

EDUCATION MARKETING MIX STRATEGY IN INCREASING STUDENT INTEREST

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ABSTRACT

This research examines the educational marketing strategy implemented by MTsN 36 Jakarta in an effort to increase the interest of new students. Utilizing observation and interviews, this study explores various aspects of the marketing strategy applied, including educational promotion, academic and extracurricular programs, student achievements, education costs, facilities, and educational services. The research findings indicate that MTsN 36 Jakarta implements a comprehensive promotion strategy through the utilization of digital media and direct promotional activities. The school offers diverse and high-quality academic and extracurricular programs, supported by excellent student achievements. A key advantage of the school lies in its free education costs for students, while still providing adequate facilities and services. The implemented marketing strategy has proven effective in attracting prospective new students by offering optimal value and benefits for students and parents in obtaining quality education. This research also analyzes MTsN 36 Jakarta's strategy within the context of the 7P service marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence), demonstrating how these elements synergistically support the school's marketing objectives.

Kata Kunci: Educational Marketing Strategy, Marketing Mix, Madrasah Tsanawiyah

ABSTRAK

Penelitian ini mengkaji strategi pemasaran pendidikan yang diterapkan oleh MTsN 36 Jakarta dalam upaya meningkatkan minat calon siswa baru. Dengan menggunakan metode observasi dan wawancara, studi ini mengeksplorasi berbagai aspek strategi pemasaran yang diterapkan, termasuk promosi

pendidikan, program akademik dan ekstrakurikuler, prestasi siswa, biaya pendidikan, fasilitas, dan layanan pendidikan. Temuan penelitian menunjukkan bahwa MTsN 36 Jakarta menerapkan strategi promosi yang komprehensif melalui pemanfaatan media digital dan aktivitas promosi langsung. Madrasah ini menawarkan program akademik dan ekstrakurikuler yang beragam dan berkualitas tinggi, didukung oleh prestasi siswa yang unggul. Salah satu keunggulan utama madrasah ini terletak pada biaya pendidikan gratis bagi siswa, sambil tetap menyediakan fasilitas dan layanan yang memadai. Strategi pemasaran yang diimplementasikan terbukti efektif dalam menarik calon siswa baru dengan menawarkan nilai dan manfaat optimal bagi siswa dan orang tua dalam memperoleh pendidikan berkualitas. Penelitian ini juga menganalisis strategi MTsN 36 Jakarta dalam konteks 7P service marketing mix (Produk, Harga, Tempat, Promosi, Orang, Proses, Bukti Fisik), menunjukkan bagaimana elemen-elemen ini secara sinergis mendukung tujuan pemasaran madrasah.

Key Words: Strategi Pemasaran Pendidikan, Bauran Pemasaran, Madrasah Tsanawiyah

INTRODUCTION

In an increasingly of globalized and competitive educational landscape, characterized by rapid socio-economic shifts and evolving demands, the role of education in fostering high-quality and competitive human resources has become paramount. This heightened awareness of education's urgency has inadvertently fueled intense competition among diverse educational institution. (Saidah, 2022) This phenomenon demands that every educational institution not only focuses on improving service quality and academic standards but also effectively markets itself to attract prospective new students, maintain its existence, and produce excellent graduates ready to face various contemporary challenges. Therefore, educational institutions are required not only to improve the quality of services and standards but also to effectively market themselves to attract prospective students, maintain their existence, and produce excellent graduates ready to face the challenges of the times. (Prihatin, 2020).

Educational marketing strategy, in this context, is a systematic effort to introduce educational institutions to the wider community, attract prospective students, and build a positive public image. This strategy includes various aspects, such as target market determination, product positioning, marketing mix, and innovation in the educational services offered. Educational marketing does not only focus on promotion but also includes the provision of quality services that can meet the needs and expectations of customers (students and parents). (Zulfiah, 2023).

The concept of the marketing mix has long been a fundamental framework in marketing strategy. Initially introduced by McCarthy with 4 key elements known as 4P: Product, Price, Place, and Promotion. However, with the development of the service sector, including education, this framework was expanded to 7P to cover more specific service aspects: product, price, place, promotion, people, process, and physical evidence. Perreault and McCarthy (2021) emphasize that every element in the marketing mix must be synergistically coordinated to achieve

optimal marketing objectives. This analysis will show how MTsN 36 Jakarta aligns these elements to achieve its marketing goals, namely attracting student interest and building a positive image.

Despite the recognized urgency of educational marketing strategies, research specifically examining the implementation and effectiveness of marketing strategies in state *madrasah tsanawiyah* (MTsN) institutions remains relatively limited. There are not many in-depth studies exploring how state *madrasahs*, as part of the national education system under the Ministry of Religious Affairs, adapt and implement marketing principles to increase the interest of new students amidst current competitive dynamics.

MTsN 36 Jakarta is one such state *madrasah tsanawiyah* that actively implements educational marketing strategies to increase prospective student interest due to its good reputation. In this context, MTsN 36 Jakarta becomes an interesting case. Their success deserves attention, given that MTsN Jakarta has been able to increase the interest of prospective students by 15% in the last three years (Usaha, 2024). This achievement is even more prominent considering the *madrasah's* location in a suburban area of Jakarta with a heterogeneous population, yet it has achieved success. This contrasts with the findings of Irawan and Al Fatih (2023), who state that state *madrasahs* tend to be passive in marketing and forming school image. This analysis will show how MTsN 36 Jakarta aligns these elements to achieve its marketing goals, namely attracting student interest and building a positive image.

Therefore, this research aims to thoroughly examine and analyze the educational marketing strategy implemented by MTsN 36 Jakarta in increasing the interest of new prospective students. Understanding this marketing mix strategy is expected to provide insights and references for other educational institutions, especially other state *madrasahs*, in developing effective marketing, and to serve as evaluation material for MTsN 36 Jakarta in improving its service quality and competitiveness in the future.

METHOD

This research is a qualitative descriptive study. Descriptive research aims to uncover in-depth information about a research object comprehensively as it is. The data obtained from this study are presented in a descriptive narrative format in accordance with the data obtained in the field without any changes. This data is processed and analyzed to become a cohesive whole. This research focuses on the strategies used to increase the interest of new students at MTsN 36 Jakarta. This approach was chosen so that the information obtained could be more in-depth and comprehensive. The subjects of this research are individuals who have a deep understanding of the research object, either as practitioners or as observers. This research was conducted at MTsN 36 Jakarta, and the research subjects were determined using purposive sampling technique. This technique selects samples based on the 3M criteria: knowing, understanding, and experiencing. Researchers will conduct in-depth interviews with Mrs. Atiyah as the Curriculum Deputy of MTsN 36 Jakarta and other informants mentioned above.

Data collection techniques used include interviews, observation, and documentation. Interviews aim to obtain in-depth and broad data regarding the

educational marketing strategies used and how these strategies increase new student interest. Observation is carried out to obtain information not revealed in interviews. The researcher will observe the new student admission process at MTsN 36 Jakarta. In this case, the researcher will act as a non-participant because it is not possible to be directly involved as a committee member or school staff. Documentation involves the collection and analysis of data in the form of written documents, transcripts, books, documents, and other forms of documentation directly related to the research. This documentation will be used to complement the data obtained from interviews and observations. To ensure the validity and reliability of the data, researchers will perform data triangulation by comparing information obtained from interviews, observations, and documentation. In addition, researchers will conduct member checking with informants to ensure that the data obtained is consistent with their experiences and knowledge. By using this research method, it is hoped that the research can provide an in-depth overview of the educational marketing strategy at MTsN 36 Jakarta in increasing new student interest.

RESULTS AND DISCUSSION

Profile of MTsN 36 Jakarta

MTs Negeri 36 Jakarta is a *madrasah* under the Ministry of Religious Affairs of the Republic of Indonesia. Located at Jalan Manunggal I RT 05/011, Kapuk Sub-district, Cengkareng District, West Jakarta, this *madrasah* borders North Jakarta. MTsN 36 West Jakarta was originally a satellite class of MTs Negeri 11 West Jakarta. With its state status and A accreditation, this *madrasah* serves 479 students from various cultural backgrounds and different family educational levels, reflecting the diversity of Jakarta's population, especially in suburban areas.

MTsN 36 Jakarta has 14 study groups with a total of 479 students, including one student with special needs. With the support of 39 teaching and administrative staff, consisting of 31 teachers and 8 administrative staff, this *madrasah* provides a conducive learning environment. Of this number, there are 21 civil servants (PNS) and 10 non-PNS. This *madrasah* is committed to implementing a vision, mission, and goals in line with Law Number 20 of 2003 concerning the National Education System.

The national education objective promoted is to develop Indonesian people who are faithful, devoted to God Almighty, have noble character, are independent, have a strong personality, are physically and mentally healthy, are skilled, knowledgeable, and have a sense of responsibility towards the nation and society. To support teaching and learning activities and other activities, this *madrasah* provides various facilities and infrastructure, such as the head of *madrasah* room, teachers' room, library, hall, mosque, science laboratory, administrative office, meeting room, sports field, canteen, and cooperative hall. In addition, the school is also active in organizing various extracurricular activities, such as scouting, *paskibra* (flag-raising squad), *silat* (martial arts), *tari saman* (Saman dance), futsal, and *hadroh* (Islamic musical performance). With various facilities and extracurricular activities available, MTsN 36 Jakarta is committed to creating a diverse and enjoyable learning environment for students.



Figure 1. MTsN 36 Jakarta Building Source: Personal Documentation

Educational Promotion and Marketing Strategy

MTsN 36 Jakarta strategically employs a multi-faceted approach to educational promotion and marketing, aiming not only to attract new prospective students but also to cultivate and reinforce a robust and positive institutional image within the community. This strategy is characterized by an optimal integration of digital and direct media channels. In the digital realm, the school extensively leverages its official website, which serves as a primary hub for comprehensive information on its academic programs, diverse extracurricular activities, and notable student achievements. Complementing the website, social media platforms such as YouTube, Facebook, and Instagram are utilized for dynamic dissemination of promotional content, including vibrant visuals, videos of school events, and student successes. These platforms also serve as crucial interactive channels, facilitating direct engagement and communication with prospective students and their parents, allowing for real-time inquiries and feedback.

In parallel with digital efforts, the school strategically maximizes intra- and extracurricular events for direct promotional activities. These include organizing exhibitions, open houses, and participation in community events, which provide invaluable opportunities for prospective students and their families to experience the school environment firsthand. During these events, visitors can directly observe the facilities, interact with teachers and current students, and gain an authentic feel for the madrasah's culture and offerings. According to insights from the Curriculum Deputy (Atiyah, 2024), the response from prospective students and parents to these diverse promotional activities has been overwhelmingly positive, demonstrating the effectiveness of this blended strategy. The school also maintains an active feedback loop, meticulously following up on inquiries and comments to continuously refine and improve its future marketing initiatives.

This holistic approach by MTsN 36 Jakarta aligns seamlessly with contemporary marketing theory. As articulated by Alma and Ariyani (2024), the school's strategy effectively encompasses various promotional forms, including

elements of personal selling (through direct activities and staff interactions), mass selling (via digital media outreach), and sales promotion (through the strategic optimization of school events and unique offerings). Furthermore, the *madrasah* profoundly understands and optimizes the critical role of word-of-mouth communication, which is particularly influential and effective in the context of educational service promotion (Ariani, 2024). These concerted efforts are consistent with the fundamental objective of educational institution marketing, which is to meticulously build a strong, reputable image and consistently attract new prospective students (Wahyu, 2023). The proactive and adaptable nature of MTsN 36 Jakarta's promotional strategy underscores its commitment to remaining competitive and relevant in a dynamic educational market.

Excellent Programs and Student Achievements

MTsN 36 Jakarta exhibits an unwavering commitment to delivering high-quality academic and extracurricular programs, which serve as foundational assets in attracting the interest of new prospective students. Academically, the school offers specialized programs designed to cultivate student potential, including rigorous preparation for the Madrasah Science Competition (KSM) in Science, Social Studies, and Mathematics. Other notable academic initiatives encompass MYRES (Madrasah Young Researchers Supercamp), O2SN (National Sports Olympiad for Students), and JMC (Jakarta Madrasah Olympiad). The school employs a systematic approach to identifying students with exceptional talents, providing them with tailored guidance and intensive preparation specifically for various academic competitions. The curriculum implemented at MTsN 36 Jakarta adheres strictly to prevailing national educational standards, with the Merdeka Curriculum adopted for 7th-grade students and the KTSP (School-Based Curriculum) for 8th and 9th grades, both of which are meticulously managed and effectively delivered by the school's faculty.

Beyond academics, the school prides itself on offering a diverse array of extracurricular activities thoughtfully designed to nurture and develop students' multifaceted interests and talents. These include highly popular programs such as Paskibra (flag-raising squad), pencak silat (traditional Indonesian martial arts), various arts and cultural programs, Quran Reading and Writing (BTQ), and Scouting. Student participation in these activities is actively encouraged and facilitated, with students regularly partaking in various competitions ranging from city to national levels.

The student achievements at MTsN 36 Jakarta are genuinely commendable and serve as powerful testimonials to the quality of its educational programs. Recent accolades include a prestigious 3rd place in the 2023 Alef Education Indonesia MTs Level in Mathematics, a bronze medal in the highly competitive 2022 Madrasah Science Competition (KSM) at the provincial level, and numerous distinctions in non-academic fields such as Paskibra, pencak silat, and futsal across different competitive tiers. The school proactively provides awards and formal recognition for high-achieving students, a practice that not only acknowledges their hard work but also serves as a potent form of appreciation and motivation, inspiring both current and prospective students. These consistent successes highlight the madrasah's ability to develop well-

rounded individuals who excel both academically and in their chosen talents, significantly contributing to its reputation and attractiveness.

Competitive Advantage: Costs, Facilities, and Educational Services

In the landscape of educational choice, factors such as cost, available facilities, and the quality of educational services are paramount considerations for prospective students and their parents. MTsN 36 Jakarta possesses significant and distinct advantages in these critical aspects, which strategically differentiate it from other educational institutions within its competitive environment. Most notably, the school operates under a policy of free tuition, meaning no fees are charged to students' parents. This remarkable policy is possible due to its status as a state institution, operating under the financial frameworks of both the Ministry of Religious Affairs and the Ministry of Education and Culture. This tuition-free model directly addresses one of the most substantial barriers to accessing quality education, rendering MTsN 36 Jakarta an exceptionally attractive option for a broad spectrum of society, particularly for families facing financial constraints. Despite the absence of tuition fees, the quality of education delivered is meticulously maintained and continuously improved. This high standard is robustly supported by a majority of the teaching and administrative staff who are civil servants (PNS), supplemented by dedicated personnel on P3K (Government Employee with Work Agreement) and UMP (Minimum Regional Wage) contracts. The availability of the Jakarta Smart Card (KJP) for eligible students further reinforces the school's appeal, providing additional financial and logistical support for students and their families. This confluence of factors firmly positions MTsN 36 Jakarta as a highly competitive and compelling choice amidst the fierce competition among educational institutions in the region.

In terms of physical infrastructure, MTsN 36 Jakarta provides comprehensive and adequate facilities, demonstrating a continuous commitment to facility enhancement to optimally support both academic instruction and a wide array of extracurricular activities. This includes well-equipped classrooms, specialized laboratories for science, a library conducive to learning, and various other functional spaces. The availability of specialized rooms for specific academic disciplines and the provision of continuous training programs tailored for students' academic and non-academic development are also notable aspects of its commitment to holistic education. The harmonious combination of a remarkably affordable (effectively free) tuition structure, robust and continuously improving facilities, and a steadfast commitment to excellent educational services collectively underscores the optimal value and tangible benefits offered by MTsN 36 Jakarta to its students. These inherent advantages serve as fundamental pillars in the school's overarching marketing strategy, playing a decisive role in attracting and, crucially, retaining student interest over time.

Analysis of MTsN 36 Jakarta's Marketing Strategy in the 7P Context

The marketing strategy implemented by MTsN 36 Jakarta comprehensively embodies the principles of educational service marketing, which encompasses critical functions such as providing information, generating interest, embodying the educational product, delivering added value, and

ensuring institutional stability and long-term existence (Faizin, 2020). The institution's extensive utilization of digital platforms for communication and promotion is particularly salient in the contemporary era, aligning with research indicating that social media and websites serve as primary information channels for prospective students and parents during their school selection process (Kotler & Keller, 2016). Furthermore, the strategy effectively optimizes word-of-mouth communication, a characteristic and highly potent marketing tool specifically within the educational service sector (Ariani, 2024).

Within the framework of the 7P educational service marketing mix, MTsN 36 Jakarta demonstrates significant strengths and strategic alignment across multiple dimensions. MTsN 36 Jakarta's "product" is multifaceted, encompassing high-quality academic programs (e.g., KSM, MYRES, O2SN, JMC) and a diverse array of extracurricular activities (e.g., Paskibra, Pencak Silat, various arts, BTQ, Scouting). The school's curriculum, including the Merdeka Curriculum for 7th grade and KTSP for 8th and 9th grades, is meticulously managed, ensuring adherence to national standards and effective delivery. A key differentiator is the systematic identification and specialized guidance provided to students with exceptional talents, preparing them for competitive environments. The outstanding student achievements, such as the 3rd place in the 2023 Alef Education Indonesia MTs Level in Mathematics and a bronze medal in the 2022 provincial-level Madrasah Science Competition (KSM), serve as tangible evidence of the "product's" quality and effectiveness. These achievements are not merely internal metrics but powerful external validations that significantly enhance the school's reputation and credibility in the eyes of prospective students and their families (Parasuraman, 1985).

Price element represents a fundamental competitive advantage. The policy of free tuition, supported by the school's state status under both the Ministry of Religious Affairs and the Ministry of Education and Culture, coupled with the Jakarta Smart Card (KJP) program, substantially alleviates financial burdens for the community. This strategic pricing decision effectively expands the school's market segment, particularly attracting families in urban areas who are often sensitive to educational costs, thereby increasing accessibility to quality education for a broader demographic.

The physical "place" of MTsN 36 Jakarta, located at Jalan Manunggal I RT 05/011, Kapuk Sub-district, Cengkareng District, West Jakarta, bordering North Jakarta, is a critical factor in ensuring accessibility for prospective students across these urban regions. The presence of adequate facilities, including specialized rooms for academic pursuits and diverse extracurricular activities, indicates that the physical environment itself is conducive to learning and serves as an attractive component of the overall educational offering. The school's location also allows for engagement with a diverse urban population, reinforcing its community integration.

MTsN 36 Jakarta executes well-defined "promotion" and marketing strategies to attract new students and build a positive image. This involves optimal utilization of digital media, including a comprehensive school website for detailed program and achievement information, and dynamic social media platforms (YouTube, Facebook, Instagram) for engaging promotional content dissemination and interactive communication. The strategic use of these digital

avenues is highly relevant in the modern era, as contemporary research confirms that social media and institutional websites are primary information sources for prospective students and parents during their school selection process (Kotler, 2016). Complementing digital efforts, the school capitalizes on intra- and extracurricular events for direct promotion, such as organizing exhibitions or open events, enabling prospective students and parents to directly experience the school atmosphere and assess its facilities, fostering trust and direct engagement.

The quality of "people" (human resources) at MTsN 36 Jakarta is intrinsically linked to the success of its marketing strategy. The dedication and professionalism of 39 teaching and administrative staff, a significant portion of whom are civil servants (PNS), are fundamental to the quality of education and service delivery. The positive and supportive interactions between school staff and students/parents are consistently well-regarded, creating a pleasant and reassuring experience that strengthens positive perceptions of the institution. This "people" dimension is particularly crucial in service marketing, where the quality of interaction between the service provider (school staff) and the customer (students and parents) directly influences the perceived quality of the service, given that services are produced and consumed simultaneously (Kotler P. A., 2021).

The efficiency and transparency of the new student admission "process" at MTsN 36 Jakarta significantly influence the overall experience for prospective students and their families. The school provides comprehensive supporting services, including both material and non-material assistance, alongside continuous training for students' academic and non-academic development. The structured process of providing special guidance for students preparing for competitions, combined with effective curriculum management, demonstrates a well-organized and student-centric approach to educational service delivery. A streamlined, customer-friendly process not only enhances satisfaction but also reflects positively on the institution's overall professionalism and reliability (Kotler P. A., 2021).

MTsN 36 Jakarta offers a wide range of facilities and infrastructure, which serve as crucial "physical evidence" of its commitment to quality education. These include a dedicated head of *madrasah* room, a well-equipped teachers' room, a comprehensive library, a spacious hall, a serene mosque, a modern science laboratory, efficient administrative offices, a meeting room, a functional canteen, a robust sports field, and a cooperative hall. Additionally, the school's active organization of various extracurricular activities is further physical proof of its holistic educational philosophy. The presence of adequate and well-maintained facilities for both academic and extracurricular pursuits conveys a professional image and visually reinforces the perceived quality of the services offered. In service marketing, customers often rely on such tangible cues to assess intangible service quality, making these facilities vital in shaping perceptions (Kotler P. A., 2021).

Overall, the integrated marketing strategy employed by MTsN 36 Jakarta has successfully crafted a compelling value proposition. By strategically combining modern promotional techniques, high-quality educational products substantiated by consistent student achievements, a highly competitive pricing

model, and supportive facilities and services, the school not only significantly enhances its visibility and attracts new prospective students but also solidifies its institutional image and long-term existence within the community. This comprehensive approach fosters continuous trust and support from stakeholders. This integrated marketing model, demonstrating effective alignment of the 7 Ps, serves as a valuable blueprint for similar educational institutions, particularly other state *madrasahs*, as they navigate competitive challenges and strive to meet the evolving community needs for both quality and accessible education.

CONCLUSION

MTsN 36 Jakarta has successfully implemented an effective educational marketing strategy through the implementation of a marketing strategy aligned with the 7P marketing mix concept (Product, Price, Place, Promotion, People, Process, Physical Evidence). This success is attributed to its high-quality academic and diverse extracurricular programs, evidenced by consistent student achievements in various competitions, which collectively form a compelling “product”. A key competitive advantage is the “price” strategy of providing free education, significantly broadening access and appeal. The school’s “place” is strategically located with adequate facilities, while its “promotion” effectively utilizes both digital media and direct engagement through school events, complemented by strong word-of-mouth communication. The dedication of its “people” (staff), the efficient student admission “process” and the comprehensive “physical evidence: in the form of well-maintained facilities further enhance its appeal. This integrated approach not only elevates the school’s visibility and attracts prospective students but also strengthens its overall market position and builds community trust. To further enhance this successful strategy, it is suggested that MTsN Jakarta expand its digital engagement by leveraging user-generated content like student testimonials and interactive virtual tours, deepen community outreach through partnership with local elementary schools and empowered parent ambassadors, develop a more nuanced value proposition beyond free education by highlighting specific academic excellence and holistic development and improve post-enrolment engagement and retention through structured mentorship programs and consistent parent communication. By continuously refining these aspect, MTsN 36 Jakarta can sustain its growth and further solidify its role as a leading education institution.

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