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## Marketing strategy of PTQ INSAN MADANI to increase public interest in memorizing Al-Qur'an

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**Abstract;** The marketing strategy is a comprehensive, integrated plan that is integrated into efforts to market a product, either goods or services, by using a certain pattern of plans and tactics so that the given product is of interest to the public, and which provides guidance on the activities to be carried out. By doing good marketing, it will also form a good image for an institution, and also the institution will more easily show its superiority to the wider community, so that people have an interest. The existence of PTQ INSAN MADANI has made marketing efforts to the products produced by the PTQ. This study aims to reveal the marketing strategies applied by the management of PTQ INSAN MADANI in marketing the PTQ. This research is descriptive or field research. Collecting data using observation, interview, and documentation methods, with deductive analysis, sampling technique using *purposive sampling*. The focus of the research is on the Marketing Strategy of PTQ INSAN MADANI to Increase Public Interest in Memorizing Al-Qur'an. results of this study indicate that at PTQ INSAN MADANI, the formulation of the marketing strategy carried out by PTQ INSAN MADANI has been well proven by the establishment of an appropriate strategy, the use of a marketing mix that contains Product, that can produce students who are good at praying and reading the Qur'an, Price, all students are free, Place, which is in residential areas and easy to reach, Promotion, using social media, brochures, banners, direct contact with the public and word of mouth promotion. The implementation of PTQ INSAN MADANI has been good, as evidenced by the existence of several steps, the first is organizing marketing activities, directing marketing activities and coordinating marketing activities. The evaluation carried out was good, judging from the four marketing mixes that were implemented, according to the researcher, the product strategy is very influential in increasing public interest because the PTQ INSAN MADANI program is very good and running well.

**Keywords:** Marketing Strategy, PTQ and Community

## INTRODUCTION

Marketing strategy according to Kotler is marketing logic where the company hopes to create customer value and achieve profitable relationships. The company decides which customers to serve (differentiation and positioning). The company recognizes the entire market, by dividing it into smaller segments, selecting the most promising segments and satisfying attention to service and customer satisfaction in these segments.

According to Gitosudarmo Indriyo, marketing strategy is management that is designed to speed up solving marketing problems and making strategic decisions. Each management function makes a certain contribution when formulating strategies at different levels. Marketing is the function that has the greatest contact with the external environment, even though the company only has limited control over the external environment. Therefore, marketing plays an important role in strategy development. Marketing strategy refers to operational factors or implementation of marketing activities such as determining prices, branding, packaging, determining distribution channels, advertising and so on.

From those definitions, what the author understands about marketing strategy is that according to Gitosudarmo Indriyo, marketing strategy is management that is designed to solve problems and contain strategic decisions. Strategy Marketing also refers to marketing activities such as pricing, branding, packaging, determining distribution channels, advertising and so on.

The rapid development of Al-Qur'an educational institutions indicates the increasing capacity for public awareness. of the importance of the ability to read and write the Qur'an and its existence in Indonesia. The research conduct in *Pesantren Tahfidz Qur'an* (PTQ) where is located in the village of Citeko, West Java.

Interest is a tendency to pay attention and act towards people. Activities or situations that become the object of interest are accompanied by feelings of joy. The interest referred to in this thesis is an effective response from the community to the marketing carried out by PTQ Insan Madani before making a decision.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

- **Marketing Strategy**

**Marketing.** Marketing is one of the main activities that needs to be carried out by companies, whether goods or services companies, in an effort to maintain continuity business life. Marketing comes from the basic word market, the term market consists of all potential customers who have certain needs or desires and are willing and able to participate in exchanges to fulfill these needs or desires. The size of the market depends on the number of people who have needs, have resources that other people are interested in, and are willing to offer those resources in exchange to meet their needs.

Marketing is the process of planning and implementing concepts, pricing, promoting and channeling ideas, goods and services to create exchanges that can meet individual and organizational goals by paying attention to marketing concepts that require consumer orientation, goal orientation and system orientation.

The definition above explains that marketing is a strategic business discipline that directs the process of creating, offering and changing value from an initiator to its stakeholders. The philosophical basis underlying this definition can be explained in the form of the marketing vision, mission and values itself.

Marketing is the systematic management of the exchange of values that is deliberately carried out to promote the missions of educational institutions based on the satisfaction of real good needs. One of the functions of marketing in educational institutions is to create a good image of the institution and attract the interest of a number of prospective students. Therefore, marketing must be oriented towards consumers or society. This is where schools need to know how prospective students see the school they will choose.

Marketing is an integrated way of combining strategic plans directed at efforts to satisfy consumer needs and desires in order to obtain the expected profits through exchange or transaction processes. The satisfaction felt by consumers give rise to a positive response in the form of repeat purchases and encourages other consumers to purchase the same product or service. Producers will also gain multiple profits, through the dissemination of positive information from consumers to other consumers.

**Strategy.** Many expert opinions explain the meaning of strategy, the following will be expressed according to the opinion of Ilham Prisgunanto who stated that strategy is planning in the form of thorough operational tactics carried out by the company in achieving its goals."

According to Ahmad S. Adnanputra, the meaning of strategy is "an integrated part of a plan/planning", which in the end planning is a basic function of the management process".

According to Lawrence R. Jauch and WF Glueck, strategy is simply a program that is prepared simultaneously comprehensively and coherently to link strategies in an organization and ensure that a main goal in an organization can be achieved by carrying out appropriate implementation.

Strategy seeks to direct how an organization intends to utilize its environment, as well as selecting efforts so that internal organization can be structured and planned to achieve predetermined goals. To reach the right decision, the thought process must be strengthened consistently among the elements of the strategy itself. Thus, a "strategy" is expected to support the preparation process and appropriate organizational planning, which includes structure and processes.

Strategy is an overall approach related to implementing ideas, planning and executing an activity within a certain period of time. In a good strategy there is coordination of work teams, having a theme, identifying supporting factors that are in accordance with the principles of implementing ideas rationally, efficiently in funding and having tactics to achieve goals effectively.

From the definition of strategy above, it is clear that there is an important function of management, namely the existence of a plan that is used as an initial stage in carrying out activities in an institution/organization that is useful for achieving the goals that have been formulated. Strategy is basically a plan that is formulated and used to carry out management activities in an institution or organization.

**Marketing Strategy.** Marketing strategy is an activity to find ways to achieve profitable exchange rates with targeted customers or consumers to achieve institutional goals. Currently, the paradigm has shifted with regard to education. If an institution wants to provide a good image to attract consumers or the public, then logically, educational institutions must develop different marketing strategies so that the public can interested. The form of marketing responsibility is that institutions must work as hard as possible to manage and improve the quality of educational facilities promoted to the public.

Marketing strategy is a management that is designed to speed up solving marketing problems and making strategic decisions. Each management function makes a certain contribution when formulating strategies at different levels. Marketing is the function that has the greatest contact with the external environment, even though the company only has limited control over the external environment. Therefore, marketing plays an important

role in strategy development. Marketing strategy refers to operational factors or implementation of marketing activities such as determining prices, branding, packaging, determining distribution channels, advertising and so on.

The following is the marketing strategy mechanism;

➤ Determining an appropriate marketing strategy

Marketing strategy in practice is a method used to help create and sell goods or services that suit the company's conditions and the tastes of target consumers. The following are several marketing strategies commonly used by companies and institutions, namely;

- Penetrating the Market

This strategy aims to increase sales and offers of goods or services to target buyers, both those who have used and those who have not used the goods and services. In strategy this gaining the nation a larger market is the main goal.

- Developing Products

This strategy includes changes to goods or services that continue to use the same combination of production methods as the old product method. This strategy is generally carried out to extend the distribution period or life cycle. If the company knows that its target buyers are starting to get bored, the company must change the goods or services offered.

- Diversifying

This strategy is the development of new products that are related to old products to be offered to new markets. This strategy is effective for exploiting niches or groups that have been neglected or received little attention.

- Set Low Cost

This strategy is based on low input costs so that you can produce goods or services at low prices. However, this does not mean reducing the quality of goods or services.

- Differentiate

This strategy is focused on creating goods or new services that are different from others.

➤ Marketing Mix

Marketing mix is a set consisting of marketing elements that are interrelated with each other and influence each other as well as long-term and short term strategies in marketing activities. Marketing mix marketing strategy is a strategy with the process of mixing activities in order to find the maximum combination so that it brings the most satisfactory results are by implementing a marketing mix, marketing activities in the organization can be achieved successfully. There are several components included in marketing mix activities, known as marketing mix elements which are oriented towards marketing strategy including 4Ps in the form of;

- Products

A product is anything that can be offered to society that can be noticed, owned, used, or consumed so that it can satisfy needs and desires. These products include physical objects, services, people, places, ideas and organizations. This product is also the central point of marketing activities, it can be in the form of goods and services, for example Islamic boarding school institutions and others.

- Price

The pricing strategy is very significant in providing value to the public and influences the image in determining the success of product marketing, as well as the public's decision to be interested in the institution. Pricing must be consistent with the overall marketing strategy. Price determination is influenced by service positioning factors, institutional targets, level of competition, service life cycle, demand elasticity, cost structure, resources used, general economic conditions and service capacity.

- Place

Distribution decisions concern ease of access to services for potential customers. These decisions include physical location and use of intermediaries to increase service accessibility for customers.

- Promotion

To introduce products to the public, an institution must carry out promotional activities. In promotion there are several things that need to be paid attention to, namely the selection of the promotion mix which consists of advertising, personal selling, sales promotion, public relations, word of mouth, and direct notification newspapers. The activities needed to carry out promotions (promotion mix) used in marketing an institution, in this case Islamic boarding schools, are; Advertising is a form of non-personal promotional activity about personal ideas, service ideas, which are financed by certain goods

➤ Analytical Approaches in Strategy Marketing

In formulating a marketing strategy, analytical approaches are needed. The ability of a company's or institution's marketing strategy to respond to any changes in market conditions and cost factors depends on the analysis of:

- Environmental factors

Analysis of environmental factors such as growth and government regulations is very important to determine the impact they have on the business of companies and institutions. Apart from that, factors such as technological developments, inflation rates and lifestyle should not be ignored. Things these are environmental factors that must be considered for the company's products and markets.

- Market Factors

Every company needs to always pay attention and consider factors such as market size, growth rate, stage of development, trends in the distribution system, buyer behavior patterns, seasonal demand, market segments that currently exist or can be further developed, and opportunities that have not yet been developed. fulfilled.

- Competition

In relation to competition, every company needs to understand who its competitors are, what the competitor's product or market position is, what their strategy is, competitors' strengths and weaknesses, competitors' cost structures, and competitors' production capacities.

- Internal Capabilities

Every company needs to assess its strengths and weaknesses compared to its competitors. This assessment can be based on factors such as technology, financial resources, manufacturing capabilities, marketing strength, and customer base.

- **Consumer Behaviour**  
Consumer behavior needs to be monitored and analyzed because this is very useful for product development, product design, pricing, selecting distribution channels, and determining promotional strategies. Analysis of consumer behavior can be done through research (market research), either through observation or survey methods.
- **Economic Analysis**  
In economic analysis, companies can estimate the impact of each marketing opportunity to the possibility of making a profit. Economic analysis consists of analysis of the commitment required, BEP (Break Even Point) analysis, risk and profit assessment, and analysis of competitors' economic factors.

- **Role, Function and Objectives of Marketing Strategy**

The role and function of the marketing strategy for goods and services as follows;

- Increase motivation to think further ahead.
- More effective and targeted marketing coordination.
- Can formulate company objectives or (Goals), which will be achieved.
- More effective monitoring of marketing activities based on achievement standards work

#### Marketing Strategy Objectives

The aim of this marketing strategy is closely related to setting appropriate prices for the products offered, including;

- One Price (single price) to simplify pricing decisions and retain customers.
- Flexible pricing is a strategy of charging different prices to different customers for products of the same quality in order to maximize long-term profits and provide pricing flexibility.

Goods and services strategic objectives;

- Improved coordination within the marketing team.
- Measuring marketing results based on applicable achievement standards.
- Provide a logical basis for every decision.
- Able to increase the ability to adapt if there are changes in marketing.

- **Marketing Strategy in Islam**

Islam has made it legal for its people to carry out business. Even the Prophet Muhammad was a very respected trader in his time. Since he was young, he was known as a very honest, intelligent and systematic trader in everything. Marketing is an activity that is often associated with trade both in concept and practice in conventional marketing strategies, because marketing strategy is a science and art that leads to the process of creating, conveying and communicating values to consumers, as well as maintaining relationships with stakeholders.

The implementation of the marketing strategy plan in Islam is very dependent on the principle of company (cooperation) which has been recognized in general, meaning that planning is done through the participation of the government and private sector on the basis of partnership. In Islam there is no prohibition if a servant has a plan or desire to fight for his business to succeed. Provided that the article does not contradict the teachings of Islam, as the word of Allah SWT;

- **Functions and Objectives of the *Pesantren Tahfidz Qur'an (TPQ)***

*Pesantren Tahfidz Qur'an (PTQ)* is a religious education institution that provides Al-Qur'an education and knowledge as the basis of Islam to children between the ages of 7 – 15 years. Children's activities at PTQ are a real example of coaching the younger generation which is carried out as early as possible, which in the end can improve the quality of the whole person. Apart from that, PTQ is a new form of studying the Qur'an at an early age which is expected to be able to memorize and scribble the letters of the Qur'an in ink, God willing, it can also reduce people who are blind to the teachings of the Qur'an.

Curriculum and Pattern of Implementation of PTQ aims:

- Preparing students to grow and develop into Qur'anic individuals, loving the Qur'an as a guide and outlook on life.
- As a healthy and Islamic social environment, this is important for the development of a child's soul, especially in the socialization process.
- More specifically, we are starting to equip students with the ability to think creatively, develop and hone their potential. Meanwhile, to achieve the above objectives, operational targets are determined, namely:
- Students are able to read and memorize the Qur'an well and correctly in accordance with the rules of the science of recitation.
- Students are able to get used to praying five times a day and get used to living according to Islamic customs.
- Santri memorize daily prayers, understand how to write the letters of the Koran. Students know and understand the basics of creative thinking and skill techniques according to their level.

## METHODS

### ❖ Data Collection Techniques

**Observation Method.** Observation is a data collection tool that is carried out by systematically observing and recording the symptoms being investigated. 21 In this research, the observation method used by the author is used to collect data or information which the author will carry out either directly at the object location. research or indirectly, namely how to process the Marketing Strategy for the *Pesantren Tahfidz Qur'an (PTQ)* in increasing public interest in Citeko village, West Java.

**Interview.** Interview is a primary data collection activity sourced directly from research respondents in the field (location).

In this research, the author used interview data, including:

- Open interview, namely the author will say questions and answers.
- Using a standard set of questions, namely the order of the words and the way they are presented are treated the same for each respondent.
- Structured interviews, namely the author asks questions systematically and focuses on the problems the author is researching.

Those interviewed were the administrators of the *Pesantren Tahfidz Qur'an Insan Madani*, Citeko, West Java.

**Documentation.** Documentation is looking for data regarding things or variables in the form of photos, notes, books, magazines, journals, theories, propositions or laws and so on that are related to the research problem. In this documentation method, the author takes notes and photographs. related to the problem studied, namely the Marketing Strategy process carried out by PTQ Insan Madani.

## ❖ Data Collection Techniques

The author manages the data in several ways as follows:

### a. Data Check (*editing*)

Correcting whether the data collected is complete, correct and appropriate to the problem and to find out to what extent the data that has been obtained, whether sourced from observations, interviews or documentation, is good enough and can be immediately prepared for the needs of the next process, then in this section the researcher feels the need to examine it again, especially in terms of data completeness, clarity, suitability and relevance to the problem formulation and other data.

### b. Data Verification (*Verification*)

Grouping data and understanding the meaning of the data, the researcher tries to draw conclusions and carry out verification by looking for the meaning of each phenomenon obtained from the field, noting the regularities and configurations that may exist, the flow of qualities of phenomena, and propositions.

### c. Data Classification

In order to make this research more systematic and to avoid repetition of discussions related to the data obtained, this classification or category provides convenience from the large amount of material obtained in the field so that the research content is easily understood by readers. In this case, the researcher classifies all research data, both data obtained from observations, interviews and documentation, to make it easier to read and review the data according to the required requirements.

## RESULT AND DISCUSSION

There are several previous studies that the author found to be used as guides and benchmarks related to the author's research.

This research is entitled "Implementation of Management of the Al- Hidayah Perkuncen Al-Qur'an Education Park (TPA), Perkuncen District, Banyumas Regency". By Roifatul Mukaromah, Islamic Education Management student, Tarbiyah Faculty, Purwokerto State Islamic College in 2014. The results of the research conducted by the author show that the management implementation activities of the Al-Hidayah Pekuncen Al-Qur'an Education Park have fulfilled managerial functions. The stages carried out start from program planning, namely by arranging TPQ management, using the curriculum as a reference, distributing teaching hours, carrying out financial management and increasing resources. Organizing has been carried out as evidenced by the clear division of authority and responsibility formed in the organizational structure, the implementation of activities is in accordance with the stages starting from the formation of TPQ management to improving Human Resources (HR), monitoring/evaluation of the program is carried out by all parties, for students with the absence of students and Mid-Semester/UTS Tests and Final Semester Tests/ UAS, while for ustadz/ah, namely the absence of ustadz/ah.

This research is entitled "Public Relations Strategy for the Alquran Education Park (Tpq) Alif School in Building an Image". By Intan Sapitri, Islamic Communication and Broadcasting student, Faculty of Da'wah and Communication Sciences, Syarif Hidayatullah State Islamic University, 2010. This research uses a qualitative approach with descriptive methods. Obtaining data was carried out through observation, interviews and documentation to support the required data. The perspective used is Ronald D Smith's Nine Steps of strategic public relations which states there are four stages of strategy, namely Formative research, Strategy, Communication tactics and Strategic Plan Evaluation. The results of this research show that



the public relations strategy has been implemented in accordance with Ronald D Smith's theory.

Formative research, knowing the obstacles and opportunities to determine the target market. Strategy, approaching through recitation. Communication tactics, conveying information and messages through teaching and learning and social media. Evaluation of the strategic plan, TPQ Alif School has achieved the target so that it will open in several regions of Indonesia.

This research is entitled "The Role of TPA (Al-Qur'an Education Park) in Improving the Ability to Read and Write the Al-Qur'an in Students of SDN 130 Rante Limbong, Curio District, Enrekang Regency". By Mujriah, Student of the Department of Islamic Religious Education at the Tarbiyah and Teacher Training Faculty of UIN Alauddin Makassar in 2016. This research discusses the implementation of reading and writing Qur'an learning for students at SDN 130 Rante Limbong Curio District, Enrekang District, then what is the role of TPA in improving the ability to read and write the Koran among students at SDN 130 Rante Limbong District. Curio, Enrekang District, and what factors support and hinder learning to read and write the Koran at SDN 130 Rante Limbong, Curio District, Enrekang District. In its preparation it was based on field research using several data collection methods which included observation, interviews, documentation, and distribution of interview instruments. From the data collected, the researcher analyzed the data descriptively qualitatively. The results of this research show that TPA (Al-Qur'an Education Park) has a big role in improving the ability to read and write the Qur'an in students at SDN 130 Rante Limbong. TPA also has a big role for the community, especially for parents who have children who are already in a good environment, far from things that can lead them to misleading things, as well as forming children into a generation that has known their religion from an early age through the Koran. by learning to read and write the Koran. The implementation of learning to read and write the Qur'an at SDN 130 Rante Limbong, the material places more emphasis on the most basic aspects of religious skills, namely the skills of reading and writing the Qur'an, the skills of performing the five daily prayers, as well as mastery of a number of memorizations related to the implementation. short surah prayers and daily prayers, as well as selected verses.

This journal is entitled "Strengthening the Role of Al-Quran Education Parks (TPQ) as Religious Character Education". By Lisa Retnasari, Suyitno et al, Yogyakarta. This community service activity is motivated by the lack of TPQ's role in cultivating character (religious) education. The aim of implementing this activity is to renew the curriculum implemented at TPQ, strengthening the role of TPQ in religious character education, this service is carried out using the Consultation method, namely in the form of interactive discussions, Mediation, the service team as a mediator regarding problem solving, Mentoring, namely the service team provide service to students at TPQ Silastra and to TPQ Silastra teachers. The results and findings in service.

This is the strengthening of religious (Islamic) character in TPQ Salastra students, teachers can develop learning by including character elements, habituation which is carried out at TPQ Silastra, is an alternative in an effort to strengthen religious (Islamic) character education for students.

This journal is entitled "Improving the Quality of Al-Quran Education Park Learning by Creating a TPA Curriculum". By Unggul Priyadi, Syarif Nur Hidayat et al. Religious education for early childhood can be carried out informally through the family and social environment, one form of which is through the Al-Quran Education Park (TPA).

TPA as a basic institution for learning the Qur'an must provide services and quality of national standards, in order to be able to produce intelligent and professional students/santri in the field of the Qur'an so that they can overcome the moral crisis currently hitting this country. In practice, the weakness of TPA education in Indonesia is that most TPAs do not yet have a curriculum and evaluation standards to assess TPA implementation. The TPA in Duren Sawit Hamlet, Selomirah Village, Ngablak District, Magelang

Regency is included in the TPA which does not yet have a curriculum and evaluation standards to assess the implementation of the TPA. Because curriculum procurement is considered very important, the creation of a TPA curriculum must be implemented.

Apart from that, in order to ensure that the curriculum created is compatible with actual teaching, a guidebook is needed which contains the material listed in the curriculum. This is also to make it easier for teachers to find teaching materials and use fun and enjoyable teaching methods so that students are always enthusiastic about going to TPA so that the existence of the Al-Qur'an Education Park (TPA) is more optimal and effective in delivering religious learning material. Islam can also make a positive contribution in particular in terms of cultivating aqidah as well as developing faith and piety as well as good character (akhlakul karimah).

This journal is entitled "Implementation of the Al-Quran Education Park (Tpa) Program for Early Childhood". By Desi Nurjayanti, Adriani Rahma Pudyaningtyas et al. This research aims to describe the implementation of the TPA program for early childhood in Rusunawa Jurug Surakarta. This research uses a qualitative approach with a case study type of research. The informants in this research are santri guardians and TPA managers. Data collection techniques use interviews, observation and documentation. Data validity testing techniques include source triangulation, technique triangulation, time triangulation, and extended observations.

The data analysis technique uses an interactive data analysis model (*Miles and Huberman*). The results of this research are that the Jurug Rusunawa TPA program uses a curriculum that refers to guidelines from the Ministry of Religion with the addition of local variations for Jurug Rusunawa. Management activities include planning, implementation and evaluation of administration, learning and funding.

## CONCLUSIONS

From the review above, research on marketing strategies in TPAs is still rarely carried out, therefore the researcher carried out this research with the aim of filling the empty space that is still rarely carried out or researched by other researchers regarding marketing strategies in PTQ INSAN MADANI. In this research the author discusses the Marketing strategy of PTQ INSAN MADANI to increase public interest in memorizing Al-Qur'an in Citeko Village, West Java.

This research focuses on the Marketing Strategy of the PTQ INSAN MADANI and the subfocus of this research is implementing 4 components in the marketing mix 4P (Product, Price, Place and Promotion). The formulation of the marketing strategy carried out by PTQ INSAN MADANI has been well proven by the establishment of an appropriate strategy. The evaluation carried out was good, judging from the four marketing mixes that were implemented, according to the researcher, the product strategy is very influential in increasing public interest because the PTQ INSAN MADANI program is very good and running well.

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