

## Principal Promotion Strategy in Increasing the Number of New Students

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### Abstract :

The principal plays a very crucial role in increasing the number of students at Madrasah Ibtida'iyah Miftahul Muna, because the success of an educational institution is often determined by effective leadership and marketing strategies. The purpose of this study was to understand the strategies implemented by the principal in increasing the number of students, as well as the implementation and results of these strategies. The method used was a qualitative approach, with data collection through interviews, observations, and documentation. Data analysis was carried out using data collection techniques, data condensation, data presentation, and drawing conclusions. To ensure the validity of the data, increased persistence and triangulation were used. The results of the study showed that the principal's strategy to increase new student admissions at MI Miftahul Muna Prambon involved a promotion mix. The implementation of this strategy included activities such as advertising, personal selling, sales promotion, public relations, and direct marketing. The programs implemented were proven to be able to attract the attention of prospective new students, indicating the effectiveness of the strategies implemented. The contribution of this study is to provide new insights into the integration of various marketing strategies in the context of educational institutions, as well as offering practical examples that can be adopted by other educational institutions to increase student admissions.

**Keywords:** *Promotion Strategy, Principal Strategy, New Student Admissions*

### Abstrak :

Kepala sekolah memainkan peranan yang sangat krusial dalam meningkatkan jumlah peserta didik di Madrasah Ibtida'iyah Miftahul Muna, karena keberhasilan suatu lembaga pendidikan sering kali ditentukan oleh strategi kepemimpinan dan pemasaran yang efektif. Tujuan dari penelitian ini adalah untuk memahami strategi yang diterapkan oleh kepala sekolah dalam menambah jumlah peserta didik, serta pelaksanaan dan hasil dari strategi tersebut. Metode yang digunakan adalah pendekatan kualitatif, dengan pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis data dilakukan dengan teknik pengumpulan data, kondensasi data, penyajian data, dan penarikan kesimpulan. Untuk memastikan keabsahan data, digunakan peningkatan ketekunan dan triangulasi. Hasil penelitian menunjukkan bahwa strategi kepala sekolah untuk meningkatkan penerimaan peserta didik baru di MI Miftahul Muna Prambon melibatkan *promotion mix*. Pelaksanaan strategi ini mencakup kegiatan seperti periklanan, penjualan personal, promosi penjualan, hubungan masyarakat, dan pemasaran langsung. Program-program yang dilaksanakan terbukti mampu menarik perhatian calon peserta didik baru, mengindikasikan efektivitas strategi yang diterapkan. Kontribusi dari penelitian ini adalah memberikan wawasan baru mengenai integrasi berbagai strategi pemasaran dalam konteks lembaga pendidikan, serta menawarkan contoh praktis yang dapat diadopsi oleh lembaga pendidikan lain untuk meningkatkan penerimaan peserta didik.

**Kata Kunci:** *Strategi Promosi, Strategi Kepala Sekolah, Penerimaan Mahasiswa Baru*

## INTRODUCTION

One of the important factors of success or failure of an organization depends on the leadership carried out in an organization. In this context, the organization in question is a madrasah educational institution. A madrasah principal or a leader must be able to lead his institution towards the goals that have been set, one of which is increasing the number of new students.<sup>1</sup> The madrasah principal is expected to be able to prepare for competition by involving teachers and students and is actively supported by facilities and infrastructure to meet the needs of students.<sup>2</sup> This could be a promotional strategy used by the principal to pique the interest of prospective students, encouraging them to entrust their children to the educational institution he leads. This condition has an impact on the image attached to the madrasah educational institution, namely as an educational institution for underprivileged students.<sup>3</sup>

Among the goals that are always pursued by the principal is how to get a lot of students. In this case, the principal must have many strategies that are carried out to attract the sympathy of prospective new students, so that the quota of students can be fulfilled optimally.<sup>4</sup> Strategy can be interpreted as a plan prepared by top management to achieve the goals set. The strategy designed by the principal will be used as a foothold to step forward and bring the institution towards the goals set. In planning a strategy, it is necessary for the principal to coordinate with other members, so that the strategy designed is in accordance with the existing conditions.<sup>5</sup>

The success of an educational institution is highly dependent on the leadership of the principal.<sup>6</sup> Because the principal is a leader in his institution, he must lead his institution towards achieving the goals that have been set, he must be able to see changes and be able to see a better future in a globalized life.<sup>7</sup> The principal must be responsible for the smooth running and success of all formal management and administration matters to his superiors or informally to the community who have entrusted their students to him.<sup>8</sup> The principal is a functional teacher who is given the task of leading a school where the teaching and learning

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<sup>1</sup> Hillman Mushaddiq Suaidy and Zahara Tussoleha Rony, "Pentingnya Gaya Kepemimpinan Dalam Mengelola Organisasi : Sebuah Studi Literatur Sistematis," *Jurnal Bisnis dan Ekonomi* 1, no. 1 (July 12, 2023): 29-49, <https://doi.org/10.61597/jbe-ogzrp.v1i1.2>.

<sup>2</sup> Ririn Tius Eka Margareta, Bambang Ismanto, and Bambang Suteng Sulasmono, "Strategi Pemasaran Sekolah Dalam Peningkatan Minat Peserta Didik Berdasarkan Delta Model," *Kelola: Jurnal Manajemen Pendidikan* 5, no. 1 (June 29, 2018): 1-14, <https://doi.org/10.24246/j.jk.2018.v5.i1.p1-14>.

<sup>3</sup> Prof Dr Muhaimin M.A, *Manajemen Pendidikan (Aplikasinya dalam Penyusunan Rencana Pengembangan Sekolah / Madrasah)* (Prenada Media, 2015).

<sup>4</sup> Nur Widiayanti Wardaningsih, "JURUSAN MANAJEMEN PENDIDIKAN ISLAM FAKULTAS TARBIYAH DAN ILMU KEGURUAN INSTITUT AGAMA ISLAM NEGERI PONOROGO," n.d.

<sup>5</sup> Asmaria Hsb, Asma Yulina, and Sukriani Hasibuan, "Penerapan Manajemen Strategi Dalam Peningkatan Mutu MAS Robithotul Istiqamah Kecamatan Huristik Kabupaten Padang Lawas," *FONDATIA* 6 (March 29, 2022): 52-61, <https://doi.org/10.36088/fondatia.v6i1.1648>.

<sup>6</sup> Wenbin Liu and Bernard Gumah, "Leadership Style and Self-Efficacy: The Influences of Feedback," *Journal of Psychology in Africa* 30, no. 4 (August 3, 2020): 289-94, <https://doi.org/10.1080/14330237.2020.1777033>.

<sup>7</sup> Asmendri Asmendri, "The Roles of School Principal in the Implementation of Character Education at Boarding School," *Al-Ta Lim Journal* 21, no. 2 (July 19, 2014): 104-11, <https://doi.org/10.15548/jt.v21i2.87>.

<sup>8</sup> M. Munir and Ita Zumrotus Su'ada, "Manajemen Pendidikan Islam Di Era Digital: Transformasi Dan Tantangan Implementasi Teknologi Pendidikan," *JJEM: Journal Of Islamic Education and Management* 5, no. 1 (August 2, 2024): 1-13.

process is carried out or a place where interaction occurs between the teacher who gives the lesson and the students who receive the lesson.<sup>9</sup>

The principal is the captain of education who will carry out education towards the predetermined goals.<sup>10</sup> In education, students have a very important position, without students education cannot be carried out. Acceptance of New Students is one of the activities carried out through the selection process of prospective new students that have been determined by the relevant educational institution. In the activity of accepting new students, it shows the quality of the educational institution, usually the madrasah will carry out various forms of promotional activities to related agencies.<sup>11</sup> Moreover, if private educational institutions are indirectly required to have better quality and competitiveness compared to other educational institutions, especially state educational institutions. Although the activity of accepting new students is only like an annual routine agenda, various strategies and new innovations will emerge in the PPDB agenda according to the development of the times.<sup>12</sup>

Leadership becomes a strategy and crucial in the duties and authorities attached to the position of principal. The quality of schooling is greatly influenced by the quality of the principal's education. Schools become stakeholders. Only sincere leadership can make various efforts so that educational goals, both nationally, institutionally and individually, are achieved as they should be.<sup>13</sup> The principal as a manager in an educational unit must have a strategy for improving and achieving graduate standards.<sup>14</sup>

Previously, research related to promotional strategies from schools with the aim of increasing the number of new students has been widely conducted, such as research conducted by Fitriani,<sup>15</sup> Variyatna,<sup>16</sup> Elimar et al.,<sup>17</sup> Yuliana et al.,<sup>18</sup> Habibah

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<sup>9</sup> M. Jufri Dolong, "STANDAR KUALIFIKASI DAN KOMPOTENSI KEPEMIMPINAN KEPALA SEKOLAH," *Inspiratif Pendidikan* 8, no. 2 (July 1, 2019), <https://doi.org/10.24252/ip.v8i2.12337>.

<sup>10</sup> Ahmad Thohirin, Taufiq Harris, and Ahmad Faizin, "Analisis Gaya Kepemimpinan Kepala Sekolah dalam Meningkatkan Mutu Pendidikan," *Reforma : Jurnal Pendidikan dan Pembelajaran* 13, no. 1 (June 22, 2023): 177-98, <https://doi.org/10.30736/rf.v13i1.839>.

<sup>11</sup> Prof Dr Ali Imron M.Si M. Pd, *Manajemen Peserta Didik Berbasis Sekolah* (Bumi Aksara, 2023).

<sup>12</sup> Adri Efferi, "MANAJEMEN STRATEGIK REKRUTMEN PESERTA DIDIK BARU DI MA NAHDLOTUL MUSLIMIN UNDAAN KUDUS," *Edukasia : Jurnal Penelitian Pendidikan Islam* 14 (June 24, 2019): 25, <https://doi.org/10.21043/edukasia.v14i1.4844>.

<sup>13</sup> Nasir Usman et al., "The Principal's Managerial Competence in Improving School Performance in Pidie Jaya Regency," *Advanced Science Letters* 24, no. 11 (2018): 8297-8300.

<sup>14</sup> Prof Dr H. E. Mulyasa M.Pd, *Manajemen dan Kepemimpinan Kepala Sekolah* (Bumi Aksara, 2022).

<sup>15</sup> Fitriani Fitriani, Nina Lelawati, and Sri Retnaning Rahayu, "Strategi Promosi Penerimaan Mahasiswa Baru (Penmaru) UM Metro," *JURNAL LENTERA PENDIDIKAN PUSAT PENELITIAN LPPM UM METRO* 6, no. 2 (December 1, 2021): 155-65, <https://doi.org/10.24127/jlpp.v6i2.1809>.

<sup>16</sup> Muhammad Vriyatna, "Komunikasi Pemasaran Dalam Penerimaan Siswa Baru Di Sekolah Integral Luqman Al-Hakim Hidayatullah Surabaya," *JURNAL MUMTAZ* 1, no. 1 (January 25, 2021): 7-17.

<sup>17</sup> Tara Elimar et al., "Strategi Promosi Penerimaan Mahasiswa Baru Di Lingkungan Perguruan Tinggi Keagamaan Islam Negeri," *Leader: Jurnal Manajemen Pendidikan Islam* 2, no. 1 (May 26, 2024): 176-85, <https://doi.org/10.32939/ljmpi.v2i1.3790>.

<sup>18</sup> Yuliana Yuliana, Edi Harapan, and Achmand Wahidy, "Strategi Promosi Penerimaan Siswa Baru Di Raudhatul Athfal Perwanida 3 Palembang," *El-Idare: Jurnal Manajemen Pendidikan Islam* 8, no. 1 (June 14, 2022): 26-44, <https://doi.org/10.19109/elidare.v8i1.10447>.

and Hidayati,<sup>19</sup> Mallu et al.,<sup>20</sup> Sunardi and Rino.<sup>21</sup> However, unlike previous studies, this study brings a new approach in seeing how the principal of MI Miftahul Muna Prambon implements various marketing strategies, such as online and offline advertising, and visiting other schools to attract prospective students. By explaining the real practices carried out by the principal in the local environment, this study not only adds to existing knowledge, but also provides real examples of new ways to attract new students, so that it can be a reference for other schools facing the same challenges.

## RESEARCH METHOD

This study uses a qualitative approach; the researcher tries to describe the situation naturally through a case study type. The application of this case study approach at MI Miftahul Muna Prambon offers valuable insights into the principal's strategy for increasing the number of new students during the 2023/2024 academic year. The data collection technique uses observation related to the process of accepting new students. While structured interviews were conducted with the principal, PPDB admin, PPDB staff, students, guardians, and alumni regarding the principal's strategy process in increasing the number of new students at MI Miftahul Muna Prambon in the 2023/2024 academic year. In addition, documentation is sourced from school data. The data that has been collected is then analyzed using the Miles and Huberman model, which includes the stages of data collection, data condensation, data display, and conclusion drawing.<sup>22</sup>

## RESULT AND DISCUSSION

Strategy is an effort to achieve the specified target by adjusting the existing conditions and producing a profitable relationship. Every school is required to implement the PPDB, which necessitates the use of an appropriate strategy. In this case, the role of the madrasah principal in implementing the strategy greatly influences the results achieved. As written in the book of Leadership Supervision Management of the Madrasah Principal, the madrasah principal acts and is responsible for all actions taken by subordinates. Actions taken by teachers, students, staff, and parents of students cannot be separated from the responsibility of the madrasah principal. The same is true for the strategy carried out by the madrasah principal in increasing the acceptance of new students. The madrasah principal must be responsible for the strategy designed.<sup>23</sup>

Therefore, it is crucial for the principal to comprehend the needs of both the school environment and kindergarten participants, in order to enhance the school's appeal. The book Marketing Services by Didin Fatihudin and Anang Firmansyah

<sup>19</sup> Alifia Habibah and Dian Hidayati, "Pemanfaatan Media Sosial Dalam Upaya Meningkatkan Penerimaan Siswa Baru Di Sma Swasta," *Academy of Education Journal* 14, no. 1 (January 1, 2023): 107-23, <https://doi.org/10.47200/aoej.v14i1.1298>.

<sup>20</sup> Angga Prayudha Ashari H. Mallu, Muhammad Irvan, and Ramlawati, "Strategi Promosi Sekolah Tinggi Ilmu Ekonomi Mujahidin Tolitoli Pada Penerimaan Mahasiswa Baru," *Jurnal Actual Organization Of Economic (JAGOE)* 4, no. 01 (March 31, 2023): 385-94.

<sup>21</sup> Sunardi Sunardi and Rino Rino, "Urgensi Pemasaran Dalam Peningkatan Penerimaan Siswa Baru," *ILJ: Islamic Learning Journal* 1, no. 4 (October 5, 2023): 995-1016, <https://doi.org/10.54437/iljislamiclearningjournal.v1i4.1169>.

<sup>22</sup> Sugiyono, *Metodelogi Penelitian Kuantitatif Dan Kualitatif Dan R&D* (Bandung: Alfabeta, 2019).

<sup>23</sup> *Manajemen Supervisi Dan Kepemimpinan Kepala Sekolah | Perpustakaan Universitas Negeri Jakarta*, accessed August 12, 2024, [https://lib.unj.ac.id/2Fbuku%2Findex.php%3Fp%3Dshow\\_detail%26id%3D37369%26keywords%3D](https://lib.unj.ac.id/2Fbuku%2Findex.php%3Fp%3Dshow_detail%26id%3D37369%26keywords%3D).

explains the promotion mix theory. The term "promotion mix" or "promotional mix" refers to the optimal combination of various types of activities or the selection of the most effective types of promotional activities for increasing sales. Furthermore, the school's various activities provide parents with the opportunity to inform their friends and neighbors about the state of MI Miftahul Muna Prambon. From this information, parents can compare MI Miftahul Muna Prambon to other schools, thereby determining which is superior.<sup>24</sup>

The implementation of the strategy is an effort by the head of the madrasah in realizing the programs that have been determined to achieve the goals. The head of the madrasah must always observe every event that occurs around the school so that the school is able to accept and overcome all events that occur in the community and can also run school programs that are needed by the community or target schools. MI Miftahul Muna Prambon is implementing its programs through clear programs, budgets, and procedures. A program is a statement of activities or steps needed to complete a single-use plan. The MI Miftahul Muna Prambon activity program in increasing the acceptance of new students is implemented through a promotion mix that includes advertising, namely advertising online and offline. Online through institutional social media such as Instagram and Facebook, and below the post also includes the link, so that when someone sees it, they can immediately register at the link. While offline, by installing banners in the corners closest to the kindergarten and also in strategic places.

To support this promotional activity, we also carry out personal selling,<sup>25</sup> MI Miftahul Muna Prambon divides teachers and employees to be responsible for target schools. From the data of the person in charge of the target school that has been formed, they must visit the target school either directly or indirectly. Visit activities are carried out at least once a month. The goal is to establish good communication between MI and the target school. The person in charge is not changed to facilitate coordination. This visit activity is intended to maintain a good relationship between MI and the target school, when there are MI activities, it can be easy to convey information.

Apart from personal selling, MI Miftahul Muna Prambon also carries out sales promotions<sup>26</sup> this activity is in the form of showcasing the advantages possessed by MI Miftahul Muna. In showing the excellence of MI, this is done both through social media and print media. In this case, MI Miftahul Muna Prambon displays the achievements received by students by congratulating students who excel on social media and also putting up banners around MI. For the introduction of the institution, it is installed in strategic corners closest to the Kindergarten and also social media. For the implementation of PPDB, it is currently carried out online in accordance with the regulations of the Ministry of Islamic Religion. For competitions, it is carried out offline. So this competition activity is also shown as an advantage possessed by MI Miftahul Muna Prambon. This competition is a pre-PPDB activity that aims to attract the interest of prospective new students.

<sup>24</sup> Didin Fatihudin and Muhammad Anang Firmansyah, *PEMASARAN JASA : Strategi, Mengukur Kepuasan, Dan Loyalitas Pelanggan*, vol. 1 (Yogyakarta: Penerbit Deepublish, 2019), [https://doi.org/10.2814/29Peer\\_Review\\_Buku\\_Pemasaran\\_Jasa%28fulltexas%29.pdf](https://doi.org/10.2814/29Peer_Review_Buku_Pemasaran_Jasa%28fulltexas%29.pdf).

<sup>25</sup> Philip Kotler and Kevin Lane Keller, *Marketing Management* (Prentice Hall, 2012).

<sup>26</sup> Azizah Nurul Fadlilah and Saidah Masfiah, "IMPLEMENTASI STRATEGI MARKETING MIX DALAM UPAYA MENINGKATKAN JUMLAH PESERTA DIDIK DI TK AL HUDA KOTA MALANG," *Evaluasi: Jurnal Manajemen Pendidikan Islam* 5, no. 1 (March 12, 2021): 94-127, <https://doi.org/10.32478/evaluasi.v5i1.575>.

In this case, it cannot be separated from public relations (publicity).<sup>27</sup> namely establishing good relations with community leaders. The activities carried out are by creating good communication with guardians and the community, including by holding competitions for guardians, holding social services, giving gifts to target schools. As well as providing assistance to students here who are less fortunate. In addition, MI Miftahul Muna Prambon also builds branding through social media.

During the PPDB period, direct marketing activities are carried out by conducting direct socialization to prospective new students in Kindergarten. This socialization explains the conditions, programs and extracurricular activities available in order to attract the interest of prospective new students.<sup>28</sup> In addition, MI Miftahul Muna Prambon holds a competition for elementary schools as a medium to channel the talents of kindergarten students and aims to be a medium for school socialization to prospective new students.

The program carried out by MI Miftahul Muna Prambon will certainly be a topic of conversation for the community, stakeholders and also guardians of students and the main recipients of educational services or called students. They will definitely tell their friends, from this it will create an image of the institution. To support this, the school also involves its students to tell prospective new students about their experiences at school so that they are interested in entering and registering at MI Miftahul Muna Prambon.

All activities carried out above certainly require a budget. A budget is a program stated in the form of monetary units, each program will be stated in detail in costs that can be used by management to plan and control. In order for the budget to be issued to be detailed properly, MI Miftahul Muna Prambon has prepared a budget for school programs long ago. When the committee has been formed, the committee makes a RAB proposal, so that the budget for each activity has been designed in detail and then just needs to find the source. This budget is useful as a reference for funds that must be provided and issued by the school in each activity so that school activities can run smoothly. In the socialization activity, the funds were taken from voluntary donations from parents through the school committee and for its implementation from BOS funds. For the SSC competition, the budget comes from donations from the committee, teachers, employees and BOS funds. For the PPDB budget, it has been budgeted from the beginning because PPDB is a mandatory activity for every school.<sup>29</sup>

In order for all activities to run according to schedule, MI Miftahul Muna Prambon created an SOP to facilitate the activities to be carried out. Procedures or referred to as Standard Operating Procedures (SOP). Procedures are a system of sequential steps or techniques that describe in detail how a task or job is completed. This activity SOP is useful as a guideline in implementing activities so that all activities can run orderly and smoothly according to their respective schedules. SOPs are designed to be adjusted to existing policies so as not to deviate. In implementing

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<sup>27</sup> Didin Fatihudin and Muhammad Anang Firmansyah, *PEMASARAN JASA : Strategi, Mengukur Kepuasan, Dan Loyalitas Pelanggan*, vol. 1 (Yogyakarta: Penerbit Deepublish, 2019), [https://doi.org/10/%2814%29Peer\\_Review\\_Buku\\_Pemasaran\\_Jasa%28fulltexts%29.pdf](https://doi.org/10/%2814%29Peer_Review_Buku_Pemasaran_Jasa%28fulltexts%29.pdf).

<sup>28</sup> Rika Ariyani, Darni Darni, and Replianis Replianis, "MANAJEMEN PEMASARAN PENDIDIKAN DALAM MENINGKATKAN MINAT PESERTA DIDIK DI SMKN 1 MERANGIN," *Mikraf: Jurnal Pendidikan* 3, no. 2 (2022): 33–42, <https://doi.org/10.70338/mikraf.v3i2.114>.

<sup>29</sup> Didin Fatihudin and Muhammad Anang Firmansyah, *PEMASARAN JASA : Strategi, Mengukur Kepuasan, Dan Loyalitas Pelanggan*, vol. 1 (Yogyakarta: Penerbit Deepublish, 2019), [https://doi.org/10/%2814%29Peer\\_Review\\_Buku\\_Pemasaran\\_Jasa%28fulltexts%29.pdf](https://doi.org/10/%2814%29Peer_Review_Buku_Pemasaran_Jasa%28fulltexts%29.pdf).

PPDB MI Miftahul Muna Prambon follows the SOP that has been made by the Ministry of Religion, the PPDB SOP from the Ministry of Religion is then simplified into a simple announcement so that it is easy to understand and only contains the main points. For the SSC competition SOP, it was made by the school because this activity is a school activity and there is no interference from outside parties. The series of programs of the head of the madrasah have an impact on outside parties.<sup>30</sup>

The results of the implementation of the acceptance of prospective new students. The desire of prospective students to continue to MI Miftahul Muna Prambon is that there is an interest and a sense of pleasure towards MI Miftahul Muna Prambon, so prospective students continue at MI Miftahul Muna Prambon. As conveyed by Sukarti in the journal of Buddhism and Science, namely the indicators of interest are: 1) Feelings of pleasure, 2) interest, 3) Attention.<sup>31</sup>

From this interest, it creates a feeling of happiness, prospective consumers or consumers are interested in using the product. From the program carried out, prospective students are interested in continuing to MI Miftahul Muna Prambon. Not only prospective students are happy but parents also feel happy and interested in MI Miftahul Muna Prambon. This was also expressed by one of the parents, why are they interested in entering MI Miftahul Muna because it is one of the MIs that has advantages in producing students with noble character, a school that provides strengthening of character education, habits such as memorizing short letters, habits of praying dhuha, politeness towards teachers.<sup>32</sup>

In addition, parents also know the quality provided by MI Miftahul Muna Prambon, so parents support their children to continue at MI Miftahul Muna Prambon. From this, it results in a tendency to use, consumers want to use the product in their lives. From this interest, prospective students are determined to register at MI Miftahul Muna Prambon. So in this PPDB activity, prospective students choose it themselves and there is no coercion from within, plus the support of parents of prospective students is increasingly confident to register at MI Miftahul Muna Prambon.

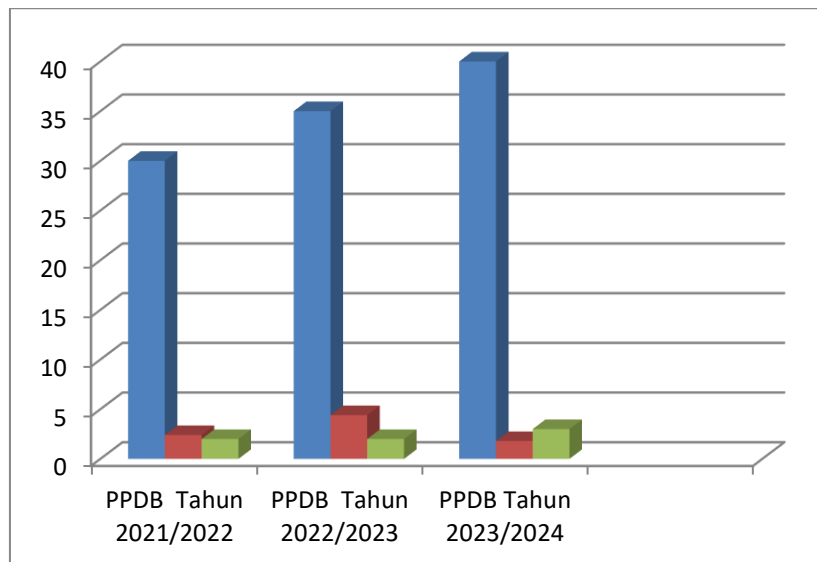
From the statement above, it shows that the greatest desire or interest of prospective students comes from within themselves. Most importantly, the desire within the students is then supported by their parents and friends. In addition, the strategies carried out by the school, such as competition activities, received a positive response. The community is very supportive of the program being carried out, and provided positive input on the competitions being held. This positive response indicates that the strategy being carried out has been successful. Slowly the number of new students has stabilized. In the 2023/2024 PPDB, 40 new students were received, the 2022/2023 PPDB received 35 new students, and in the 2021/2022 PPDB received 30 students.

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<sup>30</sup> IR M. BUDIARDJO, *Panduan Praktis Menyusun SOP* (RAS, 2023).

<sup>31</sup> Sukarti Sukarti, "PENGARUH EKSISTENSI PANDITA TERHADAP MINAT UMAT BUDDHA PADA KEGIATAN DI VIHARA," *Jurnal Agama Buddha Dan Ilmu Pengetahuan* 6, no. 1 (August 5, 2020): 89-101, <https://doi.org/10.53565/abip.v3i1.163>.

<sup>32</sup> wawancara dengan Ahmad khoirudin, 8 Agustus 2024.



**Figure 1. New Student Admissions Data**

Although the number of class quotas has been met, the number of quotas is still lacking. This is because MI Miftahul Muna Prambon is not the only MI in Prambon; from that, it makes MI Miftahul Muna Prambon even more persistent in carrying out the planned programs. Even so, MI Miftahul Muna Prambon is still superior compared to other MIs because the quality provided has a positive impact on students and the community.

From the madrasah head program that has been carried out, it has raised its own attention from prospective new students; they are interested in the extracurricular activities in it so that they register at MI Miftahul Muna Prambon and get full support from their parents. So that the strategy used gets a positive response to the acceptance of prospective new students and an increase in the number of students.

## CONCLUSION

MI Miftahul Muna Prambon has implemented a promotion mix to increase new student admissions. This includes advertising online and offline, personal selling visits to target schools, sales promotions showcasing the institution's advantages, public relations establishing good relations with the community and stakeholders, and direct marketing conducting direct socialization to prospective students. The principal's strategy involves advertising through social media and installing banners in kindergartens, personal selling by forming a person in charge of the target school, sales promotions showcasing student achievements, public relations holding competitions in the community, and direct marketing conducting direct socialization to prospective students. The program has been budgeted and implemented seamlessly, with the competition SOP being made by the school. The results have been positive, with prospective students interested in extracurricular activities and registering at MI Miftahul Muna Prambon. This strategy has positively impacted prospective students and increased the number of new students.

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