interviews for the bilingual education program. Tahfidz class learning at SMPN 4 Magetan is carried out twice a week on Monday and Friday. Students who participate in this tahfidz class go through a selection process to select the level of ability of students in the formation of their groups. In learning this tahfidz class brings in another teacher trainer from Tahfizd Umi institution.

Picture 3. Tahfidz class learning at SMPN 4 Magetan

SMPN 4 Magetan conducts marketing with WoMM or by word of mouth utilizing class paguyupan, which every PPDB is collected for the socialization of tahfidz class. SMPN 4 Magetan has SPATMA TV so that it can be used for socialization with the outside community. In addition, it also holds promotions through PAI performances. There are no obstacles in delivering the tahfidz class program at SMPN 4 Magetan, marketing is carried out at the same time as PPDB activities. The following is one of the documentation during PPDB together with student guardians in the selection of achievement pathways.

Picture 4. The Documentation During PPDB at SMPN 4 Magetan

4. CONCLUSION

The conclusion of this research is that the school marketing model of SMPN 1 Magetan and SMPN 4 Magetan through school branding has been running well as evidenced by the two schools have become superior schools and in demand by the community.

Educational marketing model through school branding with Word of Mouth Marketing (WoMM) and Digital Marketing in SMPN 1 Magetan by utilizing social media proved to be very effective as well as school branding with Tahfidz class and SPATMA TV by SMPN 4 Magetan also proved successful in increasing its educational marketing as evidenced by the large number of students in both schools.

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