Marketing Strategy of Indonesian Tahfizh Daarul Quran Foundation on Social Media to Attract Interested Parents of Student

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ABSTRACT

Indonesia is one of the countries in the world affected by a serious of Pandemic Covid-19 since 2019. Various problems occur in areas of the country's economy and society in Indonesia that caused the problems in the aspect of education. This is felt especially in terms of marketing at the Daarul Quran Indonesia Foundation which is engaged in the Education industry which was founded by St. Yusuf Mansur, located in Kampung Quran, Cipondoh, Tangerang. According to internal data from the Daarul Quran Indonesia Foundation, there has been a 35% decline in student enrollment from 2019-2021. This is based on the decline in the economy of prospective guardians of students' education costs and the delay in using the Daarul Quran Indonesia Foundation to use social media as part of its marketing activities. The Daarul Quran Indonesia Foundation then took action to take advantage of *new media* as a new opportunity in a highly changing market environment by utilizing social media platforms as a means of conveying information to the public. Through the campaign movement, the *Santri Indent DP 5 million* solution chosen by the Daarul Quran Indonesia Foundation is to increase the number of student registrations for the New Academic Year. The benchmark for the success of the campaign can be seen from the results of data collection through questionnaires, and the results show that the campaign has an impact on parents' interest in sending their children to the Daarul Quran Indonesia Foundation, and has an impact on increasing the number of students for the 2021/2022 academic year, in addition to social media, especially *Instagram,* became the best marketing tool in this campaign.

Keywords: *Marketing Strategy, Social Media Online Platform, Campaign*

INTRODUCTION

Since the Covid-19 pandemic, the community's communication process has changed because the current way of communicating makes life effective today, it is seen from the cost and time. The results of the APJII survey stated that all internet users around the world,

Figure 1. Internet users

Source: Association of Indonesian Internet Service

both mobile and fixed, continued to experience a significant increase. Based on a report by the International Telecommunication Union (ITU), which is the United Nations (UN), the number of i`nternet users in the world in 2018 was 3.9 billion, exceeding half the world's population. This increase was also experienced by Indonesia, where the number of internet users in Indonesia was 171.1 million, an increase of 27.9 million from last year's 143.2 million. From the analysis described, it is then adopted by industry circles who want to take advantage of new, more popular communication methods to reach users, for example with the information presented. As time goes on, social media is getting more complete and interesting features that can be used, so that people can communicate with *buyers* in this case are consumers, even though they are separated by geographical boundaries. In general, Indonesian people use social media for entertainment, seeking or sharing information, and of course for social interaction (APJII, 2016). From geographic information, Digital 2021 states
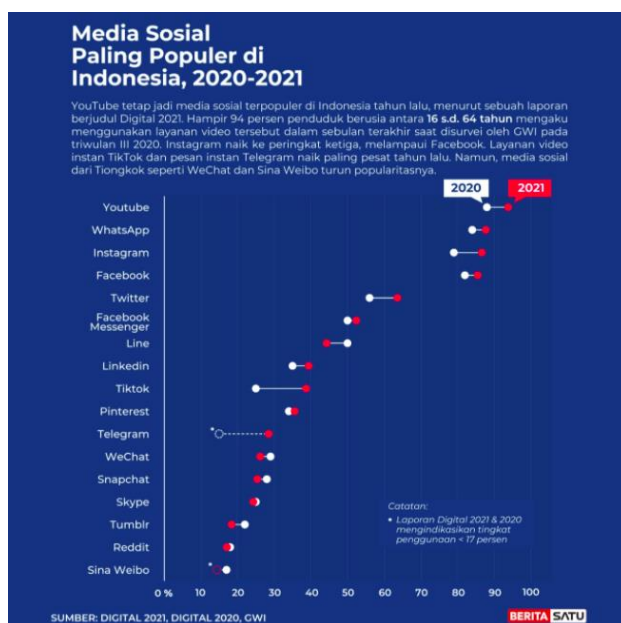
that Youtube is currently the most popular social media in Indonesia, followed by Whatapp, Instagram, and Facebook.

Figure 2. The most popular social media in Indonesia

(Source: Berita Satu, Digital 2021)

With the development of social media, finally the industry is trying to apply it to be able to take advantage of new, more popular communication methods that can reach their customers. In this particular case, namely the education sector industry, currently the field of education is closely related to technology, one of which is social media which has become automation and digitization, in the field of education technology is currently very useful to

support learning patterns, school programs and patterns of thinking so that it can help develop creative and innovative innovations in order to print the next generation of the nation that is superior and able to compete in the global world.

However, this is a problem of Indonesia's unpreparedness for the rapid digital technology revolution, lies in Human Resources (HR) and equity, several industrial sectors in Indonesia are still not leading to digitalization, for example in the education sector industry where there are still many teachers who have not using digital technology, although some areas of teaching or teachers have started using digital technology, not all teachers are computer literate. In fact, in a talk show the Minister of Education Nadiem Makarim said that, this is the first time that teachers in Indonesia conduct online learning with students as a whole. In this case, it is very clear how Indonesia is not ready to carry out technology-based learning.

This has an impact on the progress of the school, with Human Resources (HR) who do not master technology, it is also difficult for schools to develop, students cannot receive information related to schools. Especially new students, they will not know the excellence of the school they want, and this can cause *nothing awerness* to new customers or new students. However, the government's way of dealing with this is starting from an even distribution in various sectors and an overhaul of the education curriculum to deal with the development of this industry.

In addition to technological advances which are obstacles in a school or education industry, the current Covid-19 pandemic is also a factor in the decline of the economy in Indonesia and even the world, the Covid-19 pandemic certainly does not only have an impact on public health, but it is necessary to emphasize that the pandemic affects the economy, education , and the social life of the Indonesian people, the most visible impact of which is the weakening of household consumption and the weakening of the purchasing power of goods or services that are felt by entrepreneurs. We are aware that the Covid-19 pandemic has also caused several regional governments to implement Large-Scale Social Restrictions (PSBB) policies which have implications for limiting community activities, including economic activities, education, and other social activities. This was felt by the Daarul Quran Indonesia Foundation which was founded by Ust. Yusuf Mansur, located in Kampung Quran, Cipondoh, Tangerang. The location is in an area known as a center for developing knowledge of the Quran, training and becoming a center for Quran memorization breeders.

Figure 3. Founder of Daarul Quran Indonesia, Yusuf Mansur

The standard of teaching qualifications is also the Quran memorization method, of course with a proven mentor through various events of Musabaqoh Hifdzil and National Quran Recitations, as well as international teaching staff from various countries.

Figure 4. Daarul Quran Teachers from various Middle East Countries

However, with the Covid-19 pandemic, it is certainly an economic problem felt by the Indonesian Daarul Quran Foundation, where during the covid-19 pandemic the Indonesian Daarul Quran Foundation found ineffectiveness in accepting students from normality. previously. In addition, with the unpreparedness of the Indonesian Daarul Quran Foundation for the use of good and correct technology, this can be seen in the decrease in the number of students in the new academic year starting from the 2019 new student registration, where Daarul Quran Cikarang is the focus of this research.

PERKEMBANGAN JUMLAH SISWA (5 TAHUN)

Figure 5. Progress of Number of Students in the Last 5 Years, Sample Cikarang

(Source: Secretariat of Daarul Quran Indonesia, March, 2021)

According to internal data from Daarul Qur'an Indonesia, there has been a decline in student enrollment from 2020-2021 which was originally 499 students or Rp. 2 billion, to 392 students or equivalent to Rp. 1.5 billion, this happened because the Foundation was late in using social media to make part of its marketing. The decline in public interest cannot be separated from the emergence of new media which has resulted in a shift in the behavior patterns of natural audiences in consuming media today. Through *new media* or digitalization which is always based on the internet, one can more easily access information anytime and anywhere. This is also what makes the Daarul Quran Foundation create a campaign program that aims to increase the number of students again by utilizing current digital technology.

Based on the description above, it is important according to the author to study more deeply related to the activities or marketing communication strategies carried out by the Daarul Quran Nusantara Foundation for its educational service products through social media, such as providing information both for facilities, infrastructure, and related to the prices provided. In this case, *digital marketing is* one of the marketing communication channels for the Daarul Quran Indonesia Foundation, so that researchers try to analyze the content or messages of the Daarul Quran Indonesia Foundation conveyed on its social media to increase the number of students, whether it has an impact on the motivation and interest of parents to entrust their children. at the Indonesian Daarul Quran Foundation.

LITERATURE REVIEW

Marketing Strategy Theory

According to Hermawan Kartajaya, strategy is the initial capital in order to achieve long-term goals. The business strategy can be in the form of network expansion starting from geography, diversification, acquisition, product development, market penetration, employee rationalization, capital reduction, company dissolution, and joint ventures. In other theories, strategy is a unified, expanded, and integrated plan that is closely related to the strategic priority of the company against *challenges* environmental which is designed to ensure the goals and objectives of a company that can be achieved in all its implementation by the organization (Nitisemito, 1986). The definition of marketing according to the Big Indonesian Dictionary (KBBI) is a process, effort, action to market an item or product, besides the definition of a marketing strategy is a plan to increase the influence of attractiveness on the market, both in the short term and in the long term, which Previously it had been based on market research by a forgiving team, appraisal, product planning, promotion and sales planning, and distribution.

Meanwhile, the definition of marketing according to Kotler (2018) is a process where the company is directly concerned with consumers, establishes good relationships with consumers, and creates value for consumers, so as to get value or *feedback* good from customers, in order to increase profits and *equity* consumer.

One of the main points of marketing is the *marketing mix* which is a marketing variable to meet the sales target of a product. The elements in the *marketing mix are* known as the 7Ps, namely: product, price, place, promotion, physical evidence, process and people. So it can be defined that marketing in general is the activity of utilizing these variables into a sale to bring in consumers, increase sales income, and maintain good relations with consumers so that buying and selling transactions that occur can take place continuously and sustainably.

Thus the authors conclude that marketing strategy is one way to create a sustainable competitive advantage for companies that produce goods or services. Marketing strategy is often viewed as the basic concept used in shaping the overall corporate or agency plan. Viewed from the other side, namely, the problems that exist within the company, it is very necessary to have equitable planning in all fields to be used as guidelines, especially for the company segment in carrying out its activities, another reason that shows the importance of marketing strategy is the increasingly intense competition in the consumer market.

SOR theory *(Stimulus, Organism, Response)*

In this theory says that humans have the character of his soul which includes components such as attitudes, opinions, behavior, cognition, affection, and conation (McQuail, 2010, p.466). In the book the author also explains that the organism produces certain actions of a person, but it must be stimulated with a special stimulus so that one can estimate and expect the appropriate truth between the message conveyed and the reaction of consumers in receiving the message.

This model shows that communication is a process that must have action. Which can have meaning if the communication is also done with a trick such as verbal, cues, nonverbal, or certain symbols which in turn can stimulate consumers to respond to the message. This theory is a simple principle where the effect is a reaction to a particular stimulus.

According to Hosland in McQuail (2010, p.464) assumes that the process of changing one's ethics is actually the same as the learning process. Which consists of a *stimulus* (stimulus) which can later be accepted or rejected, but if the *stimulus is* received it will provide attention that can be considered effective, if the *stimulus is* received it can be said that the message is *organism* (accepted) then it can be said that the message can enter the next process, ie *response*. This response will determine whether the message conveyed through social media is effective or not.

Business Education

Business according to Griffin and Ronald, namely, *"Business is all those activities involved in providing the goods and services needed or desired by people"*. It can be interpreted that business is an activity that provides a container of goods or services that are needed or desired by consumers, but the conditions for the establishment of an industry in the business field that have legal entities, both large companies and individuals, sometimes do not have legal entities or business entities such as street vendors. five, stalls that do not have a Business Place Permit (SITU) and a Business Place Permit (SIUP) as well as other informal businesses. Musselman and Jackson (1992), business is the sum of all activities organized by people engaged in commerce and industry that provide goods and services for the needs of maintaining and improving their standards and quality of life.

While education is the expansion of knowledge and ability through practice techniques of learning or instruction, with the aim of remembering facts or real conditions, by giving a boost to the self-direction *(selfdirection),* actively informasi or new ideas (Craven and Hirnle, 1996 in Suliha, 2002). It can be said that education is a very important effort in order to

influence other people, both from individuals, groups, families, and even society. Education is a learning process from not knowing to knowing, about various kinds of information and knowledge and from not being able to overcome their own problems to being independent.

If the hypothesis is drawn from the theories above, the authors conclude that the education business is an activity of trading knowledge services with the aim of obtaining quality profits or rewards that are in accordance with the time, effort, or capital given. This educational business can be carried out by various organizations, or individuals who are focused on services, but can also sell goods but inform *digital* or *software*.

Industry Theory 4.0 (Digitalization Era)

Referring to some literature of the Great Indonesian Language Dictionary (KBBI) that digital 4.0 is included in the Industrial Revolution 4.0. which is a change that takes place quickly in the implementation of the production process where the work in the production process was originally done by humans but is now replaced by machines, while the goods produced have commercial value added (velue added).

According to Qin, Liu, and Grosvenor (2016) in their book *A categorical framework of manufacturing for industry 4.0 and beyond, they* assume that industry 4.0 really helps production efficiency by collecting data accurately, so that decisions can be executed without hesitation. Using today's most advanced technology, the procedures for collecting and interpreting data are much easier. Because digital 4.0 actually acts as a bridge to provide all the reliable manufacturing needs in the industry. This statement makes industry 4.0 the most important aspect of the function of artificial intelligence.

New Media Theory The

statement of new media theory presented by Lister, Dovey, Giddings, Grant and Kelly (2009, p.13) that new media in fact focuses on changes in the nature of media production, distribution, and users. These are changes that are technological, textual, conventional and cultural. According to Lister (2009, p.19) there are at least a number of emerging concepts for the future that offer to define the characteristics of new media as a whole. Some of them are digital, interactive, and networked.

Digital

In the digital media process Lister et al (2009, p.16) stated, all input data changes are converted into a number. Meanwhile, in terms of communication, this "data" generally takes the form of qualities such as sound that has been encoded into written text, graphics, and

diagrams, photos, recordings of moving images. It is then stored as a number and can be generated on a *digital disc*, *online*, or *drive*.

Interactivity

According to Lister et al (2009, p.21) interactivity has become one of the value-added characteristics of new media that offer interactivity in addition to old media offering passive consumption. In new media, people seem to be able to make their own choices in the midst of the many choices offered by the market. Being interactive signifies the ability of users to participate in changing the text and images that are accessed. It can be concluded that new media are "users" who are not just "enjoyers" of visuals, films, and TV, or just media readers.

Networked

Sabah (1985, p.219) in Lister et al (2009, p.13) argues that new media define a different segmentation, even though it has more capacity, not all of them can be a communication audience in the same way. Today's new media is no longer about mass media which only sends a limited number of messages. Currently users are becoming more selective, because currently users are more likely to choose their messages. According to Lister et al (2009. P.31) social networking sites, online groups, the world wide web, the internet, are networks that can currently be used as digital communication media. In the end, everything will be connected in a wide, dense and global network where everyone can access it anytime, anywhere. This makes new media not only accessible on a computer connected to a telephone line or cable, but also wirelessly and on the move, via laptops, mobile devices, and the like.

METHODS

In this study the method used is a qualitative method. According to Creswell (2009, p.112), qualitative research focuses on a single phenomenon. The phenomenon is then narrowed down again so that it can be explored and understood in depth. This narrowed focus can be interpreted that qualitative research does not convey the relationship between two variables or compare several groups. Some of the characteristics of qualitative research according to Creswell (2009, p.175) are:

● Natural setting

Research that uses a qualitative approach tends to collect data directly in locations where participants experience what they are researching. Information can be obtained by

researchers in detail by interacting directly with resource persons or informants and observing their activities;

- Having multiple data sources

  Qualitative research usually collects various types of data, obtained through interviews, observations, and several documents, rather than relying on only one type of data. After getting the required data, the researcher usually sorts and separates the data into their respective categories and analyzes it.

- Interpretive

  Qualitative research is for interpretive inquiry in which researchers make interpretations of what they see, hear, and understand. Their interpretation can't be separated from the background, history, context, and previous understanding. After a research report is issued, readers make an interpretation. From these interpretive characteristics, it can be seen that a problem can arise from various points of view.

  Data collection techniques are the best step in a study, because the purpose of the research is to collect data. In this study, primary and secondary data will be used as data collection techniques. The premiere data collection was carried out by semi-structured interviews. In conducting the research, the author has divided the informants into several characteristics to make data collection easier. The characteristics of the speakers in this study are:

- People who master the marketing strategy of the Daarul Quran Indonesia Foundation
- People who carry out communication activities through the Daarul Quran Indonesia Foundation's social media
- Objects that are targeted in increasing interest and determining the benchmarks of marketing strategies on the Daarul Quran Indonesia Foundation's social media In this case, the Guardians of the Students.

From the three characteristics above, the author finally determined three resource persons, namely, the head of education marketing at the Daarul Quran Indonesia Foundation, the head of the media and communication bureau of the Daarul Quran Indonesia Foundation, and the guardians of students whose sons/daughter have entered the Daarul Quran Foundation. Indonesia. In addition, secondary data is data that is not provided directly by the informant, but can be obtained through other people or documents (Sugiyono, 2013, p.225). secondary data is complementary data for primary data, but apart from being complementary data, the researcher's task must be more careful in selecting important documents, which can make

physical evidence in research. However, secondary data collection in this study only focused on collecting company documents or in this case the Daarul Qur'an Indonesia Foundation.

In this study, the authors use qualitative data analysis techniques proposed by Miles and Huberman. Miles and Huberman in Yusuf (2016, p.407) said that researchers carried out three data analysis activities simultaneously, namely data reduction, data presentation, and drawing conclusions or verification.

Determining validation and reliability in qualitative research is different from quantitative, where in qualitative research validation and reliability are not determined in numbers, but using triangulation techniques.

Triangulation according to Creswell (2009, p.191) is the process of verifying research data obtained from various data collection methods such as interviews, and document analysis to build an integrated justification. According to Denzin (2009) in Daymon and Holloway (2011, p, 91-92), data triangulation, investigator triangulation, theory triangulation, and method triangulation. In this study, the author will use data triangulation or where the researcher confirms the validity of the data obtained from various data collection techniques such as interviews with resource persons and informants or experts, observation of marketing communication activities carried out by the Daarul Quran Indonesia Foundation on businesses in the education industry through social media. and analysis of the documentation that the author got during the research.

The focus of the research in this study is to analyze the impact of the marketing strategy carried out by the Daarul Quran Indonesia Foundation by using a campaign that is carried out, through the main theory, namely SOR *(Stimulus, Organism, and Response)* which has a target outcome, namely the motivation and interest of parents. In this theory, it says that humans have the character of their soul which includes components such as attitudes, opinions, behavior, cognition, affection, and conation (McQuail, 2010, p.466). In the book the author also explains that the organism produces certain actions of a person, but it must be stimulated with a special stimulus so that one can estimate and expect the appropriate truth between the message conveyed and the reaction of consumers in receiving the message.

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DISCUSSION RESULTS

This study discusses the development of social media in marketing strategies in the education industry. This is also done by the Daarul Quran Indonesia Foundation, which uses social media to increase the motivation and interest of parents to send their children to the Daarul Quran Indonesia Foundation. The use of social media is felt by the *team of* marketingthe Daarul Quran Indoneisa Foundation because it is more able to build direct interactions than using traditional media. This was stated by Safko and Brake (2009, p.5) the use of social media, especially in the business industry, allows communication interactions through sending messages, and this is also used by the Daarul Quran Foundation to be able to influence the motivation and interest of parents to send their children to the Foundation. Daarul Quran.

The decline in the number of students at the Daarul Quran Indonesia Foundation made the marketing team create a marketing program in the form of a campaign name, namely "Santri Indent DP 5 Million", this program was created because previously the normal cost to enter the Daarul Quran Indonesia Foundation was 35 million rupiah, but now the money The base

can be paid in installments using a *direct payment of* 5 million at the beginning of entering a new lesson.

Figure 6. Flayer Program Campaign Student Indent DP 5 Million

This aims to increase the motivation and interest of parents in sending their children to the Daarul Quran Indonesia Foundation, especially the Covid-19 pandemic is the impact of the community's economic decline. So the Daarul Quran Indonesia Foundation hopes that by creating this campaign parents will feel lighter, and become very interested in sending their children to the Daarul Quran Indonesia Foundation.

Based on the results of interviews with the marketing team of the Daarul Quran Indonesia Foundation, the authors also found that in conducting marketing communications on social media, they are very concerned about aspects that are a concern in the success of a campaign. Chris Fill (2013, p.18) stated that engages, audience, and response are very benchmarks for the success of the campaign being carried out. Physical evidence for measuring the success of the campaign was made through a questionnaire which eventually became the analysis of the writer and marketing team of the Daarul Quran Indonesia Foundation. Respondents in this study were parents who just this year sent their children to the Daarul Quran Indonesia Foundation, ranging from several groups of entrepreneurs, employees, civil servants and other professions. Those who basically like the Daarul Quran Indonesia Foundation, besides that due to economic limitations during the pandemic finally their interest is not 100% anymore, so they are finally interested in the 5 million DP Santri Indent campaign. Even some of the respondents also liked the public figure at the Daarul Quran Indonesia Foundation, namely Ust Yusuf Mansur.

Due to the current state of the PSBB, this research uses data from a questionnaire via a *google form*, which we send by *direct message* to the new student guardian group for the 2020-2021 school year assisted by the media team. Filling out the questionnaire focuses on the campaign program created, analyzing the tools that support the increase in the number of students, and how big the impact of the 5 million DP Santri Indent campaign. starting from 19 July – 22 July 2021 or the equivalent of 4x24 Hours or 4 Days, where from the scheduled time we managed to collect data for 213 respondents. The following is the calculation of the level of the questionnaire which is presented in diagrams and graphs.

Platform Message

Dari Ayah/Bunda mendapatkan informasi tentang Pesantren Tahfizh Daarul Quran Indonesia ?
211 tanggapan
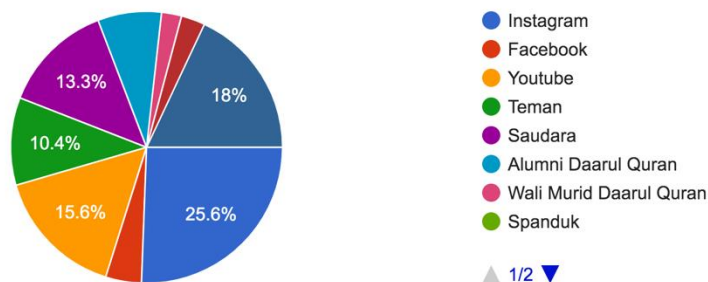

Figure 7. Sources of information of Pesantren Tahfizh Daarul Quran

Based on figure 7, it shows that the platform that became the forum for the withdrawal of the highest number of students in 2020/2021 in this study was Instagram as much as 25.6% with a total of 54 respondents, in addition 18% knew about the Daarul Quran Indonesia Foundation through public figures with a total of 54 respondents. 39 respondents, and the Youtube platform as many as 15.6% or as many as 33 respondents. So it can be concluded that the social media of the Daarul Quran Indonesia Foundation has an impact that makes parents more *aware*, interested in the Daarul Quran Indonesia Foundation.

Response Object

Apakah Ayah/Bunda mengetahui program "Santri Indent" ?
213 tanggapan
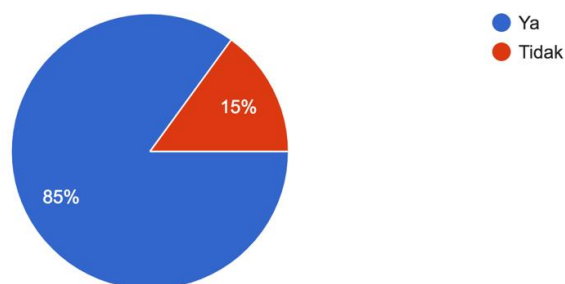
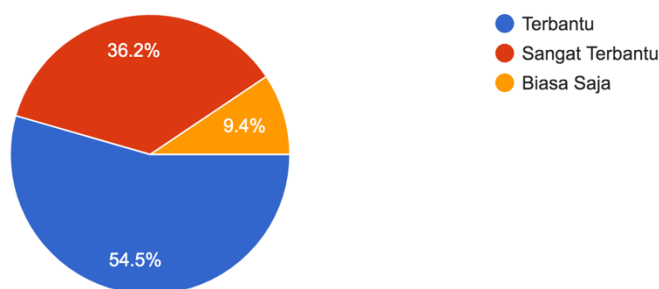**Figure 8.** Knowledge of the program of 'Santri Indend'

Based on Figure 8, it shows that the campaign program created by the marketing team to increase the number of students in 2020-2021 through social media, has very good value goodin the eyes of customers. It can be proven by the number of respondents who know the

information of this campaign, namely 85% say they know about the Santri Indent DP 5 million campaign or as many as 181 respondents, and only 15% or comparable to 32 respondents who do not know about the campaign. This can prove that the campaign that is created is very adapted to the current economic situation, namely the ongoing Covid-19 situation.

Parents' interest in the campaign

Apakah program "Santri Indent DP 5 Juta" membantu dalam minat memilih Pesantren Tahfizh Daarul Quran Ayah/Bunda ?
213 tanggapan


Figure 9. Effectiveness of the program of 'Santri Indent'

Based on Figure 9, it shows that the Santri Indent DP 5 million campaign really has an impact that really helps the guardians of students to choose and believe that the Daarul Quran Indonesia Foundation is the right place for them. It is evident from the results of the questionnaires distributed, that 54.5% or 116 respondents stated that they were helped by the 5 million DP Santri Indent campaign, in addition 36.2% or 77 respondents stated that they were greatly helped by the 5 million DP Santri Indent campaign, and the remaining 9.4 % or 20 respondents consider this campaign normal. According to the researcher, this can already be a benchmark for the success of the campaign that has been made, and of course it really helps increase the number of students.

CONCLUSION

Based on observations of the Daarul Quran Indonesia Foundation, it shows that the marketing team has tried to use social media in marketing communication activities to deliver campaign programs. From the explanation described above, it can be concluded that there is a significant increase in the number of new student registrations that will enter the new Academic Year in 2022/2021 compared to 2020/2021.
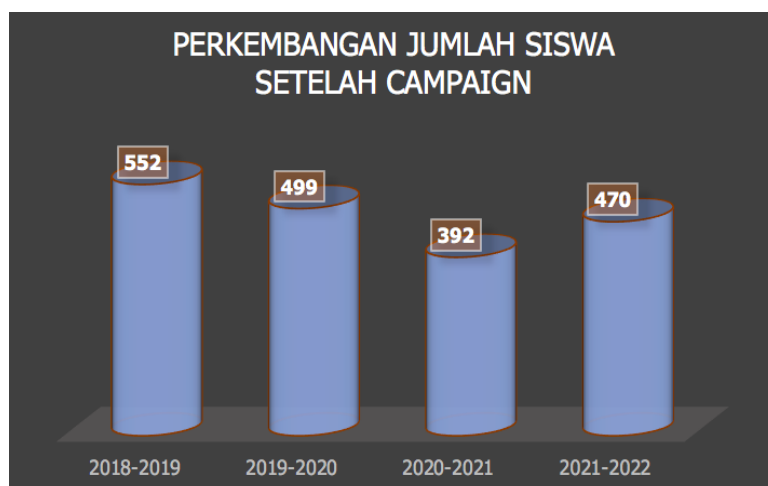
Figure 10. Development of Students After the Campaign, Sample Cikarang

(Source: Secretariat of Daarul Quran Indonesia, July, 2021)

Based on observations of the Daarul Quran Indonesia Foundation, it shows that the marketing team has tried to use social media in marketing communication activities to deliver campaign programs. From the explanation described above, it can be concluded that there is a significant increase in the number of new student registrations that will enter the new Academic Year in 2022/2021 compared to 2020/2021. This is also determined from the diagram that has been described where the data shows that 85% of the guardians of students enter because they know the Santri Indent DP 5 million campaign, and 54.5% of parents stated that they were helped by the 5 million DP Santri Indent campaign. From the results of the explanation above, it is concluded that there is an increase in the interest of parents in the 'Santri Indent DP 5 Million' campaign program, and it affects the increase in the number of students enrolled in the 2021/2022 academic year.

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