

**MARKETING STRATEGY TSANAWIYAH MADRASAH  
IN BANDAR LAMPUNG CITY**

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**ABSTRACT**

This study focuses on analyzing how the marketing strategy of Madrasah Tsanawiyah in Bandar Lampung City uses a descriptive qualitative approach. The results of the study, Madrasah Tsanawiyah in determining the right product according to community demand will increase the number of student enthusiasts, the costs set must pay attention to purchasing power, affordability of costs, suitability of costs with product quality. In terms of the location of education, the availability of facilities and infrastructure that supports educational products offered with a sense of security and comfort. Promotions are carried out, more effectively by involving the user community as Customer Co-Creation by maximizing alumni and parents who have experienced educational products directly, on the other hand, the power of social media information flow is a separate choice in conducting promotions.

**Keywords:** Marketing Strategy, Madrasah Tsanawiyah, Bandar Lampung

## A. Preliminary

Madrasah Tsanawiyah Education in realizing the implementation of quality education, a national Madrasa education vision has been established "The Realization of Superior, Moderate Islamic Education, and Becomes a World Reference in the Integration of Religious Science, Science and Technology" with the mission of Islamic education in 2015-2019: 1 ) Increasing equal access to Islamic education, 2) Improving the quality of Islamic education, 3) Increasing the relevance and competitiveness of Islamic education, 4) Improving good governance of Islamic education. (Directorate General of Islamic Education, 2019)

The quality of education can be seen from student learning outcomes, as a unified process that is systematic, measurable as educational product, of course, many variables are prepared that encourage the achievement of improving the quality of education, with various raw

inputs, input tools/equipment (instrumental). inputs), environmental inputs, as well as the quality of the implementation process. By taking into account the seven variables of the quality of education, including; 1) education products by looking at student evaluation scores, class stay rates, dropouts and graduates, 2) education costs, and participation of parents and the community in providing education 3) the location of the school is included in the school facilities and infrastructure, 4) teacher competence,(Alma, 2009) With the education quality variables as mentioned above, it can be understood that the results of the evaluation of student learning as a product of education are an effort to complement the elements of other education quality variables that synergize with each other from various variables. Education is a service product that is produced by non-profit educational institutions so that the results of the educational process are visible. (Lovelock,

2005)

Marketing strategies in the industrial era 4.0 all-access occurs without limits very quickly and simultaneously, Madrasah Tsanawiyah should be able to take a significant role in introducing Madrasah Tsanawiyah to be the main choice for the community in determining education as an investment for the nation's children. Pursuing the best information that Madrasah Tsanawiyah has all the expectations of the community with a comprehensive scientific composition, apart from studying religious content which is the building character of Madrasah Tsanawiyah, they also study general subjects that are the rules of the national curriculum.

Marketing about the marketing strategy plan is needed by Madrasah Tsanawiyah to determine the market share to achieve an increase in student acceptance. Marketing strategy is the setting of a series of goals and final goals from the policy plans

and rules that give direction to marketing efforts to determine the ultimate goal at each level and location.

The marketing mix consists of various elements that can be controlled by Madrasah Tsanawiyah to satisfy consumers (students, parents, and the community). According to Mc. Carthy in Kotler's marketing mix focuses on the four P's (4P's), namely: product, price, place, and promotion.(Alipour, 2011)

Bandar Lampung, as part of a large city in Lampung Province which has 30 Madrasah Tsanawiyah, will, of course, mediate various educational options to maintain the mandate of the 1945 Constitution, including Madrasah Tsanawiyah, which has a strategic role in maintaining and fostering an educated community with a combination of lessons. religion and public. Madrasah Tsanawiyah has often been considered a "second-class" school and the input is "students" from the middle class. To win the

competition in Madrasah Tsanawiyah and increase student enrollment in Madrasah Tsanawiyah, especially in Bandar Lampung, a study is needed that examines Marketing Strategy for Madrasah Tsanawiyah in Bandar Lampung City.

## **B. Literature review**

### **1. Marketing strategy**

Marketing strategy etymologically (language), strategy can be interpreted as a tactic, tips, tricks, or methods. In general, the strategy has the following meanings: An outline of the direction to act to achieve the goals that have been determined. Associated with teaching and learning, strategies can be interpreted as general patterns of teacher and student activities in the realization of teaching and learning activities to achieve the goals that have been outlined. (Sagala, 2017) Dick and Carey term learning strategy to describe the steps in the process and arrangement of content,

determine learning activities, and decide how to deliver content and activities. (Abdul Majid and Chaerul Rochman, 2014)

Strategy according to the term defined by Kotler is a set of ways to achieve goals, so that the strategy becomes a strategy to increase the logical approach that will determine the direction of action. (Abdul Majid and Chaerul Rochman, 2014) Strategy is also the main action pattern chosen to realize the organization's vision, through the mission. Strategy forms a pattern of decision-making in realizing the organization's vision. Strategies are formulated to mobilize various resources owned by the organization and direct them to the achievement of the organization's vision. In the world of education, strategy is defined as "a plan, method, or series of activities designed to achieve a particular education goal". So learning strategies can be interpreted as planning that contains a series of activities designed to achieve certain

educational goals.

Strategy is the overall planned activity to determine decisions and determine to achieve goals by looking at the opportunities and possibilities that exist. Improving the system of selling goods and services requires an effective marketing management strategy. The ability of Madrasah Tsanawiyah in marketing products or services may be more important than the product itself. six effective marketing management strategies, To improve the sales system, marketing techniques can be said to be the key to the success of product sales. The ability of Madrasah Tsanawiyah in marketing products or services may be more important than the product itself. Good marketing techniques are supported by an effective marketing strategy. With this strategy, the marketing process can be maintained, We can even find new ways to market our products and make our customers more loyal. Of course, do not ignore the product quality

factor which is an important point for marketing itself. So, after ensuring the quality of Madrasah Tsanawiyah products, design an effective marketing strategy so that the marketing process can run in a controlled, dynamic, and creative way.(Cannon, Joseph P., 2008)

## **2. Educational Marketing**

### **Strategy**

Marketing (marketing) in the world of education is to create a good image of Madrasah Tsanawiyah as an educational institution. The goal is to attract community members to use the educational services provided by the Madrasah Tsanawiyah. There are various ways to create this image, depending on the target community members. If the prospective consumers we are aiming for are people from the economically weak group, then we must create an image that our Madrasah Tsanawiyah is not expensive. If the intended consumers are the middle to an upper economic class who dare to pay more for better service

quality, then the image we must create is that our Madrasah Tsanawiyah provides better services than other schools.

The determination of a rather high test score is also often intended to create an image that the Madrasah Tsanawiyah concerned is selective and is more concerned with achievement than the ability to pay. To determine the right marketing strategy, Madrasah Tsanawiyah needs to do some kind of marketing research. Marketing research is research aimed at collecting data that will be used by leaders to formulate marketing policies and business plans. (Cherrington, nd)

Madrasah Tsanawiyah in this case is doing the marketing by determining who is the target of marketing (prospective consumers). Then the targeted consumer groups were examined regarding their educational aspirations, the ability to pay for the desired educational services. Depending on the situation, this can be done formally and costs a

lot of money or informally with little money. By knowing what the target community wants in terms of education and how much they can pay for that education, the Madrasah leadership (foundation) can determine the right marketing strategy to attract their interest by using the marketing mix.

### **C. Research methodology**

This type of research is descriptive qualitative. Data collection tools are interviews, observation, and documentation. The informants or subjects in this study were the leaders and staff of the Madrasah Tsanawiyah, educators and education staff, the Madrasah Tsanawiyah committee, and parents in grades 7 and 8. The type of sampling was in the form of purposive sampling. The consideration of using this sampling technique is the belief in the subject who is seen to understand what is being studied. In general, qualitative research has two objectives,

namely to describe and reveal (to describe and explore) and describe and explain (to describe and explain).(Sukmadinata, 2011)

## **D. Discussion**

### **1. Promotion for Madrasah**

#### **Tsanawiyah Bandar Lampung**

Madrasah Tsanawiyah Negeri 2 Bandar Lampung carried out an open and massive promotion effort only at the beginning of the year introducing to favorite Islamic and elementary schools about the availability of superior classes and special classes. Massive promotional activities until the third year. After that, the community has searched for information from social media and Madrasa websites.

The success of this promotion is indicated by the increasing number of applicants for Madrasah Tsanawiyah Negeri 2 Bandar Lampung from year to year, the number of registrants is increasing. So that efforts to

conduct a strict and open selection to accept quality students are getting easier.

Madrasah Tsanawiyah Masyariqul Anwar, in promoting more cultural approaches in the school environment first (community-based).

Conceptually, this is done to get around the Bandar Lampung City government billing program for junior high schools. In addition to information carried out through social media, information on student achievement on National Television by attending dai auditions, as well as tahfidz competitions. Information from word of mouth was felt by Madrasah Tsanawiyah Masyariqul Anwar, more in increasing public interest in choosing Madrasah Tsanawiyah Masyariqul Anwar Bandar Lampung.

Madrasah Tsanawiyah Al Hikmah in, accepting new students, implementing promotion strategies by empowering the existence of alumni associations spread across

several areas, both in Lampung and outside Lampung. With the strength of alumni testimonials, public trust has increased, as can be seen by the increasing number of registrants who want to continue to Madrasah Tsanawiyah Al-Hikmah. In addition to absorption from outside, the alumni of Madrasah Ibtidaiyah Al-Hikmah themselves. Based on the search

for alumni data who continue to Madrasah Tsanawiyah Al Wisdom, around 30% of the total new students each generation per year, this is because all students are given the freedom to continue at the Al-Hikmah Foundation in Bandar Lampung or choose to continue their education outside the Islamic Boarding School. Madrasah Tsanawiyah Al Hikmah Bandar Lampung,

Table 1

Promotion for Madrasah sanawiyah in Bandar Lampung

<b>Promotion</b>	Madrasah Tsanawiyah Negeri 2 Bandar Lampung	Madrasah Tsanawiyah Masyariqul Anwar	Madrasah Tsanawiyah Al Hikmah
<b>Marketing Team</b>	<input type="checkbox"/>		
<b>Public Relations</b> (Publication of activities for the community)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>		
1. Socialization stage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Realization stage	<input type="checkbox"/>		
3. Evaluation stage			



<b>Personal Selling</b> (alumni association, testimony)	□		□
<b>Advertising</b> (Social media, magazines, television, radio, outdoor advertising, internet, cyber advertising, brochures)	□	□	□

Source: Data processed.(School, nd)

**2. Madrasah Tsawaniyah  
Products in Bandar  
Lampung**

Product quality is quality that includes efforts to meet or exceed customer expectations which include products, services, people, processes, and the environment. Product quality is also a condition that is always changing, for example, what is considered quality today may be considered less quality in the future. (Tjiptono, 2015) Product quality is one of the advantages in this competition, especially

the quality of products that can meet consumer desires. If it does not meet the specifications, the product will be rejected. Even if the product is still within the tolerance limits that have been determined, the product should be noted to avoid bigger errors in the future. (L. Lazar Kanuk Schiffman, 2008) Likewise, consumers in buying a product, consumers always hope that the goods they buy can satisfy all their wants and needs.

Madrasah  
Tsanawiyah must be able to

understand the wishes of prospective students/guardian parents so that Madrasah Tsanawiyah can create products that are by the expectations of prospective students/guardian parents. Good product quality is the expectation of prospective students/parents that must be fulfilled by Madrasah Tsanawiyah because good product quality is the key to the development of Madrasah Tsanawiyah productivity. Product quality is an important thing that every Madrasah Tsanawiyah must strive for if they want their products to compete in the market.

#### Development

Madrasah Tsanawiyah, the problem of product quality will determine the rapid development of the Madrasah Tsanawiyah. If in an increasingly competitive marketing situation, the role of product quality will be even greater in the development of Madrasah Tsanawiyah. In addition, education

stakeholders will favor products that offer the best in quality, performance, and innovative complements. (Lupiyoadi, 2008)

The object of research includes Madrasah Tsanawiyah Negeri 2 Bandar Lampung, Madrasah Tsanawiyah Masyariqul Anwar and Madrasah Tsanawiyah Al Hikmah. The three Madrasah Tsanawiyah have diverse characters located in the city of Bandar Lampung. The results of the interview at Madrasah Tsanawiyah Negeri 2 Bandar Lampung, it can be seen that many categories are taken to conclude that the product mix is one of the variables that underlies the information on Madrasah Tsanawiyah chosen by the community.

#### Madrasah

Tsanawiyah Negeri 2 Bandar Lampung, in determining its product, the first thing to prepare is the curricular learning process. In determining the product, it is

illustrated that the product has a relationship with the cost of education, therefore it will have a reciprocal relationship with the product of educational services. So that in determining the promotion will have a reciprocal relationship with the strategy because the final value to be achieved is student achievement at Madrasah Tsanawiyah Negeri 2 Bandar Lampung as the image of the product that will be offered to the public.

The product of Madrasah Tsanawiyah Negeri 2 Bandar Lampung, uses five product levels, namely: (Interview, Tarmudi, Head of Madrasah Tsanawiyah Negeri 2 Bandar Lampung, nd)

The main product or core (core benefit), namely the benefits that are needed and will be consumed by the customer of each product. consists of: Excellent Class Madrasah Tsanawiyah Negeri 2 Bandar Lampung places the superior class program as the main product that focuses on the

excellence of its students in the aspects of understanding, mastery, as well as skills. The indicators of understanding, mastery, and skills can be seen from the following aspects:

- 1) Can actively speak foreign languages, namely English and Arabic. The choice of English and Arabic is based on the importance of these two foreign languages, namely, English is the language that is mostly used by the world community and Arabic is the language of the Qur'an, as well as languages that have special features, especially related to educational institutions with Islamic characteristics such as Madrasah Tsanawiyah Negeri 2 Bandar Lampung.
- 2) Have the understanding, abilities, and skills at the same time and master the exact field of knowledge, such as Mathematics.
- 3) Able to memorize the Qur'an (tahfidzul Qur'an) as part of efforts to create students

who have superior morals.

Specifically, there are 3 (three) components of the superior program implemented in the superior class of Madrasah Tsanawiyah Negeri 2 Bandar Lampung, namely academic excellence, moral excellence, and skill excellence. The 3 main advantages of the superior class program are:

*First* academic excellence in four subjects that are featured, namely: English 10 hours/week, Arabic 9 hours/week. Every day students are invited to communicate intensively by using two languages, namely English and Arabic, Mathematics learning time is 10 hours/week and Tahfidzul Qur'an (memorizing the Qur'an) learning time is 8 hours/week. at least memorize 2 juz of the Qur'an. Students learn with a "full-day school" pattern from morning to evening (07.15 – 16.20). Second, moral excellence, students are directed to a comprehensive understanding of religion, namely: salîmul Aqidah (Straight Faith) Shohîhul Ibadah

(Good Worship), and Matînul Khuluq (commendable morals). This target is supported by daily activities with congregational midday prayers, reading al-ma'tsurat, a cult of wirid and praying, weekly activities of halaqah (guidance group), tahsin, recitations, and tahfizh al-Qur'an, being a Friday preacher and semester activities including MABIT (Night of Faith and Taqwa), rihlah/tadabbur nature, Ifthor Jama' I (breaking the fast together). The three advantages of skills. Includes, Muhadhoroh (Arabic and English speeches, achievement motivation training, household skills, English guest teacher, Arabic, and English talk shows by presenting Native Speakers, Calling Programs, Dauroh Qur'an. computers, Life Skills. and guidance. study (Bimbel). The three advantages of skills. Includes, Muhadhoroh (Arabic and English speeches, achievement motivation training, household skills, English guest teacher, Arabic, and English talk shows by presenting Native

Speakers, Calling Programs, Dauroh Qur'an. computers, Life Skills. and guidance. study (Bimbel). The three advantages of skills. Includes, Muhadhoroh (Arabic and English speeches, achievement motivation training, household skills, English guest teacher, Arabic, and English talk shows by presenting Native Speakers, Calling Programs, Dauroh Qur'an. computers, Life Skills. and guidance. study (Bimbel).

**Generic products**, the basic product that fulfills the most basic main product function/minimal product design can function. Among them are special class programs (super regular). Special class program (super regular), in principle almost the same as a superior class. The similarities start from the recruitment process, assessment, to the placement process. Likewise, the learning system, facilities, and infrastructure, as well as financing (source of funds) used are the same as the superior class. What distinguishes between

special classes (super regular) and superior classes is the intensity of study time and skills development programs and mastery of their respective advantages. If in the superior class there are 4 (four) superior subjects that are applied at once, whereas in special classes (super regular) there are only 2 (two) subjects that are superior from several subjects set by the institution. The special class is divided into three classes, namely special class A focusing on deepening English and 8 hours/week, special class B focusing on deepening mathematics and tahfidzul qur'an subjects, special class C focusing on deepening science and tahfidzul qur'an subjects. With a length of 10 hours/week for subjects that are the focus of special classes, while for deepening tahfidzul qur'an with a length of 8 hours/week. Students learn with a "full-day school" pattern from morning to evening (07.15 – 15.30). special class B focuses on deepening the subjects of mathematics and tahfidzul qur'an, special class C focuses on

deepening the subjects of science and tahfidzul qur'an. With a length of 10 hours/week for subjects that are the focus of special classes, while for deepening tahfidzul qur'an with a length of 8 hours/week. Students learn with a "full-day school" pattern from morning to evening (07.15 – 15.30). special class B focuses on deepening the subjects of mathematics and tahfidzul qur'an, special class C focuses on deepening the subjects of science and tahfidzul qur'an. With a length of 10 hours/week for subjects that are the focus of special classes, while for deepening tahfidzul qur'an with a length of 8 hours / week. Students learn with a "full-day school" pattern from morning to evening (07.15 – 15.30).

**Expected product** namely formal products offered with various attributes and conditions that are normally expected and agreed to be purchased. Madrasah Tsanawiyah Negeri 2 Bandar Lampung, continues to develop a product of hope which is a formal product of

Madrasah Tsanawiyah, because the regular class curriculum program used refers to the national curriculum standard, both from the Ministry of Education and Culture and from the Ministry of Religion, without any development of the number of face-to-face hours at school. certain subjects such as superior classes and special classes. Students in the regular class study from 07.15–14.30. not "full-day school" like a superior and special class. The daily support activities in regular classes are as follows: Dzuhur prayer in the congregation every day, wirid and prayer, cult after midday prayer,

**Complementary products**)namely various product attributes that are equipped/overgrown with various benefits and services so that they can determine additional satisfaction and can be distinguished from other products. Therefore, in 2020, an additional program has been opened, namely the dormitory program, with superior products producing a

generation of Muslim women who can understand and practice Islamic teachings properly and correctly according to the Qur'an and as-Sunnah and can contribute to the development of Islam in the future by based on noble character. The pattern of boarding education is focused on strengthening tahfizhul qur'an and mastery of Arabic and English as well as mastery of Islamic sciences.

**Potential product** namely all kinds of additions and changes that may be developed for a product in the future. As well as extra-curricular activities outside student hours such as KKR (Youth Health Cadre) which is an activity developed for Madrasah Tsanawiyah students studying as medical assistants, and this KKR activity is only available at Madrasah Tsanawiyah Negeri 2 Bandar Lampung, as a potential product that needs to be developed. developed in addition to PTD (Basic Technology Education) which needs to be carried out with a SWOT analysis for future purposes more intensively. In

addition to various other activities, namely: Scouts, spirituality, computers, tutoring (study guidance), PASKIBRA, sports, Taekwondo martial arts, dance, calligraphy, culinary skills.

Educational service products at Madrasah Tsanawiyah Masyariqul Anwar that have character, are based on the surrounding community as the initial basis for introducing Madrasah Tsanawiyah Masyariqul Anwar to those who need quality education, with free education fees that maximize school operational assistance (BOS). This is done so that the community can access affordable education. 30 The presence of Madrasah Tsanawiyah Masyariqul Anwar since 1960-2020, remains in its founding commitment to provide the widest possible education to educate the people. Of course, the mastery of the Qur'an is the main thing to be implanted.

Madrasah Tsanawiyah Masyariqul Anwar Products,(Interview, Suyanto Principal of Madrasah Tsanawiyah

Masyariqul Anwar, nd) has the main product (core benefit), in the curricular field in the field of tahfidz qur'an with the folder method (memorization of verses, verse numbers, verse meanings and the location of the letters. Can be read back and forth or randomly), development of English and Arabic. Students will be taught to memorize the Qur'an according to their abilities. Before joining this flagship program, students will be tested for reading, writing, and memorizing the Qur'an. The results of the selection will be divided into four parts, namely a). Ibtida class includes learning to read the Qur'an and memorizing Juz Amma. b). This class, which includes memorizing chapters 30 and 29 with the development of recitation material. c). This class with a target of 6 months 2 juz. d). Mumtaz class, with a target of one semester of 2 juz.

Madrasah Tsanawiyah Masyariqul Anwar has an expected product, namely a formal product offered with various attributes and

conditions that are normally expected and agreed to be carried out on strengthening English and Arabic language skills by providing an additional 4 hours of learning accompanied by practice, with an emphasis on conversation, while the Arabic language is added to the ability of nahwu and shorof in addition to the practice of muhadatsah.(Interview, A. Syihabuddin Hs, Elder Masyariqul Anwar, nd)w

### **Complementary**

**products**Madrasah Tsanawiyah Masyariqul Anwar, namely various product attributes that are equipped/overgrown with various benefits and services so that they can determine additional satisfaction and can be distinguished from other Madrasa products such as various extra-curricular activities, namely: 1). Boy Scouts 2). Rohis 3). Computer 4). Dance, calligraphy, 5). Dai 6). Merawis 7). Public speaking 8). Futsal, badminton, basketball, table tennis. And other activities that support the talents and interests of students.



Madrasah Tsanawiyah Al-Hikmah based on Islamic boarding schools offers superior products (core benefits), namely benefits that are actually needed and will be consumed by customers. The core product of Madrasah Tsanawiyah is in the study of books, as was done at the Pondok Pesantren in Lirboyo which became the embryo of the birth of the Al-Hikmah Islamic Boarding School which is dominated by alumni from the Lirboyo Islamic Boarding School so that in general the study of books in Islamic boarding schools has a pattern that is almost the same as its parent by applying two systems. ; a). Sorogan is an active student/santri learning method in front of a teacher, by means of students/students reading teaching materials to get corrections and tashih. The term sorogan is used for the sorogan of the Koran and the sorogan of the yellow book. In the presence of a teacher (commonly called Penyorog), a student (santri) reads the yellow book and its meaning. The examiner listens to the reading,

reminds of mistakes, and occasionally straightens out the correct way of reading. With the method of meaning, the four sides of the training are summarized. The truth of harakat, both harakat mufradat (one by one word) and harakat related to i'rab. Tarkib truth (word position in a sentence, similar to SPOK (Subject–Predicate–Object–Description) in Indonesian structure). The truth of the meaning of mufradat (vocabulary). The truth of understanding in each discipline. b). Bandongan is an active teacher learning method by which the teacher reads the teaching material and is then listened to and recorded by the students/students. Usually, in the bandongan system, students also bring a yellow book to then write the meaning per word as read by the teacher/kiai.(Interview, Principal of Mts Al Hikmah, nd)

**generic product**, Madrasah Tsanawiyah Al-Hikmah based on Islamic Boarding Schools, namely basic products that fulfill the most basic product functions / minimal product designs can function. The

product is the Pondok Pesantren program offered to the public consisting of two first levels, the first is to study fiqh, tajwid, shorof science, nahwu, pegon science, lighon science, history science, hadith science, morals and monotheism. The second level of wustho, studying figih, hadith science, faraidl science, nahwu science, shorof science, monotheism science, mustolah hadith science, mantiq science, qowidul al figih science and balaghoh.

**Expected product** namely formal products offered with various attributes and conditions that are normally expected and agreed to be purchased. Madrasah Tsanawiyah Al Hikmah also explores non-Madrasah books that are occupied, such as the book of ikyah ulumuddin, book of tausekh, book of interpretation of jalalain, book of nashoihu al diniyah, book of adabu al muta'alim, book of morality al banih al banat, kibat 'uqdu al luzaini. Another excellent program is the cooperation of Islamic boarding schools by

conducting education in several countries such as Jordan, Syria, Egypt, and Lebanon.

**Complementary products** namely various product attributes that are complemented/overgrown with various benefits and services so that they can determine additional satisfaction and can be distinguished from similar products. Complementary products for extra-curricular activities of tahfidzul qur'an, hadroh qasidah, calligraphy, bahsul qutub, art of reading the qur'an, mading, KUR, scouts, mohadhoroh or speech exercises, promising marhaban and tahlil, development of Arabic and English, sorogan yellow book, leadership, journalism, sports, paskibra. Extracurricular, study of the yellow books, coaching tahfidz and recitation of the Qur'an, practice speaking in three languages (Indonesian, English, and Arabic), Arabic and English daily, discussion and scientific research, scouting, sports development, art development drumband, qashidah and marawis,

development of martial arts,

**Potential product** namely all kinds of additions and changes that may be developed for a product in the future, a potential product that supports learning at Madrasah Tsanawiyah Al-Hikmah is the cooperation of Islamic boarding schools by conducting education in several countries such as Jordan, Syria, Egypt, and Lebanon.

### **3. Marketing Model for Madrasah Tsanawiyah in Bandar Lampung**

Version control marketing and advertising began with the help of Neil Borden as the originator of the 4P advertising and marketing method which was first stimulated using Culliton's 'Marketing Mix' concept in the 1940s. Therefore, the Madrasah Tsanawiyah marketing strategy model is an adjustment made from the 4P to 5C version which is not a major part of the definition of the marketing and advertising mix but is an extension of the 4P advertising and marketing version. The 5C idea is an "evolution" of

the 4P idea. Because this 5C is here to reinforce the prevailing 4P idea. The most basic difference between the 5C concept and the 4P is that "the 5C Marketing Mix makes the client a participant". What are 5Cs? 5C consists of Consumer care, Cost/Tuition, Convenience School, Communication, and Clarification. Here are the components of this marketing model:

#### *1. Product to Consumer Care*

Product is anything that can be offered, owned, used or consumed to satisfy the needs or needs of consumers. It includes a physical form, service, person, place of organization or an idea. So in determining the product, Madrasah Tsanawiyah must pay attention to customer care (Customer Care). This means that providing Madrasah Tsanawiyah products following the needs of the community does not only make customers into mere marketing objects. The products offered do not only stop at educational products that are given by the

government but are unique or good but can also be a solution for

concern for customers. In this case, the product focus is on the quality of graduates and the wide choice of skill programs.

### 2. *Price to Cost/Tuition*

Price is the amount of money charged for a product or service or the amount of the value that consumers exchange for the benefits of having or using the product or service. A good price is a price that can make the product affordable by the segment we are targeting. This is important because in determining the pricing strategy policy, the concept of "cost" provides a "limit" that every released price will always be related to the purchasing power and budget (cost) of the target market. cost is money spent to produce something; price is defined as a financial reward for the product/service provided;

### 3. *Place to Convenience School*

Location selection is very important because it relates to the size of the operating costs, prices,

and competitiveness. According to Munawaroh, determining the location has several objectives according to the type of business to be carried out, namely: For industry, to minimize costs. The right location closer to the location of the material storage warehouse with the production location can save transportation costs. For retail and service professionals to maximize revenue. The selection of retail locations and service professionals that are easily accessible to consumers allows for large sales to occur, thereby increasing the company's revenue. Divide warehouse locations to maximize delivery speed and minimum costs. The distance between the warehouse and the right factory location will speed up the delivery of goods while minimizing costs. (Munawaroh, 2013)

Unlike the case in determining the location, in this case including Madrasah facilities and infrastructure, the location of Madrasah Tsanawiyah must reflect safe, comfortable, and disciplined

comfort, meaning that Madrasah Tsanawiyah at least provides Madrasah residents free from fear, conducive to learning and positive relationships between Madrasah residents.

#### 4. *Promotion to Communication*

Promotion is the process of providing information, persuading to influence the process of buying/using a product or service to consumers. The general purpose of promotion is to increase the sales volume of a product/service, "promotion" is manipulative while communication is "cooperative". Marketers should aim to create an open dialogue with potential clients based on their needs and desires to make the customer part of the "idea" that is constantly being developed. Marketing communication activities are a series of activities to realize a product, service, an idea can be in the form of advertising promotion (advertising), face-to-face selling (personal selling), sales promotion (sales promotion), public relations,

and publicity (public relations and publicity) and direct marketing. (direct marketing).

#### 5. *Promotion to Clarification*

*Promotion to Clarification* is not an attempt to communicate promises and put oneself in the customer's mind, but to clarify the reflection of himself that is already in the customer's mind. This means that the Madrasah merely clarifies its true self that has been recognized by consumers.

The abundance of educational product choices has led to a shift in bargaining power from the Madrasa/school to the user community. This encourages increased awareness of the importance of consumer value for the survival of Madrasah Tsanawiyah. This awareness has transformed many Madrasah Tsanawiyah to become market-driven Madrasahs.

*Promotion* will position the practice of a market-driven school, meaning that the steps are taken by Madrasah Tsanawiyah which tries to build perceptions to penetrate

the minds of consumers. In the era of the industrial revolution

4.0 the world is becoming horizontal and borderless, where consumers are getting stronger, more communal, and can no longer be forced to buy. In an era filled with sophisticated technology and a connected world like now, Madrasah Tsanawiyah no longer controls its brand, such as the character of the ulama or the issue of the strength of certain religious organizations. The perception of a brand will quickly blur, especially the name positioning statement of a brand may be created by anyone who spreads it through Youtube, Blogs, and other networking sites. Therefore, what must be done is not to carry out a one-way promotion, but Clarification. Madrasah Tsanawiyah is no longer positioning its brand to the target market, but doing clarification together and to the community where it is located. By clarifying, it means that we clarify the persona or character of Madrasah Tsanawiyah to the community that has been confirmed previously. In

this Clarifying, Madrasah Tsanawiyah must be able to answer, what and how is the purpose of the existence of Madrasah Tsanawiyah in carrying out the mission and vision of education. This needs to be done because perceptions or positioning about Madrasah Tsanawiyah can be formed from various parties: from our own Madrasah Tsanawiyah, from stakeholders, from the mass media, and even from competitors. When there are customers who provide suggestions or complaints that are submitted directly, then this must be used properly to be able to find out the level of satisfaction that Madrasah Tsanawiyah has provided. means that we clarify the persona or character of Madrasah Tsanawiyah to the community that has been confirmed previously. In this Clarifying, Madrasah Tsanawiyah must be able to answer, what and how is the purpose of the existence of Madrasah Tsanawiyah in carrying out the mission and vision of education. This needs to be done

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The 4Ps towards the 5Cs mentioned above state that the culture of Madrasah Tsanawiyah is systematically and fully dedicated to creating superior customer value on an ongoing basis to achieve customer satisfaction (customer satisfaction) which will ultimately provide a Perceived quality brand that makes the Madrasah Tsanawiyah brand. far superior to competitors. By having a good Perceived quality brand, overtaking the success of other brands at Madrasah Tsanawiyah and non-Madrasah. The basis used in this calculation is the response of Madrasah Tsanawiyah users which will later be processed into

data sources that will be used to improve product quality and subsequent market strategies.

## **E. Conclusion**

Madrasah Tsanawiyah in determining the right product according to community demand will increase the number of student enthusiasts, the costs set must pay attention to purchasing power, affordability of costs, suitability of costs with product quality. In terms of the location of education, the availability of facilities and infrastructure that supports educational products offered with a sense of security and comfort. Promotions are carried out, more effectively by involving the user community as Customer Co-Creation by maximizing alumni and parents who have experienced educational products directly, on the other hand, the power of social media information flow is a separate choice in conducting promotions.



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