

MARKETING MANAGEMENT OF BOARDING SCHOOL IN INCREASING COMMUNITY INTEREST

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Abstract

Seeing the phenomenon of competition between Islamic boarding schools with one another, it is hoped that Islamic boarding schools will be smart in competing, namely by applying marketing management in it, so that the community as consumers feel satisfied with Islamic boarding school education services. The role of management here is very much needed to develop pesantren, especially marketing management. This research is qualitative with phenomenology, to describe the paradigm of reality. The marketing management of the Qowiyul Ulum and Ulul Albab Islamic boarding schools which is the focus of the researcher refers to Kotler's theory and is strengthened by Muhaimin which includes planning, implementation, and supervision. Both are have similarities and differences in implementing marketing management for pesantren education. The effectiveness of marketing management does not depend on the length of the pesantren's establishment. However, this depends on the management carried out on the marketing of Islamic boarding school education. In this case, the marketing management of Ulul Albab Islamic boarding school education is more effective than Qowiyul Ulum, as evidenced by the increase in the number of new students per year, Ulul Albab students increase by approximately 50% to 65% per year. years, while the Qowiyul Ulum students increase by about 20% to 25% per year.

Keywords: Marketing Management, Boarding School, Community Interest

Abstrak

Melibat fenomena persaingan antar pondok pesantren satu dengan lainnya, diharapkan pesantren untuk pintar dalam bersaing, yaitu dengan mengaplikasikan manajemen pemasaran di dalamnya, agar masyarakat sebagai konsumen merasa terpuaskan dengan layanan pendidikan pesantren. peran manajemen di sini sangat diperlukan untuk mengembangkan pesantren, khususnya manajemen pemasaran. penelitian ini kualitatif dengan fenomenologis, untuk menggambarkan paradigma terhadap realitas. Manajemen pemasaran pondok pesantren Qowiyul Ulum dan Ulul Albab yang menjadi fokus peneliti mengacu pada teori Kotler dan diperkuat oleh Muhaimin yang meliputi perencanaan, pelaksanaan, dan pengawasan. Kedua pesantren memiliki persamaan dan perbedaan dalam menerapkan manajemen pemasaran pendidikan pesantren. Efektivitas manajemen pemasaran tidak tergantung pada lama berdirinya pesantren. Namun hal tersebut tergantung dari pengelolaan yang dilakukan terhadap pemasaran pendidikan pesantren. Dalam hal ini pengelola pemasaran pendidikan pondok pesantren Ulul Albab lebih efektif dibandingkan dengan Qowiyul Ulum, terbukti dengan bertambahnya jumlah santri baru per tahun, santri Ulul Albab meningkat kurang lebih 50% menjadi 65% per tahun. tahun, sedangkan santri Qowiyul Ulum meningkat sekitar 20% hingga 25% per tahun.

Kata kunci: Manajemen pemasaran, Pondok Pesantren, Minat masyarakat

INTRODUCTION

In a very competitive modern era like today, marketing management is very necessary for educational institutions along with the competition between educational institutions that is increasingly attractive. It is difficult for educational institutions to develop rapidly and be able to compete if

management is not applied, according to Syaiful Sagala that management is an action, activity, or action with the specific purpose of carrying out managerial work with three main functions, namely planning, organizing, and controlling. (Sagala, 2009, hal. 50)

Marketing is a process to create and deliver goods and services that are expected

by customers, and have a connection with all activities that are interesting and have loyal customer. (Wahid, 2005, hal. 45). Marketing management has been applied in Islam since the time of the Prophet, where the Prophet (PBUH) has taught his people to trade by upholding Islamic values. As Allah says in Surah an-Nisa (4) verse 29:

(يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ ۚ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ۙ ٢٩)

“O you who have believed! Do not consume each other’s property in a way that is not right, except in trade based on likes and likes among you. And do not kill yourself. Indeed, Allah is Most Merciful to you.”

Kotler argues that “marketing management is the activity of planning, implementing, analyzing, and controlling all activities or programs, to obtain a favorable level of exchange with target buyers to achieve organizational goals. (Kotler, 1999, hal. 11). Muhaimin stated that education marketing management is "a process that should be implemented by the school to give satisfaction to *stakeholders* and the community" (Muhaimin, 2009, hal. 98). While boarding school education is one of the institutions directly involved in preparing the future of mankind. Abdul Rahman said, that boarding school have similarities with national education that has the opportunity to participate in realizing the Indonesian generation into *Insan Kamil*. (Rahman, 2004, hal. 61).

Referring to the opinions of Kotler and Muhaimin above, the author concludes that the marketing management of pesantren education is an activity to plan, implement, and control all activities or programs in pesantren education to provide satisfaction to students, guardians of students and generally in the community, to maintain the existence of pesantren development in the face of competition in the modern era and increase public interest.

One of the reasons for the development of pesantren education institutions is the

satisfaction of consumers or the public towards the pesantren products. The community according to Soejono is called *community* (local community) i.e. residents in a village, a city, a tribe, or a country. If a group is large or small which lives in togetherness, fulfilling the interests of living together, then it is called the local community. (Soekamto, 1990, hal. 162).

The number of pesantren in Indonesia is quite a lot, so it is not uncommon to experience competition in marketing, in this study, the author will analyze the marketing management of education pesantren tahfiz al-Quran, that is pesantren Qowiyyul Ulum Surabaya and pesantren Ulul Albab Gresik. Both are developing well and progressing due to the existence of good management and the role of stakeholders in it.

Pesantren Qowiyyul Ulum was founded in 1985, originally located in the village of Embong Kaliasin, Genteng subdistrict Surabaya, but with increasing years, the number of students is increasing and the place does not dissect, then in 1995 this pesantren moved on Genteng Tambak Dalam Street No. 18, Asemworo, Surabaya. This pesantren is classified as pesantren Nahdah al-Ulama, its success can not be separated from the figure of a kyai, which kyai is considered as a central figure and has always been an inspiration and example for students.

The principle of pesantren education established by K.H.M. Iskandar Abdul Qowi always put forward there and morals before science. The flagship program is memorizing Qur’an. One of the marketing management in this pesantren is to build community satisfaction in education services, namely on the success of students in the memorizing Quran.

The number of students who succeed in achieving the target, the more student guardians are satisfied with the success, so the success of this student is reported by word of *mouth*. The existence of such management can increase the public's interest to send their children to Qowiyyul Ulum boarding school, this is evident in the

increase in the number of students, which is increasing by approximately 20% to 25% per year.

In contrast to the pesantren Ulul Albab, pesantren is a charity persyarikatan Muhammadiyah business that was inaugurated on 15 sya'ban 1437 H which coincides with May 22, 2016, located in mojopetung village, Dukun, Gresik. After several months of being inaugurated, this boarding school immediately received the first generation of students to get education and teaching in the 2017 school year and received a good response from the community.

Pesantren Ulul Albab has good marketing management. One of them is by distributing brochures to schools and mosques under the auspices of Muhammadiyah (*door to door*) and disseminating videos containing pesantren marketing content through social media (Instagram, Whatsapp, etc.), putting up billboards or banners to attract the public. The existence of such management can increase the public's interest to send their children to pesantren Ulul Albab, this is evident in the increase in the number of new students per year, which is increasing approximately 50% to 65% per year.

Seeing this phenomenon will bring competition between boarding schools with each other. To deal with this problem, pesantren are expected to be *smart* in competing, namely by applying marketing management in it, so that the public as consumers or customers feel satisfied with pesantren education services, and pesantren become the main choice and better known by the public or prospective consumers.

The role of management here is indispensable to develop pesantren, especially marketing management. Based on the above explanation, this encourages the author to research the two boarding school to find out how "Marketing Management of Boarding School in The Increasing Community Interest at Pesantren Qowiyyul Ulum Surabaya and Ulul Albab Gresik".

LITERATUR REVIEW

Marketing management of boarding school

Marketing management of boarding school in this study refers to Muhaimin's theory and Kotler's opinion, which is a process of activities to plan, implement, and control all Islamic boarding school educational activities or programs by developing five concepts, namely the production concept, product concept, sales concept, concept marketing, and social concepts to provide satisfaction to students, guardians of students and the general public, as well as increase public interest to realize the Indonesian generation to become *Insan kamil*.

The marketing activities of pesantren education must be managed and coordinated properly. Therefore, there needs to be planning, implementation, and control of programs to achieve these educational goals, if not managed properly, it will lead to inevitable competition between pesantren. In this case, the ability of the administrator in understanding the marketing of pesantren education becomes a prerequisite in maintaining and improving the development of its institutions.

1. Planning of marketing boarding school

The marketing plan is one of the largest pieces of institutional planning, which is more demonstrative and more focused on a comprehensive two-way process. In this plan, the priority is not only on the registration or admission activities of students, but market research that includes the needs of workers and prospective students, analysis of the public image in educational institutions, analysis of the flow of public demand and profile of prospective students, evaluation of programs and retention of information from surveys that have been conducted. (Muhaimin, 2009, hal. 102).

In the marketing planning of pesantren education, which should be implemented first is to develop or

create a vision, mission, general-purpose, and specific objectives in pesantren education. The preparation of these four things is very important because the strategy of ineffective marketing is the inclusion of vision, mission, general-purpose and special objectives that are the ideals or desires that will be achieved by pesantren education.

In the next stage, analyze external threats and opportunities. The external environment is where schools move and develop, which often occur complex and ever-changing affairs, it is expected in the school to always try to know what are the opportunities and challenges.

Kotler and Andreasen (1987) in Muhaimin explain that the external environment is divided into four parts which include:

- a. The public environment, this environment consists of a group or organization that is always interested and interested in the program of institutions,
- b. Competitive environment, in this environment, consists of a group of other institutions that want to compete to attract the attention and loyalty of target groups,
- c. Macro environment, in which there are fundamental forces with a large scale that seeks to form opportunities and threats to the institution,
- d. The market environment, in this environment, consists of a group of other organizations and wants to form cooperation with institutions, the goal is to realize the vision and mission that has been prepared by the institution. (Muhaimin, 2009, hal. 103)

If boarding school wants to succeed in its marketing, then it should tend to know the condition or condition of the market first. In addition, it is expected

to be able to develop pesantren education from various market segments, therefore the resulting curriculum must be properly oriented to the wants and needs of prospective customers. to expand the segmentation of the education market should offer various types of services to the market. In looking at the market segment, educational institutions must determine the prospective students to be selected, several categories include: a) Based on intellectual, b) Based on special talents, c) Based on the group or group, d) Based on social desire, e) Based on all children. (Muhaimin, 2009, hal. 104)

2. Implementation of marketing boarding school

The implementation according to Muhaimin is an activity and effort of a person to carry out all plans and policies that have been formulated and determined carefully. Implementation is usually done after the Sudan planning is considered ready and mature. The above understanding shows that the implementation is a program that has been established and must be in line with the facts that exist, both outside the field and in the field, which in its activities involve several elements accompanied by efforts and supported by supporting tools. The following are the factors that can support the implementation, including:

- a. Communication, a plan or program will be implemented properly if there is communication in it between the implementers, this includes information, clarity of information, and consistency of information submitted.
- b. Resources, covering four things, namely the number of staff fulfilled, the information needed for sufficient decision making in carrying out duties as responsibilities, and facilities in the implementation.

- c. Disposition, commitment, and attitude towards the implementation of the program, especially for those who become the implementation of the program.
- d. Bureaucratic structure, namely SOP (Standard Operational Procedure) that regulates the implementation of the program. (Kotler, 1999, hal. 111)

On the same occasion, Alma looked at the situation and situation of Indonesian education and showed that elements of the marketing mix at educational institutions include a combination of 4P elements. The elements are about *product, Price, Place, Promotion*. (Alma, 2004, hal. 207).

Products are services offered to customers or consumers in the form of reputation, variety of choices, and prospects. Institutions that can survive and win the competition for educational services are institutions that can offer a good reputation, prospects, quality of education, or bright opportunities for learners to make the choices they want. According to Tjiptono, the products offered to customers have four levels, namely the following: Core products, Basic products, Expected product, In this case, the community as a 4) Augmented products. (FandyTjiptono, 2008, hal. 108)

Amstrong and Kotler revealed that *Place* is part of the company's activities that help the availability of a product to target consumers, which must include six elements, including logistics, transportation, supplies, location, coverage area, and distribution channel. (Kotler, 1999, hal. 52) Referring to the above understanding, then this place becomes the most important thing in establishing a pesantren education, which places must be strategic, accessible and easy to reach by the public so that many prospective

consumers or customers know the location of the pesantren.

In marketing, what is meant by price is the amount that must be paid by the consumer to get a product. But on education services, the price is the entire cost of obtaining educational services that have been offered by educational institutions. (Hidayat, 2015, hal. 410). Regarding price, consumers will choose a product or service by looking at the most efficient price. Pricing is very important to face the competition that exists especially in acquiring and maintaining the market.

There is a competition about the cost of education, prospective consumers make it as a basis for decision making to choose an educational institution, so in addition to having an educational marketing strategy, the institution should also have a strategy of determining the cost of education. This pricing aims to maintain quality, increase sales, and build the image (Pakpahan & Habibah, 2021; Rony, 2021).

Promotion is an activity that communicates the sale of products in the market which is directly related to the community or prospective consumers. The purpose of the promotion is to inform and convince potential customers of the benefits of a product offered. In the marketing of pesantren education, advertising can be done by invitation from one school to another, bazaar or pesantren education exhibition, can also be through television, radio, newspapers, newsletters, magazines, billboards, brochures, and so on. (Hidayat, 2015, hal. 411)

Kotler say that promotion is an activity or marketing communication activity that has the purpose of offering services and products so that it can be known by consumers and has a purpose in persuading or wooing so that others can be influenced and can receive it.

(Kotler, 1999, hal. 53). So it can be concluded that mix *marketing* has a very large role in the marketing planning of pesantren education, to deliver pesantren education as a pesantren that develops forward as desired by going through various processes, namely formulation, implementation and evaluation continuously.

3. Controlling of marketing boarding school

To obtain good control or supervision results, pesantren education requires some valid or accurate and adequate information. In this case, Kotler explained that there are four systems for obtaining information on the marketing of the organization, among others: *Internal record system*, *marketing intelligence system* consists, *Marketing research system*, and *Analytical marketing system*. All of these information systems can be implemented in turn or simultaneously to find and obtain valid and accurate information which is much needed by the school before implementing evaluation and marketing control. The information obtained is used as a reference in the implementation of controls and evaluations. (Muhaimin, 2009, hal. 108).

According to Drucker, there are three types of marketing controls that nonprofits can use. Pesantren education is one type of non-profit organization, so the control and evaluation can be adjusted to the conditions of pesantren education. The three types are: (Drucker, 1990)

1. Annual control plan, which includes monitoring ongoing marketing performance to ensure that annual sales volume and targeted profit are achieved.
2. Control of profitability, which includes determining the actual profitability of the marketing carried out, for example, whether the services that have been implemented following the needs and

expectations of the community, market segments, promotional channels, and so forth. Through this control, schools can identify weaknesses in marketing implementation;

3. Marketing audit, designed to analyze optimally adjusted marketing objectives, strategies, and marketing systems, as well as predicted marketing objectives.

The implementation of this control system is a very effective corrective activity or action, for long-term or short-term improvement. Nevertheless, control and evaluation must be periodically implemented in pesantren education, so that all elements in pesantren can quickly correct the mistakes that have occurred in pesantren. In this case, it will be further anticipation that can be done quickly for the development and progress of pesantren.

Marketing Relationship of Islamic Boarding School Education with Interest of Community

Interest is an impulse from within a person or a factor that causes interest or attention effectively, which causes the choice of an object or activity that is profitable, enjoyable, and will then bring satisfaction in him. (Susanto, 2013, hal. 58). Interest is satisfaction and interest in a thing or activity without anyone asking, the real interest is the acceptance of a relationship with oneself along with something outside of oneself, the stronger or closer the relationship with it will be, the greater the interest. (Slameto, 1991, hal. 182)

A community is a *community* (local community) that is residents in a village, a city, a tribe, or a country, or a large or small group that lives in togetherness and fulfills the interests of living together. (Soekamto, 1990, hal. 162). Emile Durkheim in Soleman said that society is a group of humans who have several elements, these elements are:
a) Society is a collection of humans who live

together; b) Mixing or socializing for a long time; c) Realizing that they are a group or unit; d) Their living system together. (Taneko, 1984, hal. 11).

The public interest referred to by the author in this study is the interest of the community (parents) to choose the education of their children at the *tahfiz al-Qur'an* Qowiyul Ulum and Ulul Albab Islamic boarding schools by effective management of Islamic boarding school education marketing to realize the desired expectations or targets. The marketing process of pesantren education is a process of communicating various kinds of things that exist in Islamic boarding schools among the community, the goal is to attract public interest or attention and influence public expectations of something so that people are interested in joining the pesantren educational institution. Therefore, marketers are expected to be able to realize something that can attract public interest in marketing pesantren education.

Muhaimin said that in providing information to the public, motivation and persuasion were needed to be conveyed to them. Persuasion in this case is not just seducing or persuading, but persuasion in question is a technique to influence and motivate using psychological or sociological data and facts of society (Munjiat, 2020). Therefore, in marketing pesantren education, the following must be considered: 1) Messages or invitations should be able to cause certain feelings to the community, 2) Messages or invitations are expected to contain signs that are following the absorption, capture, and value power of some people, especially for the targeted community, 3) Messages or invitations can arouse the desires, hopes, and needs of the community. (Muhaimin, 2009, hal. 116)

RESEARCH METHODOLOGY

The research uses qualitative research, because this research type of data is non-numerical, but rather provides descriptions and categorizations based on the conditions

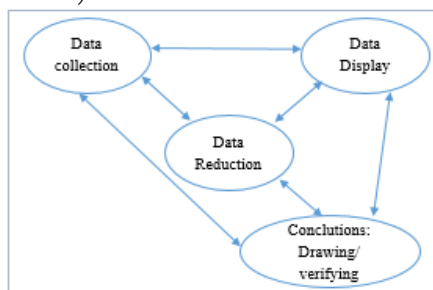
of the research scene. This study uses a naturalistic concept, that is, what happens in the research arena is the most accepted measure of data. Researchers will use a phenomenological approach, to describe the paradigm or perspective on reality. This approach emphasizes the study of phenomena that can be observed using the human senses, then interpreted their true meaning. (Musfiqon, 2012, hal. 70). In this study, the author will reveal what happened in the marketing management of Qowiyul Ulum Islamic boarding school and Ulul Albab Islamic boarding school education in increasing public interest.

The research subject is someone who is involved in research and whose existence is a source of research data. The subject of this research has the competence and relevance of information with the focus of the research problem. (Musfiqon, 2012, hal. 97) In this study, there were two research subjects, namely the Qowiyul Ulum boarding school in Surabaya and the Ulul Albab boarding school in Gresik.

Sources of data that will be obtained by the author in this study are categorized into two, including a) Primary data sources: data will be obtained from information orally through interviews with informants, researchers will also collect data through field notes after the observation. b) Secondary data sources: this data is not directly related to the research problem and is obtained from other sources, and is not used as the main material in research analysis. (Musfiqon, 2012, hal. 97). The data were obtained from sources presented in the form of publications in the form of journals or webs related to the research subject, where secondary data was related to data in the form of objects, documents, or photos that could be used as complementary primary data.

The technique of collecting data, the researcher tries to collect more in-depth and detailed information that focuses on the research problem by using observation, interview, and documentation techniques. The data analysis technique that will be used

is the analysis of the Miles and Huberman model, that activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is full. Activities in data analysis are data reduction, data presentation, and conclusions or verification. data. (Sugiyono, 2009, hal. 246)



Test the validity of the data taken by this researcher using triangulation techniques, namely the process of testing data from various sources and various ways. The function of this validity test is to gain research trust through *inquiry* and through facts that occur in research results. (Moleong, 2000, hal. 173). In this study, researchers used source triangulation and data collection techniques triangulation related to the marketing management of Islamic boarding schools in the increasing public interest.

RESULT AND DISCUSSION

The marketing management of pesantren education that is the focus of researchers is referring to Kotler's theory and strengthened by Muhaimin, which includes planning, implementation, and supervision.

Planning of marketing boarding school

Marketing planning for pesantren education is very necessary because this planning can lead to marketing success. Planning marketing education pesantren Qowiyyul Ulum Surabaya in the increasing public interest include: 1) Analyzing the state of the surrounding community and products needed by the community, 2) Preparing the vision, mission, objectives, and objectives of pesantren education that

hope to produce qualified graduates, 3) Seeing external threats and opportunities that will face pesantren, 4) Considering the strengths and weaknesses contained in pesantren, and 5) Determining market segments.

The products needed by the community are pesantren education which includes formal, non-formal, and extracurricular education, all three of which have a noble purpose in meeting the needs of the community to realize a generation of believers, qualified, and global awareness. Formulation of vision and mission, objectives and objectives in pesantren education, as well as the preparation of excellent programs will have a positive impact on the marketing of Qowiyyul Ulum pesantren education. In this case, the needs of the community are the *tabhijz al-Qur'an* and English Area programs. According to Kotler in Muhaimin, the external environment is divided into four parts, namely the public environment, competitive environment, macro environment, and market environment. But according to the researcher's analysis, there are two external environmental patterns in Qowiyyul Ulum pesantren, namely; public environment and macro environment.

Planning the marketing of education pesantren Ulul Albab Gresik in increasing public interest include several things, namely: 1) Determining the market segment, 2) Formulating the vision and mission, 3) Formulating excellent programs, short-term, medium, and long-term programs, 4) Developing quality education service programs, 5) Paying attention to the weaknesses and strengths of pesantren, 6) Forming a new admissions committee.

Formulation of vision and mission, excellent programs, educational service programs, short-term programs, medium-term, and long-term will generate an interest in the community and increase public interest in pesantren education because with the formulation of the community can know the goals and ideals of pesantren education, all these things will meet the needs of the

community. The next stage is to pay attention to the strengths and weaknesses contained in pesantren, without considering external opportunities and threats. The strength of Ulul Albab pesantren is in the Muhammadiyah organization that houses it, the weakness lies in the slow decision making because it must be closely aligned with the board, while the institution under the auspices of the Branch of Muhammadiyah Mojopetung there are 7 educational institutions. The last stage forms a new admissions committee, the purpose of which is to handle the activities of admission or registration of students, including preparing content or content that will be contained in the brochure. This committee consists of advisors, committee chairmen, secretaries, treasurers, event sections, equipment, publications or documentation as well as consumption sections.

Muhaimin said that the priority is not only on registration activities, but market research should also be considered and is expected to focus more on two directions (registration activities and market research) comprehensively. The marketing planning of pesantren education prepared by both pesantren is quite mature and following Kotler and Muhaimin's theory, but both have not been implemented comprehensively. Pesantren Qowiyyul Ulum did not form a new admissions committee that specifically handled the activity, pesantren also limited applicants due to insufficient dormitory facilities. While pesantren Ulul Albab does not analyze external opportunities and threats, which is important analysis activities are carried out in marketing planning.

Implementation of marketing boarding school

According to Muhaimin, in the implementation of marketing, several factors become supporting or supporting, namely communication, resources, disposition, and bureaucratic structure. Supporting factors for the implementation of education

marketing Qowiyyul Ulum include 1) Communication that is the communication between the administrators, alumni, and trustees related to pesantren information, in this case, they convey the success of pesantren in running programs and community service satisfaction. 2) Disposition is the commitment of students to the implementation of the program that has been compiled by pesantren, the students have been successful in memorizing the Qur'an. 3) Bureaucratic structure, the existence of Standard Operational Procedures that govern the implementation of the program that has been prepared pesantren Qowiyyul Ulum. Resource factors are not supporting the implementation of marketing, because Qowiyyul Ulum dormitory facilities are not adequate, so new student applicants are limited due to the limitations of dormitory facilities.

Qowiyyul Ulum's marketing implementation is next is to offer its products through a *marketing mix* strategy, this strategy is a marketing activity to realize the expected and satisfactory results. The marketing mix here includes a combination element of 4P (*Product, Price, Place, Promotion*). The products offered by Qowiyyul Ulum pesantren have an orientation that focuses on the needs of the community, this product has four levels, namely: 1) Core Products, including teachers who are professional and competent in their fields, adequate learning facilities, and curriculum tailored to the needs of students to improve the quality of students, 2) Basic products, which are programs related to knowledge and skills. Pesantren Qowiyyul Ulum offers three programs, including formal education, non-formal education, and extracurricular. 3) The expected product, pesantren develop a program of coaching the Qur'an, namely Madrasah *tafhd al-Qur'an*, and *Taman Pendidikan al-Qur'an*. 4) Augmented products or excellent programs, *tafhd al-Qur'an* and English Area programs. This excellent program will generate more interest and trust and have value for the community.

The place or location of Pesantren Qowiyyul Ulum Surabaya was originally located in the area of Keputran Panjunan gg 1, Embong Kaliasin village, Genteng Surabaya subdistrict, but as the number of students and the condition of the place was inadequate, the Qowiyyul Ulum pesantren moved to the Genteng Tambak Area In No.18 Surabaya. Some factors that are considered in Qowiyyul Ulum pesantren about the place are; Physical clarity on the existence of pesantren, pesantren Qowiyyul Ulum birds in the area of Genteng Tambak In No.18 Surabaya, The availability of public transportation as a means to get to the location of pesantren, Ease in accessing the location of pesantren, pesantren Qowiyyul Ulum strategic location because it is easy to reach and accessible by the public, both by private vehicles and public transportation. Factors that have not been met qowiyyul ulum pesantren related to the place is the facilities, namely inadequate facilities, so it can inhibit extracurricular activities of students, which laboratory space and sewing course space is not yet available because it is still under construction. In addition, the 3rd-floor dormitory that is still being built also hinders the marketing activities of students. In this case, pesantren restrict applicants due to limited facilities

Price is the amount that must be paid by the consumer to obtain a product. In pesantren education, the price is the entire cost incurred to get the educational services that have been offered by pesantren. this pricing aims to maintain quality, increase sales, and build the image of pesantren. Prospective customers will look at prices first, and choose the most efficient price to buy a product. the amount of the cost or price of initial registration in qowiyyul ulum pesantren varies, namely the registration of different male and female students, the son's students pay Rp. 730,000, while the students of the princess by paying Rp. 770,000, this fee includes the registration of entrance fees, the cost of eating per month, and the cost of uniforms.

The cost of education qowiyyul ulum pesantren relatively cheap compared to other huts that usually have to build money, waqf money and so on. By looking at the state of the community whose economy is classified as middle to lower, qowiyyul Ulum pesantren do not dare to put a price or expensive costs, to attract the interest of the community. In the absence of building money, it can be said that the construction is still processing, because of the absence of building money charged to the students.

Promotion applied pesantren Qowiyyul Ulum is not the same as pesantren in general that use brochures, billboards and so on. However, there is some information related to the registration of new students, achievements achieved pesantren, activities carried out pesantren on pesantren websites and social media such as Facebook and WhatsApp. Promotion involves alumni and guardians who inform the brothers and neighbors related to the achievements achieved by pesantren and the success of pesantren in educating students, in addition, there are competition activities and *hajflah akbir sanab* that involves a lot of people in it, so that the public can see firsthand how the product is produced, and ultimately can increase public interest to include their children into Qowiyyul Ulum Surabaya.

The supporting factors for the implementation of education marketing ulul albab pesantren are as follows: 1) Communication between the administrators and guardians, administrators of pesantren Ulul albab, and school or mosque administrators, in this case, they convey registration information through brochures.2) Disposition, the commitment of students to programs that have been designed pesantren Ulul Albab. 3) Bureaucratic structure, by preparing SOP that regulates the implementation of programs that have been prepared pesantren Ulul Albab.

The product offered to increase people's interest is to focus on the needs of the community. Pesantren has tried to

educate its students to realize a superior generation based on the Qur'an and as-Sunnah following the vision of the mission of pesantren. The products offered by Ulul Albab pesantren in the community have four levels, namely as follows: 1) core products, adequate facilities for learning activities and curriculum that suits the needs of students, 2) Basic products, academic and non-academic coaching programs, including regular programs, takhassus programs, and 'i'dad Ulama' 3) Expected products, *Tahsin Qur'an* and *Tahfid Quran*, 4) Augmented products, including takhassus al-Qur'an as well as coaching Arabic and English.

Pesantren Ulul Albab is located on Mojopetung Dukun Gresik Highway, which is easily accessible and accessible to the public, namely beside the highway. This location is also said to be strategic for the installation of billboards in front of pesantren because the people who pass through Mojopetung highway will see information about pesantren and can directly see the physical condition of pesantren buildings.

The amount of fees offered by Ulul Albab pesantren to the community is varied, depending on the level it enters. For high school level (Rp. 3.350.000,-) than for junior high school level (Rp. 3.250.000,-). The fee paid includes registration money, development of pesantren, SPP and first month meals, as well as uniforms and cottage books. The cost of registration of Ulul Albab pesantren is relatively moderate and not too cheap or expensive, pesantren always pays attention to improving the quality of education services and the satisfaction of students to education services including facilities used by students.

Pesantren Ulul Albab conducts promotions with several activities, namely: a) distributing brochures to schools and mosques, b) Putting billboards and banners on the streets that are widely passed by the community, c) sharing flyers on social media accounts by involving the entire large family of huts to share on their respective accounts, be it Facebook, WhatsApp or

Instagram. d) the national competition of reciting Qur'an, the competition is followed by many participants, so that the promotion of pesantren education is very effective in this way, the prize is very useful and also to broadcast the cottage, namely for the top 10 get a 50% scholarship opportunity to enter the Ulul Albab pesantren, and a 100% scholarship for Orphans and dhuafa'.

From the analysis of researchers, the implementation of marketing on pesantren Qowiyyul Ulum and Ulul Albab has focused on these three things. However, there are still shortcomings in supporting factors, namely resource factors, because Qowiyyul Ulum boarding facilities are not adequate, thus hindering the implementation of marketing. While pesantren Ulul Albab staff has not been fulfilled, in this case, the public relations section has not been formed the public relations section is very important in the marketing of pesantren education, so this results in difficulty in reaching the public at large.

Controlling of marketing boarding school

Controlling is an effective corrective action for both long and short-term improvement. Supervision or evaluation should be done periodically in pesantren education so that if there is a shortage can fix it quickly. Kotler argues that there are four systems for obtaining information on marketing services, of which this information is used for evaluation. Pesantren Qowiyyul Ulum and Ulul Albab implement two information systems, namely: *Internal record system* and *Marketing intelligence system*.

After implementing the two information, pesantren will get an evaluation. The evaluation applied is the control of profitability which includes determining the actual profitability of the marketing carried out. The evaluation obtained is the length of the development process that resulted in two things that can not be implemented effectively, namely; 1) promotional activities can not move quickly,

because of the limitations of places and facilities, if the applicants are many then the cottage can not accommodate, 2) the program that was planned last year has not been implemented, namely the *santripreuner program*, because there is no room for such activities, it is also constrained from the development process. while the evaluation obtained by Ulul Albab pesantren is; 1) not precisely teachers, so that the administrators concurrently part of the structure of the cottage, this causes less maximum in marketing and education services pesantren 2) the absence of public relations, this makes it difficult to reach the public at large, in this case, hinder in analyzing marketing targets. Through this profitability control, pesantren Qowiyyul Ulum and Ulul Albab can identify weaknesses in the implementation of marketing, From this evaluation is expected to be able to improve to progress pesantren education.

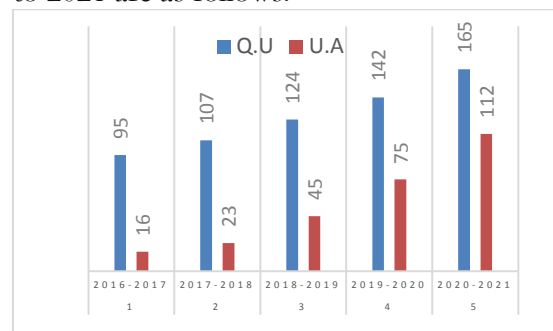
Marketing Relationship of Islamic Boarding School Education with Interest of Community

The process of marketing pesantren education is the process of communicating various kinds of subjects that exist in pesantren educational institutions among the community, the goal is to attract the interest or attention of the community and influence the expectations of the community towards something so that the public is interested in joining the pesantren educational institution. in meakukan education marketing, both pesantren have applied Muhaimin's theory, namely, messages and invitations are not just ordinary invitations, but can give rise to the wishes and expectations of the community that suits their needs by offering products that suit the needs of the community, both have the same superior products, namely the *tahfid al-Quran* program.

Researchers have conducted structured interviews with several parents of students, from the results of the interview appeared several factors that led to the emergence of interest in the marketing of education

Qowiyyul Ulum pesantren and Ulul Albab: 1) Pesantren has provided learning materials and educational programs in accordance with the needs of students. 2) Registration fee and SPP are in accordance with the expectations of the guardian. 3) The location of pesantren is included in the strategic category. 4) The satisfaction of education services is characterized by the success of education achieved by students. 5) The existence of a flagship program *tahfid al-Qur'an* 6) Influence from neighbors and relatives because of the success in educating students. 7) Adequate facilities and quality educational services.

Both pesantren have implemented marketing management well, this can increase the interest of the public to include their sons and daughters into pesantren. Judging from the number of data students, the marketing management of pesantren Qowiyyul Ulum and Ulul Albab education that has been applied can increase public interest. The following data on the number of students of Qowiyyul Ulum boarding school and Ulul Albab pesantren from 2016 to 2021 are as follows:



The diagram above shows the marketing management of Ulul Albab pesantren education is more effective than Qowiyyul Ulum education marketing management, this is evident in the increase in the number of new students per year, namely Ulul Albab students increased by approximately 50% to 65% per year, while Qowiyyul Ulum students increased by approximately 20% to 25% annually.

RESULT

The marketing management of boarding school in Qowiyyul Ulum and Ulul Albab is the focus of researchers is referring to Kotler's theory and strengthened by Muhaimin, which includes planning, implementation, and supervision. Both pesantren have similarities and differences in implementing marketing management for pesantren education. The effectiveness of marketing management does not depend on the length of time the pesantren has been established, nor does it depend on the newness of the pesantren. However, it depends on the management carried out on the marketing of Islamic boarding school education. In this case, the marketing manager of Ulul Albab Islamic boarding school education is more effective than Qowiyyul ulum education marketing management, as evidenced by the increase in the number of new students per year, Ulul Albab students increase by approximately 50% to 65% per year, while Qowiyyul Ulum students increase by approximately 20% up to 25% per year.

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