

Management of Private School Social Marketing Strategies in Maintaining the Target Adopters Obtained



Rismita¹, Istaryatiningtias²

^{1,2}Universitas Muhammadiyah Prof. DR. HAMKA & Jakarta, Indonesia

ABSTRACT: The private school social marketing strategy is used to overcome the problem of student transfer after acceptance of target adopters obtained to public schools. The research objective is to analyze social marketing management strategies using SWOT analysis based on the seven components of social marketing theory. The research method uses descriptive qualitative, the data collection process is observation, interviews with principal informants, vice principals, teachers, documentation in the form of reports and extracurricular activities that are broadcast on social media, with inductive data analysis and researchers make interpretations of the meaning or interpretation of the data. The data analysis technique used is data reduction, data presentation, and conclusion drawing and data verification. The results showed that there was a transfer of students with reasons from the students' parents, namely public schools did not charge fees or were free, factors of family support that were less supportive, and social factors. Overcoming this transfer, the school initiated extracurricular programs and promoted the excellence of Muhammadiyah schools in social services and character education.

KEYWORDS: Strategy Management; Social Marketing; SWOT Analysis

I. INTRODUCTION

A private school is a forum that is formed and managed by an organization or foundation that is not a government agency to organize education commensurate with the level of education established by the government, called public schools, at every level of education, starting from elementary school to higher education. Private schools participate in assisting the government in providing educational services to achieve national education goals and overcome the capacity of students with limited student acceptance according to the number that has been set at each public school. So that the presence of private schools will be an added value to its existence. The role of the community apart from creating an atmosphere that can support national education, is participating in organizing non-government (private) education, assisting in the procurement of personnel, costs, facilities and infrastructure [1].

The community's response to quality schools has gained high trust in schools in achieving educational strategies to provide the best educational services for students in producing students who are superior and have character. To gain this trust, private schools develop creative and innovative ideas in facing competition with public schools and school management explains to prospective parents about the advantages of schools and utilizes social media in promoting school branding about the advantages of private schools [2].

Private schools as education providers in carrying out each semester program and annual academic learning program are faced with various problems that come from external factors consisting of: (1) the social environment (school environment, family environment, and community environment), (2) government policies in education, and other external factors, while the internal factors consist of: (1) curriculum, (2) teachers, (3) students, etc. Based on previous research, that the problem of external and internal factors is the influence of strategic management on education system [3]. Furthermore, Amoli said that management and strategic planning determine the direction of education in developing success in schools. In designing strategic management, schools use SWOT analysis [4]. The school system's effort to overcome the problem is to implement a social marketing management strategy with various threats, obstacles or obstacles encountered. SMP Muhammadiyah 27 Central Jakarta, has problems in managing the school's strategy seen from external factors. These obstacles include obtaining new students every academic year who compete with other private schools and state schools in the same environment, this statement is evidenced by Indraswari's opinion that "the high level of community enthusiasm in PPDB (Acceptance of New Students) to obtain education in public schools" [5].

SMP Muhammadiyah 27 Central Jakarta as a private school in accepting new students every new school year finds it difficult to achieve targets. Achieving the target adopter number of students is carried out in various ways that are implemented by schools with promotions and other social (social marketing) activities in facing competition with private and public schools that are in the

Management of Private School Social Marketing Strategies in Maintaining the Target Adopters Obtained

same area. There are 13 private junior high schools in Central Jakarta and 9 public junior high schools. The data above shows that the number of private schools is greater than the number of public schools and is evidenced by data on the number of students enrolled in SMP Muhammadiyah 27 Central Jakarta, namely students in class VII as many as 78 students, class VIII as many as 100 students, and class IX as many as 80 students. In obtaining that many students, Muhammadiyah 27 Middle School had difficulty finding students, as a result of the zoning policy issued by the government and public junior high schools in Harapan Mulya, Kemayoran sub-district, Central Jakarta, there were two public schools (and one private school, namely the school under study).), with the zoning policy, students are dominantly interested in public schools rather than private ones according to the number of quotas set, after the registration period is closed it is customary every year that students who are not accommodated in public schools will look for private schools and for private schools the number of new student admissions is a measure of income earned for the continuity of education used for school operations [6]. Comparison of data in general regarding the number of junior high schools in Indonesia is as many as 41,986 school units consisting of 56.83% public junior high schools, 19,150 madrasah tsanawiyah school units, and 92.03% private schools [7].

The next data which is a threat and obstacle at SMP Muhammadiyah 27 Jakarta as conveyed by the Principal is that there is a transfer of students to public schools. This move was due to information from the education office in the local area that public schools provided quotas of empty seats to accept transfer students [8]. This case requires a thorough understanding of competitors by implementing social marketing effectively that can hinder the efficacy of interventions [9], and another cause is the reason from the parents of students who say public schools are free of all fees (free) and the facilities are complete, resulting in a reduction in the number of students in private schools, this results in the disappointment of private schools with public schools. Another inhibiting factor is that there are students who lack enthusiasm for school caused by family factors (the environment around the house is not supportive, lack of motivation from parents and there are broken homes in families and parents who are economically disadvantaged). Factors from the school environment internally produce students who are superior, Islamic, and have character which are the strengths of the school itself in accordance with the school's vision, while the social change factor that is a problem is how an individual student gets along with his environment which influences changes in his behavior towards every action taken. Because social interaction occurs every day both inside and outside of school. As a result, educational decisions may overemphasize the value of immediate social satisfaction relative to more deliberate considerations of long-term consequences [10]. Social change in school organizations is needed to regulate the education quality management system [11], and generate synergies in overcoming the linkages between sustainability, society and the environment because education can change behavior patterns to develop awareness of the sustainability of educational practices in all aspects of human life [12] by realizing social marketing strategies in schools.

Social marketing is the same as commercial marketing, but what distinguishes it is the way of adopting and analyzing and evaluating activities based on the object being marketed, which is not in the form of goods but in the form of social messages oriented to the interests of the community which are useful for changing the habits of the group. certain social. Social marketing is synonymous with social campaigns, the form of social campaigns can be in the form of actions that aim to gain support from the community in carrying out social change [13]. Basically social marketing applies the principles of commercial marketing in achieving a planned change strategy [14]. Social marketing is actually an intervention obtained from a behavior change paradigm such as: advertising, education or public health [15]. According to Andreasen, "profit and social marketing does not consist in the small application of commercial concepts and tools, but rather the most complex cases" [16], even though social marketing has been implemented decades ago. The balance between commercial marketing and social marketing is still not considered in marketing education, due to commercial marketing which is the most dominant teaching focus [17]. Social marketing research does not only focus on individuals (on a micro basis), but also on the surrounding system. This requires ongoing policy development to address unidentified problems [18]. Overcoming the problems that become obstacles or obstacles in organizing education in private schools described above, research is needed on the management of private school social marketing strategies in maintaining the target adopters obtained. Because social marketing is important to discuss which is useful for assisting school organizational policies in considering the implications of moving schools [19].

METHOD

The concept of the research method used is a qualitative method with a descriptive approach based on the phenomenological nature that occurs by exploring and understanding the meaning and object under study from social problems [20] regarding the transfer of students who have registered at Muhammadiyah 27 Middle School Jakarta to State Junior High Schools through the implementation of a social marketing strategy at Muhammadiyah 27 Middle School Jakarta. The aims of this study were (1) to explain the management strategy using social marketing at SMP Muhammadiyah 27 Central Jakarta, and (2) to analyze the educational management process at SMP Muhammadiyah 27 Central Jakarta. The two research objectives above were analyzed using social marketing theory based on the seven components of social marketing, including: (1) behavior change: used for designing and evaluating, (2) audience research: assessing the needs of the target group, testing program materials and ideas, and monitor ongoing program implementation, (3) segmentation: target audiences are carefully recommended to ensure maximum

Management of Private School Social Marketing Strategies in Maintaining the Target Adopters Obtained

efficiency and effectiveness in the use of scarce resources, (4) exchanges: create interesting and motivating exchanges with target audiences, (5) marketing mix: using the 4P (price, product, place, promotion), (6) competition: attention is paid to the competition faced by the desired behavior in planning and executing, and (7) theory: behavioral theory serves as a valuable framework for the design and evaluation of social marketing interventions [15]. And three key components of relationship quality: relationship satisfaction, trust, and commitment [21]. The process of collecting research data is participatory observation, involving questions (interviews) regarding phenomena that occur based on data collection procedures to informants (principals, vice principals, teachers), data documentation in the form of reports (text) and school extracurricular activities that are broadcast on social media, with inductive data analysis (from specific themes to general themes), and researchers make interpretations of the meaning or interpretation of the data. The data analysis technique used is data reduction, data presentation, and conclusion drawing and data verification [22].

RESULTS AND DISCUSSION

Result

The results of research regarding: social marketing management strategies at SMP Muhammadiyah 27 Central Jakarta in maintaining target adopters using SWOT analysis have been obtained as shown in table 1 below:

Table 1. SWOT Analysis

SWOT Element	Information
Strength	<ol style="list-style-type: none"> 1. The application of the social marketing function carried out by schools has a positive effect on improving the image of the school, thus increasing public trust in the school 2. The success of promotions or social marketing campaigns in the form of social products (moral messages) delivered has an impact on building noble character for students in accordance with the school's vision "Excellent, Islamic and with character" 3. The school facilitates activities that support students' talents and interests, such as: performance of work and art skills, futsal, marawis, robotic, ICT, and others 4. Implementing a curriculum that is equivalent to public schools and an additional curriculum (Al Islam Muhammadiyah) 5. The active role of students and teachers in dealing with social problems is an advantage of Muhammadiyah schools
Weakness	<ol style="list-style-type: none"> 1. The difficulty of observing social products that are often used by students is related to changes in individual behavior 2. There are two schools in the same location, there are other schools that implement day schools so that the teaching and learning process is ineffective 3. Public schools have no funding (free schooling) 4. Some of the teachers at SMP Muhammadiyah 27 Jakarta have honorary status, so they rely only on obtaining salaries from the school
Opportunities	<ol style="list-style-type: none"> 1. Not all public schools are of good quality so that it becomes an opportunity for private schools to be able to compete with public schools 2. The desire of parents to send their children to private schools (Muhammadiyah) is the application of good ethics that is beneficial to society [13] 3. Collaboration with the local regional education office in terms of providing education and financial support from the government in the form of BOS funds 4. Promotion of school social marketing regarding payment of school fees (SPP) can be through KJP (Jakarta Smart Card) making parents' perceptions as an attraction technique in sending students to school 5. School digitization facilities are adequate, so that they can carry out various school social marketing activities
Threats	<ol style="list-style-type: none"> 1. Private schools tend to admit or accept students who are not accepted at public schools 2. Parents always think that public schools are better than private schools (state schools are popular schools) 3. The level of concern that is less than family factors 4. There is a quota of empty seats in public schools in accepting students from private schools

The results of the second study regarding the educational management process at SMP Muhammadiyah 27 Central Jakarta are as follows:

Management of Private School Social Marketing Strategies in Maintaining the Target Adopters Obtained

Table 2. School Education Management Process

Management Function	Educational Management Process
Planning	In organizing educational planning in schools quite regularly based on school programs (per semester and per academic year)
Organizing	The organizational system is structured based on the determination of branch managers and branch managers of the Muhammadiyah organization in accordance with the management period which refers to the provisions of the basic and secondary education councils of the central leadership of Muhammadiyah [23]
Actuating	It is carried out by Muhammadiyah branch leaders, administrators, and school principals
Controlling	Supervision from the education office which is carried out periodically by providing information to schools and supervisors also from PDM (Muhammadiyah Regional Leaders)

DISCUSSION

Based on the results of the research described above, the discussion of strategic management uses the SWOT analysis approach (Strength, Weakness, Opportunities, and Threats), strategic management is a series of decisions from the managerial policies of an organization (school) in helping school organizations achieve success in a dynamic environment and complex [24], and the use of strategic management can increase the efficiency of institutions (schools) by playing an effective role in achieving success [3]. Management of private school social marketing strategies in maintaining target adopters obtained in describing the SWOT analysis using the seven components of social marketing [15].

First, behavior change: used to design and evaluate interventions. In designing and evaluating interventions in the first component found in the SWOT analysis, namely weaknesses (weaknesses) including: "The difficulty of observing social products that are often used by students is related to changes in individual behavior". This weakness factor does not mean that there is a change in the negative behavior of students, but how to see further developments from changing student behavior with the social products being campaigned. Explanation of the results of research on internal environmental factors based on an analysis of school weaknesses is that social products made by schools in the form of character messages campaigned through social marketing on social media can provide benefits for students and other school members. However, the effect of the school's social campaign on school-owned social media has not been fully utilized by students which can be proven from the level of followers and subscriber levels in accessing various information, so that teachers find it difficult to observe the development of changes in students' behavior. teachers at school are always actively monitoring student activities, for example by increasing the frequency of extracurricular activities in exploring the talents and interests of students by using a performance management system that drives social change [12]. At present, in the use of social media for young people of junior high school age, most are more interested in social media such as online game media. Related research says that the current millennial generation really likes online game media [25]. Overcoming this problem, teachers should be more intensive in holding extracurricular activities by exploring the potential of students and approaching parents in overcoming addiction to online games [26]. Other research says that the teacher has a role as a motivator in monitoring the attitudes and behavior of students and implementing various nationalistic characters [27]. Second, audience research. Includes: (1) assessing the needs of the target group, (2) testing program materials and ideas, and (3) monitoring ongoing program implementation. Based on the results of testimonies to parents of students regarding the three indicators of audience research above, it is stated that sending their children to Muhammadiyah 27 Jakarta junior high school is in accordance with the expectations of parents which results in their children being smart, more pious in carrying out their worship, and more respectful of parents. The results of this study illustrate that parents have confidence in SMP Muhammadiyah 27 Jakarta which can produce their children to be smart in accordance with the school's vision of "Excellent, Islamic and Characteristic", and the school also implements a curriculum that is equivalent to public schools and an additional curriculum (religious curriculum). Which is a strength factor in a SWOT analysis. Related research says that marketing and management of school social media is a vital factor in the management of digital marketing strategies [28]. Maintaining this strength, schools continuously and continuously carry out social marketing processes with marketing research on products produced by schools regarding parents' understanding of their attractiveness through mass and special communication in reaching the target adopters obtained [29].

Third, target audience segmentation. Based on the phenomenon of problems at school, namely the cause of the transfer of students to public schools with the following reasons: (1) the cost factor, parents say that public schools do not incur costs or are free, (2) family factors, there are parents of students who broken home, causing students to not be enthusiastic about going to school, and (3) the channeling factor of students' talents and interests. Of the three factors above, schools must be able to maintain target adopters obtained by segmenting the target audience by grouping students. Target audience segmentation for students who object to the costs incurred for tuition fees and others, schools provide scholarships for students who excel so that it will ease the burden on parents and students also receive financial assistance from the government, namely KJP (Jakarta Smart Card), where students

Management of Private School Social Marketing Strategies in Maintaining the Target Adopters Obtained

who If you get this KJP, the administration of the requirements is taken care of by the school administration, because KJP is assistance in financing all needs related to education for poor people who are in the DKI Jakarta area [30]. Segmenting the target audience on family factors, addressing this with direction from the role of the school guidance and counseling teacher in order to be able to solve problems or find solutions so that they can result in making decisions. Related research says that the role of the guidance and counseling teacher can be overcome with a personal counseling guidance program that can increase students' learning success at school [31], and counseling guidance teachers also provide services in the form of coaching to parents of students with problems, because parental advice to their children is also important in determining cognitive and non-cognitive knowledge in achieving education [10]. The third target segmentation is the talent and interest factor, to avoid the transfer of students to state schools is to promote school extracurricular activities as an effort for schools and parents to explore students' creativity and innovative levels so they can develop and channel students' talents and interests [32]. Related research says that, interest is a driving force in influencing students to gain achievement [33]. This third component can complete a SWOT analysis on external environmental factors for threat elements. Schools to overcome this threat factor with various negative perceptions from society, schools carry out macro social marketing through systemic changes by making institutional concepts that contribute to society [34], and promoting that the excellence of Muhammadiyah schools is in the field of social services and prioritizing character education [35].

Fourth, creating interesting and motivating exchanges with target audiences. With the acquisition of student achievements both academically and non-academically, namely winning in religious activity competitions and participating in batik dance performances in the "Gebyar Musyida PDM Central Jakarta" event, creating interesting exchanges and motivating students through the implementation of social marketing campaigns with develop skills [36]. SMP Muhammadiyah 27 Jakarta is a school that emphasizes religious activities, which is called a religious school, namely a school that is the main attraction of branding religious values with an identity that is known to the public because this is important for private schools [37]. Through school branding that is known by the community, it becomes an opportunity (result of the SWOT analysis of elements of opportunity) for schools to compete with public schools. Fifth, the marketing mix: use the 4P (Price, Product, Place, Promotion). The management of the social marketing strategy of Muhammadiyah 27 Middle School Jakarta in analyzing the marketing mix with the Price element is emphasizing payment of tuition fees, because this school is a private school, all operational activities generally come from student tuition fees, so any expenditure of funds for school needs needs to be minimized using economic principles. In terms of place, for example, when students take part in training in futsal, robotics and other activities, they are looking for a place that is comfortable and easy to reach. Product, schools create social products that are beneficial to students and can be applied in the future. Social marketing practices in the form of products or goods are for publication or distribution not for commercial purposes [38]. The next element of the mix is promotion, by communicating, promoting and campaigning through school-owned social media which contains messages about school excellence that focuses on religion, this is in line with the opinion of related research which says that the characteristics of religious schools require branding strategies to communicate different programs from similar schools [39].

Sixth, competition: in planning and implementation. Facing competition between private schools and public schools in obtaining and retaining students who have been accepted and declared enrolled as students in private schools is like research conducted by Raciti, namely creating typological characteristics of competition that are relevant to social marketing interventions regarding ease of use (process learning), institutions, and the ability to generalize towards the domain of social causes as a whole [40]. In making interventions, schools make or design a plan. Schools in planning are quite organized based on semester programs and annual programs (results of planning management process analysis). The program includes a curriculum development strategy that is implemented for one semester based on directions from the school principal, Muhammadiyah branch leaders, and the local regional education office (SWOT analysis of strengths and opportunities). This can create competition with public schools with the planning and implementation of teaching and learning processes in schools to be effective. The ultimate goal of educational planning is to improve school quality, competitiveness for graduate outcomes which contain indications of intelligence competence, skills (creativity), and social competence [41], and schools for future planning to integrate the marketing education curriculum through social media by equipping students to be able to change according to the new content and skills needed [42].

The seventh final component, behavioral theory. This component serves as a valuable framework for the design and evaluation of social marketing interventions. In designing schools, the value of high competitiveness for private schools (SMP Muhammadiyah 27 Jakarta) is by modifying behavioral theory which describes a form of knowledge transfer in new insights that makes competitive advantages difficult for other schools to emulate by means of schools (educational providers) continuing to explore the uniqueness and school excellence so that users of education services (students) feel interested in attending SMP Muhammadiyah 27 Jakarta, and avoid moving to public schools even though there is a threat that there are still empty seats. To overcome this threat, schools highlight the advantages that have been achieved as the application of social marketing theory and practice in the future and carry out social market changes by focusing on strategic intangible aspects of social offerings that contain interactions and value creation processes in social marketing systems to facilitating collaboration and interaction across target adopters that have been obtained [43]. Another related opinion states "social marketing is a behavior change approach by promoting every real activity that is spread to certain segments" [44]. Another advantage of social marketing practices for students is developing a professional identity and developing communication skills [45].

CONCLUSIONS AND SUGGESTIONS

Implement social marketing strategy management in private schools by maintaining the number of students obtained by using an approach that is building community trust through conformity to environmental demands that refer to the strengths of schools that produce graduates with character, explore and promote non-cognitive (extracurricular) activities that aim to encourage students in developing talents and interests, as well as making it possible to maintain the existence of school strengths in the field of social services aimed at the community, as well as conducting social marketing interventions and generalizing the domain of social causes that influence school effectiveness.

REFERENCES

- 1) H. Sukmawati, "Tripusat Pendidikan," *J. Pilar*, vol. 2, no. 2, pp. 175–194, 2013.
- 2) F. Arsih, "Ini harus dipunyai sekolah swasta untuk jadi daya tarik siswa baru," *Antara*, 2021. [Online]. Available: <https://sumbar.antaranews.com/berita/439998/ini-harus-dipunyai-sekolah-swasta-untuk-jadi-daya-tarik-siswa-baru>.
- 3) S. J. Amoli and F. Aghashahi, "An Investigation on Strategic Management Success Factors in an Educational Complex,"
- 4) *Procedia - Soc. Behav. Sci.*, vol. 230, no. May, pp. 447–454, 2016.
- 5) E. Ferlie and E. Ongaro, *Strategic Management in Public Services Organizations: Concepts, schools and contemporary issues*. London & New York: Routledge, 2015.
- 6) D. L. Indraswari, "Di Balik Antusiasme Masyarakat dalam PPDB," *Kompas*, 2021. [Online]. Available: <https://smpn1-jkt.sch.id/read/41/informasi-ketersediaan-bangku-kosong-dan-jadwal-penerimaan-perpindahan-peserta-didik-tahap-ii-semester-genap-tahun-pelajaran-20212022>.
- 7) A. Totoh, "Ancaman 'Matinya' Sekolah Swasta," *Kumparan.com*, 2021. [Online]. Available: <https://kumparan.com/asep-totoh/ancaman-matinya-sekolah-swasta-1wLwLet3Ma4/3>.
- 8) BPS, "Berapa jumlah sekolah di Indonesia 2023?," *indonesiabaik.id*, 2023. [Online]. Available: <https://indonesiabaik.id/infografis/berapa-jumlah-sekolah-di-indonesia-2023>.
- 9) Disdik, "Informasi ketersediaan bangku kosong dan jadwal penerimaan perpindahan peserta didik tahap ii semester genap tahun-pelajaran 20212022," 2022. [Online]. Available: <https://smpn1-jkt.sch.id/read/41/informasi-ketersediaan-bangku-kosong-dan-jadwal-penerimaan-perpindahan-peserta-didik-tahap-ii-semester-genap-tahun-pelajaran-20212022>.
- 10) L. Schuster, "Competition and its influence on consumer decision making in social marketing," *J. Mark. Manag.*, vol. 31, no. 11–12, pp. 1333–1352, 2015.
- 11) S. M. E.A. Hanushek and L. Woessmann, "Handbook of the Economics of Education," in *The economics of education*, Amsterdam: Elsevier B.V. All rights reserved., 2016.
- 12) R. Sharma and S. Monteiro, "Creating Social Change: The Ultimate Goal of Education for Sustainability," *Int. J. Soc. Sci. Humanit.*, vol. 6, no. 1, pp. 72–76, 2016.
- 13) G. M. Catalogo and C. A. Doromal, "Implementation of Results-Based Performance Management System: An Approach for Social Change in the Educational System," *Tech. Soc. Sci. J.*, vol. 30, pp. 183–193, 2022.
- 14) R. Rismita and I. Istaryatiningtias, "Pengelolaan pemasaran social yang diterapkan di sekolah untuk optimalisasi kualitas pendidikan," *J. Bahana Manaj. ...*, vol. 12, pp. 21–26, 2023.
- 15) J. Burrows, "Social Marketing: Influencing Behaviors for Good By Philip Kotler and Nancy R. Lee. Los Angeles: Sage Publications, 2008, 446 pp. + 1 CD, 3 ed., ISBN 978-1-412956-47-5 (pbk.: alk. paper).," *Relations Ind.*, vol. 64, no. 1, p. 179, 2017.
- 16) R. Almestahiri, S. Rundle-Thiele, J. Parkinson, and D. Arli, "The Use of the Major Components of Social Marketing: A Systematic Review of Tobacco Cessation Programs," *Soc. Mar. Q.*, vol. 23, no. 3, pp. 232–248, 2017.
- 17) A. R. Andreasen, "Rethinking the relationship between social/ nonprofit marketing and commercial marketing," *J. Public Policy Mark.*, vol. 31, no. 1, pp. 36–41, 2012.
- 18) F. Harris, "Social marketing: ready to help revolutionise marketing education," *J. Soc. Mark.*, vol. 12, no. 3, pp. 354–370, 2022.
- 19) C. Hübscher, S. Hensel-Börner, and J. Henseler, "Social marketing and higher education: partnering to achieve sustainable development goals," *J. Soc. Mark.*, vol. 12, no. 1, pp. 76–104, 2022.
- 20) S. Duffy, P. van Esch, and M. Yousef, "Increasing parental leave uptake: A systems social marketing approach,"
- 21) *Australas. Mark. J.*, vol. 28, no. 2, pp. 110–118, 2020.
- 22) J. D. Creswell, W. John & Creswell, *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, vol. 53, no. 9. 2018.
- 23) M. Clark, M. B. Fine, and C. L. Scheuer, "Relationship quality in higher education marketing: the role of social media engagement," *J. Mark. High. Educ.*, vol. 27, no. 1, pp. 40–58, 2017.
- 24) J. S. Matthew B. Miles, A. Michael Huberman, *Qualitative data analysis: a methods sourcebook*, Third Edit. Arizona State University: SAGE Publications, Inc, 2014.

- 25) M. Dikdasmen, "Ketentuan Majelis Pendidikan Dasar dan Menengah Pimpinan Pusat Muhammadiyah," no. 62, pp. 91–99, 2017.
- 26) T. L. Wheelen, J. David Hunger, A. N. Hoffman, and C. E. Bamford, *Concepts In Strategic Management & Business Policy. Globalization, Innovation and Sustainability. Fifteenth Edition.* 2018.
- 27) A. Aswasulasikin, S. Pujiani, and Y. Alfian Hadi, "Penanaman Nilai Nasionalis Melalui Pembelajaran Budaya Lokal Sasak Di Sekolah Dasar," *J. Didika Wahana Ilm. Pendidik. Dasar*, vol. 6, no. 1, pp. 63–76, 2020.
- 28) I. Maharani, N. Nurhadi, and O. H. Nurcahyono, "Fenomena Perubahan Perilaku Siswa Sebagai Dampak Kecanduan Game Online Di SMK Bhina Karya Karanganyar," *Sosietas*, vol. 9, no. 2, pp. 676–689, 2020.
- 29) Pipit Widiatmaka, "Strategi guru dalam membangun karakter nasionalisme pada generasi milenial di era digital Pipit Widiatmaka Institut Agama Islam Negeri Pontianak , Kalimantan Barat , Indonesia Email : pipitwidiatmaka@iainptk.ac.id Teacher ' s strategy in building the nati," *J. Pendidik. Karakter*, no. 2, pp. 228–238, 2022.
- 30) N. Garcia and M. E. Brooks, "Social media takeover: Using experiential learning to teach social media marketing," *Commun. Teach.*, 2022.
- 31) Commun. Teach., 2022.
- 32) A. McAuley, "Reflections on a decade in social marketing," *J. Soc. Mark.*, vol. 4, no. 1, pp. 77–86, 2014.
- 33) A. Shunhaji, A. Z. Sarnoto, and I. Taufikurrahman, "Implementasi kebijakan kartu jakarta pintar (KJP) dan bantuan operasional sekolah (BOS) di MI Tarbiyatul Islamiyah Jakarta Selatan," *J. Islam. Educ.*, vol. 1, no. 2, pp. 251–276, 2019.
- 34) M. Mahdi, "Peran Guru Bimbingan Dan Konseling Dalam Meningkatkan Kesuksesan Belajar Siswa Di Sma Negeri 1 Depok Sleman Yogyakarta," *J. EDUKASI J. Bimbing. Konseling*, vol. 3, no. 1, p. 1, 2017.
- 35) K. K. Mahmud, Surya Siregar Hariman, *Pendidikan Lingkungan Sosial Budaya*. Bandung: Remaja Rosdakarya, 2015.
- 36) I. A. Anggraini, W. D. Utami, and S. B. Rahma, "Analisis Minat dan Bakat Peserta didik terhadap Pembelajaran," vol. 7, no. 1, pp. 23–28, 2020.
- 37) J. A. Kemper and P. W. Ballantine, "Socio-Technical Transitions and Institutional Change: Addressing Obesity through Macro-Social Marketing," *J. Macromarketing*, vol. 37, no. 4, pp. 381–392, 2017.
- 38) Aanardianto, "Ketua Dikdasmen PNF Pusat sebut Lima Persoalan yang Menjadi Perhatian Pendidikan di Muhammadiyah," 2023. [Online]. Available: <https://muhammadiyah.or.id>.
- 39) C. Mayombe, "The effects of social marketing efforts in motivating unemployed adults' participation in skills training programmes in South Africa," *High. Educ. Ski. Work. Learn.*, vol. 12, no. 4, pp. 749–762, 2022.
- 40) Karsono, Purwanto, and A. M. Bin Salman, "Strategi Branding Dalam Meningkatkan Kepercayaan Masyarakat Terhadap Madrasah Tsanawiyah Negeri," *J. Ilm. Ekon. Islam*, vol. 7, no. 02, pp. 869–880, 2021.
- 41) W. Bellew, A. Bauman, B. Freeman, and J. Kite, "Social countermarketing: brave new world, brave new map," *J. Soc. Mark.*, vol. 7, no. 2, pp. 205–222, 2017.
- 42) A. Cheng and P. J. Wolf, "School Choice and the Branding of Milwaukee Private Schools *," vol. 97, no. 2, 2016.
- 43) M. M. Raciti, "Can an Index Approach Improve Social Marketing Competitor Analysis?," *Soc. Mar. Q.*, vol. 27, no. 3, pp. 213–229, 2021.
- 44) U. Albab, "Perencanaan Pendidikan dalam Manajemen Mutu Terpadu Pendidikan Islam," vol. 5, no. 1, pp. 119–126, 2021.
- 45) E. D. Brocato, N. J. White, K. Bartkus, and A. A. Brocato, "Social media and marketing education: A review of current practices in curriculum development," *J. Mark. Educ.*, vol. 37, no. 2, pp. 76–87, 2015.
- 46) L. Brennan, J. Previte, and M. L. Fry, "Social marketing's consumer myopia: Applying a behavioural ecological model to address wicked problems," *J. Soc. Mark.*, vol. 6, no. 3, pp. 219–239, 2016.
- 47) H. Ebrahimipour, M. Mokhtari Dinani, and A. R. Pandari, "Influential social marketing interventions in physical activity promotion," *Health Educ.*, vol. 121, no. 6, pp. 569–583, 2021.
- 48) A. K. Abney, L. A. Cook, A. K. Fox, and J. Stevens, "Intercollegiate Social Media Education Ecosystem," *J. Mark. Educ.*, vol. 41, no. 3, pp.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.