

Vol. 5 • No. 1 • Desember 2024

Page (Hal.) : 51-59

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

© LPPM Universitas Pamulang

JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : [humanismanajemen@gmail.com](mailto:humanismanajemen@gmail.com)



Special Issue:

**ICOMS2024**

The 5<sup>th</sup> International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

## The Effectiveness of Marketing Strategy Implementation at An-Nash Islamic Elementary School in Attracting New Learners. Case Study on the Successful Achievement of PPDB in the First Month of Opening Registration

Auliana Fitri <sup>1)</sup>; Indah Ayu Bolivia Permatasari <sup>2)</sup>; M.Imam Ansori <sup>3)</sup>; and Nurmin Arianto <sup>4)</sup>  
<sup>1, 2, 3, 4</sup> Program Studi Pascasarjana Magister Manajemen  
Universitas Pamulang

E-mail:

<sup>a)</sup>[aulianafit@gmail.com](mailto:aulianafit@gmail.com) <sup>b)</sup>[indahbolivia@gmail.com](mailto:indahbolivia@gmail.com) <sup>c)</sup>[anshary.ans@gmail.com](mailto:anshary.ans@gmail.com)

<sup>d)</sup>[dosen01118@unpam.ac.id](mailto:dosen01118@unpam.ac.id)

**Abstract:** In an era of increasingly competitive globalization, educational institutions at all levels are required to continue to innovate and improve the quality of their services to remain relevant. Educational marketing is an important key in attracting the interest of prospective students and parents. This research focuses on An-Nash Islamic Elementary School which implements an STP-based marketing strategy (Segmenting, Targeting, Positioning). With the right segmentation, An-Nash Islamic Elementary School targets Muslim families with salaf manhaj from the middle to upper class in South Jakarta. Positioning as a sunnah educational institution that implements Islamic sharia comprehensively, including gender separation and the implementation of the Independent Curriculum, is its own attraction. This study uses a descriptive qualitative method, with interviews as the main data collection technique, involving the principal as an informant. The results of the study show that the implementation of an effective STP strategy can increase the attractiveness of schools, as evidenced by the achievement of the target of accepting new students in the first month of the opening of PPDB. These findings are in line with previous research that shows that segmentation of the education market can be carried out based on geographic, demographic, psychographic, and behavioral factors. This research provides insight for managers of Islamic-based educational institutions in designing effective marketing strategies, as well as a reference for further studies on marketing in the education sector. Thus, the implementation of the right marketing strategy is not only able to attract the attention of parents and students, but also increase the competitiveness of educational institutions in an increasingly competitive market. This research is expected to make a significant contribution to the development of marketing strategies in Islamic educational institutions and strengthen their position in society.

**Keywords:** *Marketing Strategy, STP, An-Nash Islamic Elementary School.*

## INTRODUCTION

In the era of increasingly competitive globalization, educational institutions at all levels are required to continue to innovate and improve the quality of their services so that they remain relevant and in demand by the community. One of the efforts that can be made is to implement an effective marketing strategy. Educational marketing is not just about promotion, but it also involves a deep understanding of the needs and wants of consumers (in this case, prospective students and parents) and how to meet those needs.

The emergence of private Islamic educational institutions is a challenge in itself. Which Private Educational Institutions are more flexible in determining the peculiarities and curriculum to be used. Education is divided into formal and non-formal, formal means educational institutions that are tiered such as elementary, junior high school, etc. Meanwhile, non-formal is an institution that does not have a level such as Islamic boarding schools. The uniqueness between Educational Institutions is offered through its users or markets. So that a good image will be created. The phenomenon today is that Islamic boarding school education will be eroded a lot if it does not have formal education even though there is already an equivalent education. However, parents' interest in sending their children to school certainly wants a complete package, namely boarding school and school. The emergence of many private institutions that offer more output is its own attraction (Umar & Sofiyah, 2024).

Marketing in the world of education is now becoming more and more important, especially in educational institutions that have special values and goals such as An-Nash Islamic Elementary School. This school seeks to attract new students in accordance with its vision and mission as an Islamic institution guided by the Qur'an and As Sunnah with an understanding of salafus salih which is beneficial for the community in the religious, educational, and social fields to build human resources with noble character and character.

Using the STP (Segmenting, Targeting, Positioning) approach, An-Nash Islamic Elementary School established a specific marketing strategy to identify a segment of Muslim families who have salaf, with a target of the middle to upper class in the South Jakarta area and its surroundings. This segmentation allows An-Nash Islamic Elementary School to focus its marketing strategy on the right target group, with a unique positioning as a sunnah educational institution that applies Islamic sharia comprehensively, including gender separation for students and teachers and the implementation of the Independent Curriculum in a five-day learning system. Through this program, An-Nash Islamic Elementary School was able to achieve the target of accepting new students in just one month of the opening of PPDB.

This study aims to examine the effectiveness of the STP marketing strategy implemented, with a descriptive qualitative method through interviews with the principal as the main informant. This research is expected to provide insight for Islamic-based school

managers in designing effective marketing strategies, as well as be a material for discussion and reference for further studies on the marketing of faith-based educational institutions.

Previous research related to marketing with the STP approach conducted by Revi Mariska, et al. showed that segmentation of the basic education market can be carried out based on geographic, demographic, psychographic, and behavioral factors of students and parents. The right target market is identified through an analysis of the needs of parents and students related to the quality of education, the reputation of the school, and the values offered. Meanwhile, effective positions focus on differentiating relevant curricula, facilities, and extracurricular programs, which can increase the school's attractiveness. These findings show that the implementation of STP strategies integrated with the edu-preneurship approach is not only able to attract the attention of parents and students, but also increase the competitiveness of primary schools in the education market. (Mariska et al., 2024).

Another research was conducted by Luluk Safitri regarding the Implementation of STP (Segmenting, Targeting, Positioning) Strategy at KB-TK Khadijah Surabaya. The results of the study imply that to be able to survive in this competitive era, institutions must be able to have their own position in the minds of the community so that the institution is not abandoned and will continue to be sought. (Syafitri, 2020)

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

(Kotler et al., 2022) states marketing is about how to identify and meet human and social needs in a way that is aligned with organizational goals. The American Marketing Association provides the following formal definition of marketing: marketing is the activity of a set of institutions and processes to create, communicate, deliver and exchange offers of value to customers, clients, partners, and the wider community. Marketing management occurs when there is one party in the exchange process who thinks of a way to achieve what the other party wants. Thus, marketing management can be said to be the art and science of selecting the target market and getting, maintaining, and growing customers through the creation, giving, and communication of superior customer value. The purpose of marketing is to know and understand customers very well so that the product or service to be provided is in accordance with the customer and sells by itself. Ideally, marketing should produce customers who are ready to buy the prepared product.

Marketing strategy according to (Arianto, 2022) is a series of efforts taken in order to achieve certain goals. In the marketing process, segmentation does not stand alone, segmentation is a unity with targeting and positioning or STP for short. This process is part of creating and delivering value to consumers. The word value gives its own meaning, namely giving pleasure to consumers after receiving good service, satisfactory price, strong image and timely delivery, then the producer's actions choose value through the selection of good segmentation, targeting, positioning (STP). The purpose of market segmentation by producers is so that companies can better understand the behaviour of more homogeneous market segments so that they can better serve their needs. One of the strategies that is an

important concept in marketing is segmentation, *targeting*, and *positioning* strategies (Riswanti & Nugroho, 2024). According to Kotler in (Pratama et al., n.d.) a marketing strategy must be built based on three main steps in targeted marketing, namely STP (*Segmentation, Targeting, and Positioning*).

Market segmentation divides the market into well-defined sections. The market segment according to (Kotler et al., 2022) consists of a group of consumers who have similar needs and/or profile characteristics. Common types of segmentation include demographic, geographical, behavioral, and psychographic. *Targeting* is the process of identifying customers to which the organization will optimize its offerings. Simply put, targeting reflects an organization's choices about which customers to prioritize and which customers to ignore when designing, communicating, and delivering its offerings. Meanwhile, *positioning* is the act of designing offers and organizational image to occupy a different place in the minds of the target market. The goal is to implant the brand in the minds of consumers to maximize the potential benefits for the organization. *Positioning* focuses on the key benefits that will give consumers a reason to choose the company's offerings. (Kotler et al., 2022).

(Nurul 'Aini, 2023) in her research stated that Islamic Educational Institutions need segmentation to clearly determine the education markets to be served. Islamic educational institutions also need positioning to distinguish their educational services from other formal educational institutions. Positioning is also based on the benefits that refer to the provision of services to education customers. In general, the segmentation and positioning process makes Islamic Educational Institutions able to compete with other secondary education institutions. In an increasingly competitive business environment, companies are required to develop effective marketing strategies to achieve competitive advantage. Rismawati, et al in (Handayani et al., 2023) Marketing strategy in order to achieve competitive advantage. One approach that is widely used in marketing strategy is Segmentation, Targeting, and Positioning (STP).

The importance of STP in education cannot be underestimated. In a report from UNESCO, it is explained that schools that implement STP strategies tend to be more successful in attracting students, because they are able to offer curriculum and learning experiences tailored to market needs. (Mariska et al., 2024). Based on the above presentation regarding Segmentation, Targeting and Positioning Strategies, the author will discuss related to the Effectiveness of the Marketing Strategy at An-Nash Islamic Elementary School in Attracting New Students: A Case Study on the Success of PPDB Achievement in the First Month of Registration Opening.

## **METHODS**

This study uses a descriptive qualitative approach to explore a deeper understanding of STP (Segmentation, Targeting, and Positioning) strategies through case studies. Qualitative research is an approach in conducting research that is oriented to natural phenomena or symptoms. Qualitative research is fundamental and naturalistic or naturalistic,

and cannot be done in the laboratory, but in the field. Therefore, this kind of research is often referred to as naturalistic inquiry, or field study. (Abdussamad, 2021)

(Rusandi & Rusli, 2021) said that qualitative descriptive research is one of the types of research that is included in the type of qualitative research. Descriptive research is a research strategy in which the researcher investigates events, phenomena in the lives of individuals and asks a person or group of individuals to tell their lives. This information is then retold by the researcher in a descriptive chronology. The characteristic of descriptive itself is that the data obtained is in the form of words, pictures, and not numbers like quantitative research. Another definition of descriptive research is a form of research aimed at describing existing phenomena, both natural and man-made phenomena. The phenomenon can be in the form of form, activity, characteristics, changes, relationships, similarities, and differences between one phenomenon and another. Basically, descriptive research is research that seeks to describe and interpret something, for example situations and conditions with existing relationships, developing opinions, consequences or effects that occur and so on. This type of qualitative descriptive research presents the data as it is without the process of manipulation or other treatments. The purpose of this research is to present a complete picture of an event or intended to expose and clarify a phenomenon that occurs. It is none other than by describing several numbers of variables related to the problem being studied.

The technique that will be used in this study is interview. According to (Sugiyono, 2013) interviews can be used if the researcher wants to know things from the respondents in more depth and the number of respondents is small/small. This data collection technique is based on self-reports, or at least personal knowledge and/or beliefs. Interviews can be conducted in a structured or unstructured manner, and can be conducted face-to-face or by telephone. On this occasion, the researcher will use a structured interview technique and has prepared a question instrument to be given to the resource persons. With this structured interview, respondents will be given the same questions, and the data collector will record or record his answers to later use in the research.

## **RESULTS & DISCUSSION**

An Nash Islamic Elementary School is a school owned and financed by the community through the An nash Ahsan Islamic Foundation (Yayasan Islam An Nash Ahsan). SD Islam An Nash was established in 2012 with the School Establishment Decree Number 002/SK-YIANA/VI/2012.

The interview was conducted online with the Principal of An-Nash Islamic Elementary School, Mr. Surya Ilman Sukmawi, S.Pd. The author asked questions that had previously been prepared, information about the marketing strategy carried out by An-Nash Islamic Elementary School in accepting new students for the 2025-2026 school year.

### **A. Market Segmentation of An Nash Islamic Elementary School**

Geographically, An-Nash Islamic Elementary School is located on Jl. Poltangan Raya No.9 10, RT.1/RW.11, East Pejaten, Pasar Minggu, South Jakarta City, Jakarta 12510. The strategic location of the school is on the border between South Jakarta and East Jakarta, plus the location that is easily accessible from the main highway and also

the freeway, which is expected to make it easier for participants' parents to reach the school. From the student's side, of course, An-Nash Islamic Elementary School as an Islamic school chooses prospective participants who have quite high needs related to Islam, while this knowledge cannot be obtained at home or can be said to be those who need *early* learning. Another segmentation is people who want to know or who already know Assunnah (everything that comes from the Prophet Muhammad SAW, both in the form of words and deeds, based on the understanding of the salafus salih). From the economic side, because operational needs are still very high, the segment chosen is the middle to upper class.

Based on the segmentation above, SD Islam An Nash targets prospective participants who have these criteria in the Jakarta and Depok and Bekasi areas. SD Islam An Nash does not close the opportunity for participants outside the area to join, because in fact many people outside the segmentation area are willing to move their residence to bring the location closer to the school. The distribution of students until now is still in accordance with the segmentation mentioned, namely around Jakarta, Depok and Bekasi where out of 50 registrants there are 35 registrants from Jakarta and 15 registrants from outside Jakarta.

During the PPDB period, promotions continue to be carried out around the clock both in every school activity and outside of school activities through events posted on social media, trial classes and visiting several kindergarten schools to invite them to join SD Islam An Nash, so that when the opening of PPDB takes place, the community has known about it and immediately registered. The results of this continuous promotion have yielded very good results, there are even several prospective students who have secured quotas in 2026 - 2027.

## **B. Target Market of An Nash Islamic Elementary School**

The next part is the identification related to the target market of An-Nash Islamic Elementary School. In the field of education, the target market can be divided into categories of parents, as well as prospective students. The criteria for accepting students at An-Nash Islamic Elementary School include: Psychological readiness of prospective students with programs that have been prepared by the school. Because during the selection process, what is seen is the student's learning readiness not from the student's abilities or cognitive values; Commitment from parents to follow the provisions that already exist in the school both in terms of school programs and finances; The readiness of parents to guide at home, because this is also important in helping children prepare themselves to learn; and the school does not require prospective students to be able to read which follows the government program that there should be no literacy test when accepting new students. Because the school also has a program, namely the completion of calistung (read, write and calculate).

An Nash Islamic School also has a kindergarten that is under the auspices of the same foundation institution as the elementary school, this can make prospective students who have previously attended An Nash Kindergarten the main target in accepting new students. But this advantage is not the basis for kindergarten students to be accepted immediately, learning readiness is still a matter of concern for schools. The alignment of the continuous learning program from kindergarten to An-Nash Islamic Elementary School is one of the positive points for parents which allows children to be more prepared in learning so that it can more easily

follow the process of accepting new students. This is also an internal strategy implemented by schools to reach their target market, namely parents and students. The distribution of registrants in the 2025-2026 school year, 32 registrants come from An Nash Islamic Kindergarten and 28 come from Non An Nash Kindergarten.

With the high interest of prospective students and the number of times still open for registration, the school hopes to increase the number of new student admission quotas. However, for the 2024-2025 school year, it cannot be done because the addition of the quota must be adjusted to the facilities and infrastructure owned by the school, so that this is a development program that must be carried out by the school so that in the next school year the addition of the quota is possible. Currently, the registration quota is more than 100%, because when the first month of PPDB was opened, the quota of students who registered for An-Nash Islamic Elementary School had reached 125%. Although the quota is limited, this is a challenge and an advantage of An Nash where there is a quota for male and female students of 20 children each and this must be met. PPDB will not be achieved 100% if the number of male and female students does not reach the target, which is 20 people who register. From the data we obtained, the total registrants for the first month consisted of 29 male students and 21 female students.

Talking about the short-term target An-Nash Islamic Elementary School will strengthen the existing network and for the long-term target, the school hopes to increase the number of classes so that it can accommodate more students and help parents to educate their children as well as the school hopes to expand the spread and become an International school. An-Nash Islamic Elementary School also uses social media such as the School Website, Instagram and YouTube to achieve the target, but the most effective and fastest promotional media is the guardian of the student, where the information posted by the guardian of the student will reach the target faster and because of this the school makes the guardian of the student as an agent of An Nash information dissemination.

### **C. Positioning of An-Nash Islamic Elementary School**

The advantages possessed by An-Nash Islamic Elementary School lie in the how the school is able to maintain its distinctiveness in the field of religion. The way An-Nash Islamic Elementary School positions itself in the midst of many competitions from other Islamic schools in Jakarta is by maintaining the uniqueness of the school based on the Sunnah, by maintaining this uniqueness, the information that reaches the community, both parents and other people, remains the same, namely An Nash as a school based on As Sunnah. In addition, An Nash is also a school that separates male and female students. Have educational materials in the field *Diniyah* which is implemented from the internal curriculum and there are practical subjects and *dinniyah* more.

The learning media used at An Nash school include face-to-face, during the pandemic also implementing online KBM activities through e-learning facilities. On several occasions, students also learn from the surrounding nature through *fieldtrip* activities and for learning in the field of economics, usually schools hold direct buying and selling activities through children's market activities as activities for habituation. SD Islam An Nash also has many

achievements in the academic field, namely smart and careful and speech competitions, in the field of sports, namely futsal, swimming, archery.

## CONCLUSIONS

The effectiveness of the implementation of the STP strategy at An Nash Islamic Elementary School can be said to be quite successful, based on the interview that the author has conducted with the Principal of An Nash Islamic Elementary School, the following conclusions can be drawn:

1. An-Nash Islamic Elementary School has successfully implemented an STP (Segmenting, Targeting, Positioning)-based marketing strategy that is effective in attracting the interest of prospective new students. This approach allows schools to identify the right market segments, i.e. Muslim families from the middle to upper class, as well as tailor educational offerings to their needs.
2. The market segmentation carried out by An-Nash Islamic Elementary School covers the community in Jakarta and its surroundings, focusing on prospective students who have a high need for Islamic religious education. This creates a positive image and increases the school's attractiveness among people who want to provide comprehensive education to their children.
3. An-Nash Islamic Elementary School is able to set a strategic target market by identifying the target market which includes parents and prospective students based on psychological readiness and parental commitment to children's education is the key to success in accepting new students. An-Nash Islamic Elementary School also takes advantage of the relationship with kindergartens under the auspices of the same foundation to facilitate the transition of prospective students to the elementary level.
4. An-Nash Islamic Elementary School has succeeded in positioning itself as an educational institution based on sunnah values, with gender separation and a curriculum rich in religious education materials. This sets the school apart from other competitors and provides a strong reason for parents to choose An-Nash Islamic Elementary School as a place of education for their children.
5. The success of An-Nash Islamic Elementary School in achieving the target of accepting new students that exceeded the quota in a short time shows the effectiveness of the marketing strategy implemented. Promotions that have been carried out consistently through various channels, including social media and recommendations from students' parents, have contributed to this achievement, making An-Nash Islamic Elementary School a top choice in the region.

## ACKNOWLEDGEMENT

We extend our heartfelt appreciation to the following individuals whose support and contributions were instrumental in the conduct of this research. Firstly, we thank Mr. Surya Ilman Sukmawi, the Principal of An-Nash Islamic Elementary School, for graciously providing valuable insights and participating in the interviews. His expertise and willingness to share information significantly enriched our study. We acknowledge the guidance and mentorship received from our supervisors at Pamulang University, particularly Dr. Nurmin Arianto, whose advice and encouragement played a crucial role throughout the project. Lastly, we would like to express our gratitude to our group mates who provided both moral and material support. Without the collective efforts and



assistance from these individuals and organizations, this research could not have been completed effectively.

We hope that our findings contribute positively to the body of knowledge on marketing strategies in Islamic educational institutions. We are deeply indebted to the organizing committee of the International Webinar at Universitas Pamulang for the opportunity to share our findings. The expertise and guidance of our academic advisor were also instrumental in the completion of this study. Furthermore, we would like to acknowledge the invaluable contribution of Mendeley in facilitating efficient reference management.

## REFERENCE

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*.
- Arianto, N. (2022). *MANAJEMEN PEMASARAN*. Cipta Media Nusantara. [www.ciptapublishing.id](http://www.ciptapublishing.id)
- Handayani, F., Kadang, J., & Syrifuudin, I. (2023). Penerapan Strategi Pemasaran STP (Segmenting, Targeting, Positioning) pada Usaha Toreko. *Empiricism Journal*, 4(1), 208–212. <https://doi.org/10.36312/ej.v4i1.1170>
- Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022). *Marketing management*. Pearson Education Limited.
- Mariska, R., Affan Habibie, M., Iskarim, M., & Abdurrahman Wahid Pekalongan, U. K. (2024). Strategi STP (Segmenting, Targeting, Positioning) dalam Pendidikan Dasar: Pendekatan Edupreneurship untuk Meningkatkan Diferensiasi dan Daya Tarik Sekolah. *Journal Innovation in Education*, 2(4), 93–106. <https://doi.org/10.59841/inoved.v2i4.1884>
- Nurul 'Aini, R. A. (2023). *STRATEGI SEGMENTASI, TARGETING DAN POSITIONING (STP)*. <http://ejournal.staiat-tahdzib.ac.id>
- Pratama, A., Syakhrial, & Suntari, E. (n.d.). *Penerapan Manajemen Pemasaran Bisnis Online Masyarakat dan Gerakan Pemuda Ansor Kelurahan Pagedangan Kecamatan Pagedangan Tangerang*.
- Riswanti, B. M., & Nugroho, R. H. (2024). Optimalisasi Strategi Segmentation, Targeting And Positioning dalam Meningkatkan Keunggulan Bersaing pada Franchise Teh Poci. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(8). <https://doi.org/10.47467/alkharaj.v6i8.2322>
- Rusandi, & Rusli, M. (2021). *Merancang Penelitian Kualitatif Dasar*. <https://doi.org/10.55623/au.v2i1.18>
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF*.
- Syafitri, L. (2020). *IMPLEMENTASI STRATEGI STP (SEGMENTING, TARGETING, POSITIONING) DI KB-TK KHADIJAH SURABAYA*. UIN Sunan Ampel.
- Umar, & Sofiyah, Z. (2024). *Inovasi Pengelolaan Lembaga Pendidikan Islam (I)*. Penerbit Litnus.