

Instant Link-Based School Marketing Model Development (Instant App) To Improve Students

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ABSTRAK

With the increasing number of new schools, schools/madrasas must be very clever in carrying out promotions so that madrasas can survive in competition in the world of education. The development of madrasah technology can be used to carry out online marketing with the instant link application (instant app). This study aims to analyze the implementation and weaknesses of the marketing carried out and to develop an instant app-based marketing model. This research is a Research and Development (R&D) model. The development and research model uses Borg and Gall until the seventh stage. Data collection methods use observation, interviews, documentation studies, and questionnaires. The data collection instrument uses a questionnaire. Data analysis techniques using qualitative and quantitative descriptive analysis. The study results illustrate that digital marketing has yet to be carried out. The downside is that marketing is still done by word of mouth; there is yet to be a marketing team, and marketing is done casually. The results showed that the material validation results were 88.3% in the very feasible category, and IT expert validation was 88.7% in the very feasible category. Initial field trials have been carried out with a readiness percentage of 91.2%, and main field trials with a readiness percentage of 95.02%. Product effectiveness level is in the good category. Instant app-based marketing and instant app-based marketing guides can be accessible anytime and anywhere. This marketing is expected to increase the number of students.

ABSTRACT

Dengan semakin banyaknya sekolah baru menyebabkan sekolah/ madrasah harus pandai-pandai dalam melakukan promosi agar madrasah bisa bertahan dalam persaingan didunia pendidikan. Berkembangnya teknologi madrasah dapat memanfaatkan untuk melaksanakan marketing secara online, dengan aplikasi *instan link (instan app)*. Penelitian ini bertujuan untuk menganalisis pelaksanaan dan kelemahan marketing yang dilaksanakan serta mengembangkan model marketing berbasis *instan app*. Penelitian ini merupakan model Research and Development (R&D). Model pengembangan dan penelitian menggunakan pengembangan borg and gall samapi tahap Ketujuh. Metode pengumpulan data menggunakan observasi, wawancara, studi dokumentasi, dan kuesioner. Instrumen pengumpulan data menggunakan angket. Teknik analisis data menggunakan analisis deskriptif kualitatif dan kuantitatif. Hasil penelitian memberikan gambaran bahwa belum dilakukan marketing secara digital. Kelemahannya marketing masih dilakukan dari mulut ke mulut; belum ada tim marketing: marketing dilakukan sambil lalu. Hasil penelitian menunjukkan hasil validasi materi sebesar 88,3 % dalam kategori sangat layak dan validasi ahli IT 88,7 % dalam kategori sangat layak. Telah diuji coba lapangan awal dengan persentase kesiapan 91,2% dan uji coba lapangan utama dengan kesiapan 95,02 %. Tingkat efektifitas prodak dalam kategori baik. Marketing berbasis *instan app* dan Panduan marketing berbasis *instan app* mempunyai keunggulan dapat diakses kapan saja dan dimana saja. Marketing ini diharapkan mampu meningkatkan jumlah siswa.

1. INTRODUCTION

Competition in educational services between institutions is currently unavoidable, many educational institutions have been abandoned by their customers, this can be seen in recent years many elementary schools have been merged. For example, in the Bringin sub-district in 2010, from 42 SD/MI schools there are now 38 SD/MI. In addition, in PPDB in 2022, many schools/madrasas are lacking

students. Schools need new innovations in all aspects so that they exist and develop according to the dynamics of community needs (Rahayu et al., 2022; Ritonga et al., 2022; Safitri, 2020). Introducing the community about progress needs to be done so that the community understands and is interested in the educational services being developed (Khusus et al., 2015; Sari & Binahayati, 2017). Schools need to be done systematically. This is in accordance with the thinking which states that education marketing is a school activity to provide services and deliver educational services to consumers, in this case, students and parents of students in a satisfactory way (Munir, 2018; Turmudi & Fatayati, 2021). So far, school marketing, which was originally carried out traditionally, has changed along with technological developments, namely with online media applications (Damayanti et al., 2021; Sartika, 2019). Online marketing is one of the efforts made by companies to market goods and services and to build good relationships with consumers using internet media online (Kolter & Armstrong, 2012; Rahardja et al., 2019). Matter how good a school or educational institution is, if it is not promoted optimally, it will result in a minimum number of students and the school will not be recognized by the public. Online school marketing is the marketing of educational services through the internet network which can be accessed by everyone, both via cell phones and computers. Various marketing strategies continue to be developed creatively and innovatively to face emerging competition/challenges (Aynie et al., 2021; Mulyaputri & Sanaji, 2021). This agrees the research, in order to increase competitiveness between schools, it is necessary to develop a marketing strategy for educational services continuously (Budi, 2020).

From the explanation above, one of the important problems faced by educational institutions today is that the quantity of students does not match the target set by the school. Many schools have been stagnant from year to year and have even experienced a decrease in the number of new students because managers pay little attention to the promotion/marketing of educational services. In educational marketing, the right methods, content, and media are needed so that the development of marketing in schools is of interest to the community (Handayani & Ismanto, 2020; Munfaatin & Wachid, 2022). The marketing strategy plays an important role in the activity of finding ways to achieve profitable exchange rates with targeted customers to achieve the Institution's goals (Dewi & Darma, 2019; Sartika, 2019; Sitanggang & Dharmawan, 2016; Teguh & Ciawati, 2020). As a private school, school promotion is very important so that the schools we manage get a lot of students for the new school year. In fact, many private schools carry out promotions throughout the year, promotions are carried out not only at the time of admitting new students (PPDB). The small number of students in private schools will affect school finances because the costs of private schools are borne by the students. The better the school promotions carried out by educational institutions, the more attractive students and parents will be and build public opinion to enter the schools (Harwani et al., 2018; Sartika, 2019).

Based on the admissions documents found in several madrasahs in the Bringin sub-district, shows that the number of students has tended to stagnate and even decreased in the number of students in the last three years where each class contains 28 students, only less than 15 students. This shows that the number of new students has not met the available quota. The results of a preliminary survey conducted at Madrasah Ibtidaiyah Nurul Huda Rembes 01, Bringin District, Semarang Regency, currently the madrasa utilizes marketing/promotion of educational services only through word of mouth, and is limited to making brochures which are uploaded on Facebook so that it is less attractive and less arousing public interest. The ability to send their children to these schools is relatively low, this is indicated by the stagnant number of students and even tending to decrease. MI Nurul Huda 01 Rembes requires a marketing strategy for educational services that is more attractive, innovative, and easily accessible. On the other hand, parents of students can access whenever and wherever they are about the madrasah profile, they don't have to bother going to the school just to see information, PPDB announcements, or other information. MI Nurul Huda 01 Rembes Kec Bringin Semarang regency as an educational institution that is geographically located in a rubber forest environment. Rembes Village currently has four primary schools consisting of two State Elementary Schools (SDN) and two Madrasah Ibtidaiyah (MI). Meanwhile, from an economic point of view, the majority of the population works as factory employees who do not have much time to consult or communicate directly with the school. To bridge this situation, it is very appropriate to use digital marketing promotions (Dwivedi et al., 2021; Rahardja et al., 2019; Rifai & Meiliana, 2020), as well as implement PPDB online as a student admission strategy that is supported by adequate information and communication technology resources, both good internet network infrastructure facilities and computers as supporting operating systems, software, and hardware work well. This is also supported by the majority of the Rembes village community already using cell phones. The signal in this village can be said to be good, but for certain areas, it is very difficult. This was proven when the researcher was present at the madrasa. The signal immediately disappeared, so most of the residents around the madrasa and the madrasa installed Wifi. The use of digital has been widely used by the public, especially in terms of online buying and selling marketing. In the current digital era, to reduce

large promotional costs, school marketing can be carried out through social media. Social media such as creating Facebook, Instagram, Tik Tok, YouTube accounts, and several applications which all contain the advantages and disadvantages of the school (Shankar et al., 2021; Sugeng, 2022; Teguh & Ciawati, 2020). Educational institutions that do not yet have a marketing team specifically can take advantage of social media such as creating Facebook, Instagram, Tik Tok, or YouTube accounts (Andrew N. Mason, 2021; Butarbutar & Ismanto, 2022). One application that is currently considered complete and easy to use is the instant link application. The instant link application is a cloud-based application that is very light and easy to use without having to install it on a computer or cellphone. Instant links can be used for various needs to online a business or product, create landing pages, WhatsApp from orders, create digital invitations, and more. Instant link/instant app based marketing is expected to be able to increase the number of students in schools/madrasas, where the application can be connected to many other links such as Facebook, Instagram, TikTok, and the YouTube channel. Educational service institutions can take advantage of digital marketing to introduce and improve the image of education. Product promotion activities are currently carried out by utilizing social media, including through websites, WhatsApp, Instagram, Facebook YouTube, etc. (Sugeng, 2022). In addition to various kinds of applications that can be connected to instant links / instant apps, they can also be used for new student registration acceptance (PPDB). The aim of this research is to develop an Instant Link Based School Marketing Model (APP Instan) to increase the number of students at Madrasah Ibtidaiyah Nurul Huda 01 Rembes.

2. METHOD

This study uses descriptive qualitative research, namely a research method based on philosophy, used for scientific research conditions where the researcher is the main instrument for data collection techniques and then analyzed qualitatively and emphasizes meaning. This type of research is Research and Development (R&D) where this research will produce certain products whose effectiveness has been tested and adapted to market needs, (Sugiyono, 2018). Researchers will develop an instant link-based school marketing model to increase the number of students. Research that produces products in the form of instant link-based educational marketing models. So that the product is expected to be able to increase the number of students in PPDB to increase. The research subjects were MI Nurul Huda 01 Rembes, Bringin District, which consisted of school principals and teachers. The first trial was carried out at MI Darussalam, so marketing was obtained using the instant link application to increase the number of new students. The development model that will be used follows the Borg and Gall model (Borg & Gall, 2003). According to Borg and Gall, there are 10 stages namely: (1) Potential and problems, (2) Data collection, (3) Product design, (4) Design validation, (5) Design revision, (6) Product trial, (7) Product revision, (8) Test try using, (9) Product revision and (10) Mass production.

Of the ten steps the researcher only developed 7 (seven) out of ten (10), namely 1) Research and data collection (research and information collection) was carried out for surveys and observations which were then used to determine needs, 2) Planning (Plenning), stage this is the stage of designing the product to be developed 3) Development of the initial product draft (Develop Preliminary form of Product) at this stage developing the initial stage which includes preparing guide materials, activity videos, photos and buying instant app applications 4) Conducting initial field trials (Preliminary field Testing), at this stage a limited trial is carried out, the data obtained is used for product evaluation and improvement 5) Revision of the trial results (Main Product Revision), this stage revises the products that have been tested based on suggestions and input during the test try out, 6) The main product field test step (Main Field Testing), after being revised, the main field trial is carried out, this process is the implementation of the product produced, and 7) Product Improvement (Operational Product Revision) revise the main product. Data analysis techniques using descriptive quantitative and qualitative. Qualitative data analysis techniques are carried out by searching for and compiling data obtained from interviews, observations, documentation studies and so that it can be understood and informed to other parties. The data that has been obtained is then analyzed to determine the validity and practicality of guidebooks and marketing media. Validation of IT experts and validation of marketing experts using a score of 4 is very feasible, 3 is feasible, 2 is not feasible and 1 is not feasible. In this study, the guidebook and instant app developed were deemed feasible if they were practical or feasible if the average score reached 70% - 85%.

3. RESULT AND DISCUSSION

Result

Preliminary studies of this research and development as described in Chapter III, namely carried out by observation, interviews, questionnaires, and documentation. The results of the interviews and

FGDs show that the implementation of school marketing has so far not been maximized because MI Nurul Huda 01 Rembes uses word-of-mouth marketing only and there are no proper media for implementing school marketing. This madrasa in PPDB only relies on students from the nearest Raudhatul Alfat (RA). There is no marketing team in charge of promoting the madrasah. The advantage of implementing marketing at MI Nurul Huda 01 Rembes, Bringin District, Semarang Regency is that we can convey it directly to the people we meet because marketing is done by word of mouth. The weakness of the marketing implementation that has been used so far is the limited time and the information that we convey is only known by certain people. The absence of a clear marketing team makes the marketing team's tasks not optimal, it does not involve all school staff, implementation is limited to the people we meet, and the programs and activities that we carry out are not conveyed to the wider community. Marketing is only done when approaching PPDB so PPDB activities are not optimal.

In this study, the product development model for instant app-based marketing was developed to increase the number of new students in the form of guidebooks and instant app-based marketing media. This application is used only for the promotion of madrasas. The development of an instant app/instant link-based marketing model aims to facilitate teachers' work in implementing their madrasah marketing. This instant-based marketing app is made as attractive as possible so that students and parents are interested in getting their sons and daughters into madrasas. This media is also equipped with the implementation of PPDB (New Student Acceptance) online. The process of developing this instant app-based marketing model uses the Borg and Gall model which consists of 7 (seven stages), namely data (research and information collection), planning, development of initial product drafts (Develop Preliminary form of Product), Conducting trials initial field testing (Preliminary field Testing), Revision of trial results (Main Product Revision), Steps for field testing of main products (Main Field Testing), and finally Product Improvement (Operational Product Revision). The first stage is Research and Information Collecting (research and data collection) in which researchers collect information consisting of material analysis on marketing carried out at MI Darussalam Lebak and MI Nurul Huda 01 Rembes, Bringin sub-district, Semarang district. This analysis was conducted to find out the marketing problems that exist in schools/madrasas. An analysis of the needs of the marketing model was carried out to identify what marketing models could be used as marketing media for madrasas. This stage aims to design a marketing model in accordance with the needs of madrasas and the community as users of educational services. Apart from that, it is also to make it easier for teachers appointed as marketing teams to promote their madrasah.

The second stage is Planning. In this stage, the researcher compiled a systematic guidebook for using instant apps for school marketing. The systematics of writing this guide consists of 1.) an initial section consisting of a title page, instructions for using introductory words, and a table of contents; 2) introductory sections consisting of background; 3. The contents section consists of Chapter 1 chapter 2, chapter 3, and Chapter 4 which contains digital marketing concepts, principles, and procedures; instant application what is the concept of the procedure and its use; digital marketing based on instant link applications for schools or madrasas and section 4 contains closing. As well as designing instant app applications that include plans for what elements will be made in instant link-based school marketing. This includes the process of buying an instant link application, creating an instant app account, and gathering materials that will support the creation of instant app-based marketing. In addition, creating Facebook, Instagram, and YouTube accounts which will later be included in the Instant App application. The third stage is Develop Preliminary From a Product (initial product development) This stage includes preparing content (content) and compiling a guidebook for using instant link applications and creating instant-based marketing apps for education marketing, starting from Login Dashboard, Create Project and Create pages. The title page on the instant app application is made as attractive as possible to attract the interest of students and parents consisting of the madrasa logo and animations that support marketing. The main menu display consists of vision and mission, profile, PPDB information, and student activities. In the end, there are social media that can be contacted by parents and students. Then do the material test and media marketing test. After being validated, getting input and suggestions from experts regarding instant link-based marketing to then be corrected so that the instant link application is ready to be used for madrasa marketing. Results of validation summary by experts. Summary of IT Expert Validation results showed in [Table 1](#).

Table 1. Summary of IT Expert Validation Results

No	Aspects assessed	Results	Category
1	Display	87.5 %	Very decent
2	Access	93.7 %	Very feasible

No	Aspects assessed	Results	Category
3	Interaction	87.5 %	Very feasible
4	Model Design	87.00%	Very decent
5	Control	87.5 %	Very feasible

The table above illustrates that the percentage of IT experts' assessment of the media used is the instant link/instant app application for school marketing with 5 aspects assessed at 88.74%. Based on the category and expert validity criterion test, this percentage figure shows that the expert test results with that percentage are in the very good category. Summary of validation results from 2 marketing experts showed in Table 2.

Table 2. Summary of Validation Results from 2 Marketing Experts




No	Aspects assessed	Result 1	Result 2	Category
1	Visibel	87.5 %	87.5 %	Very feasible
2	Interesting	83.0 %	91.5%	Very feasible
3	Simpel	100 %	87.5 %	Very feasible
4	Useful	87.5 %	87.5 %	Very feasible
5	Accurate	87.5 %	87.5 %	Very feasible
6	Legitimate	87.5 %	87.5 %	Very feasible
7	Struktur	87.5 %	87.5%	Very feasible

The table above provides an illustration that the percentage of material expert assessment for the value of the material used in school marketing from two experts with 7 aspects with a score of 88.4%. Based on the criteria and expert test categories, percentage data obtained indicating that digital marketing materials for schools are in the category very worth it. The process of developing the marketing model in the form of guidelines and initial products showed in Figure 1.



Figure 1. Initial Product Development

The fourth stage, namely Preliminary Field Testing, at this stage an initial trial was carried out in the field. This limited trial was conducted to determine the readiness of the instant app-based marketing model to be used as a marketing medium. Then an FGD was conducted to draw conclusions and identify problems that arose related to the Instant app-based marketing model. The initial trial was carried out at MI Darussalam Lebak while the preparations were made 1) Form a Marketing Team at MI Darussalam Lebak consisting of 3 (three) teachers who will carry out marketing. 2) Request the availability of the designated marketing team to create instant app-based marketing. 3) Request RD's willingness as a Facilitator in making app instant-based marketing. 4) Prepare ATK, Materials and supporting tools in making instant app-based marketing. 5) Make a guidebook with the product <https://bit.ly/bukupanduaan.60> Make app-based instant marketing with product results <http://s.id/midarussalamlebak>. With this one link, the public can find out about madrasa activities that have been uploaded to various social media applications. Because in this application there are facilities that can be connected to the social media owned by the madrasah, including if you want to ask questions or consult, you can cett through the WA

facility, by clicking  or calling  directly by clicking in the application. Likewise, if you want to see activities, you can click on Facebook , Instagram  and others. The same thing applies to PPDB, parents of students don't need to come to the madrasa, just click PPDB, complete the requirements and send it.

Fifth Stage Main product revision, this stage is to improve the product after the initial trial. This revision was made to improve the product based on the initial trial, suggestions and input from various parties prior to the main trial. Revision consisting of the writing procedures contained in the instant app-based marketing guide by correcting foreign words that have not been italicized, changed to using italics and preparing more attractive activity designs Sixth Stage Main Field Testing This stage is the main product trial stage consisting of main field trials, quantitative data analysis from product testing results, and comparing research results. At this stage, field testing is carried out on the user in the form of a response test. This main scale trial was conducted at MI Nurul Huda 01 to determine the feasibility of instant link/instant app-based school marketing products. First, the researcher sent a marketing manual, then the marketing team designed an instant application by collecting pictures and videos of both extracurricular activities and learning activities and then just started making instant app-based marketing products. Product results <https://s.id/minurulhuda1rembes>. Seventh Stage This activity is carried out to improve the product after being tested in the main field. Product revisions refer to user feedback and responses. This is done to improve the product being developed so that it is better. The results of early stage trials showed in [Table 3](#).

Table 3. Results of Early Stage Trials

No	Aspects assessed	Results	Category
1	Display	87.5 %	Very Good
2	Access	93.7 %	Very Good
3	Interaction	100 %	Very Good
4	Model Design	87.7%	Very Good
5	Control	91.2 %	Very Good

Table 4. Results of The Main Field Trials

No	Aspects assessed	Results	Category
1	Display	93.7 %	Very Good
2	Access	93.7 %	Very Good
3	Interaction	100 %	Very Good
4	Model Design	100%	Very Good
5	Control	95.02 %	Very Good

Table 5. Product Effectiveness Test Results

No	Aspect	Percentage	Category
1	Context	80 %	Good
2	Communication	86%	Very Good
3	Collaboration	88%	Very Good
4	Connection	84%	Good
5	Average	84.5 %	Good

Discussion

This research focuses on marketing in madrasas, where so far madrasas have implemented word-of-mouth marketing. In between teaching activities, the role of the marketing team is not easy, with the various changes that have occurred, high professionalism is needed. At this time the ability of technology is needed so that it can keep up with the times. Based on the results of a review of the instant app-based marketing model by marketing experts, a percentage of 88.3% with very good qualifications was obtained. The material used is material that supports optimal marketing achievement. Delivering the material in the guidebook, it makes it easier for the marketing team to make marketing using the instant app. This is in line with it is appropriate for educational institutions to introduce and start using Information and Technology (IT) in the fields of education, management, and marketing (Hu & Zhang, 2020; Sharofoviya Olimov, n.d.; Zakaria et al., 2022). Online marketing apart from easing the teacher's work as a marketing team also makes it easier for parents, and student stakeholders to get information about madrasas

(Margareta et al., 2018; Munir, 2018). The research states that digital marketing can provide information and communication at any time and have a wider reach (Sugeng, 2022; Teguh & Ciawati, 2020). broad, so that someone can easily find information quickly without being limited by time and place. To be able to create a world-class madrasah, a madrasah head must be in control of creating the education services market by concocting a vision and mission, human resources, and a strategy to compete with other schools/madrasas. Based on the above opinion, it can be concluded that currently school/madrasah marketing is needed by schools to survive in the midst of increasingly fierce competition.

The weakness of the marketing carried out so far by the two madrasas is that there is no proper planning, there is no online madrasa marketing manual. The next weakness faced by the two madrasahs was time constraints and the information we conveyed was only known by certain people. the absence of a clear marketing team makes the marketing team's tasks not optimal, has not involved all school staff, implementation is limited to the people we meet, the programs and activities that we carry out are not conveyed to the wider community and promotions are carried out when approaching PPDB only, so in the implementation of PPDB less than optimal. The advantage of digital marketing is that it saves time and can be accessed anytime and anywhere. To anticipate the increasingly rapid competition between schools, an appropriate marketing strategy is needed, such as clearly determining the direction and objectives of the institution, clarifying the duties and responsibilities of all parties involved in the organization so as to minimize risk (Damayanti et al., 2021; Dwivedi et al., 2021; Rahardja et al., 2019).

Media Marketing is a medium used to create, distribute, promote, and set prices for goods and services, and ideas to facilitate exchanges with customers and build and maintain good relationships with stakeholders so as to create a dynamic environment (Tjiptono dan Diana, 2020). Media and marketing are inseparable units. In the name of media marketing, it plays a role in conveying the message that we will convey to the public. This can be interpreted that media marketing is a tool used by the marketing team in promoting and creating good relationships with customers. School marketing using the delta media model must implement a marketing strategy centered on the customer (Margareta et al., 2018). PPDB marketing is an important factor that supports and influences the number of new student admissions. In marketing, good promotion is needed so that an image is formed, a good image in the eyes of students and parents who are the target market (Ansar, 2019; Damayanti et al., 2021). Acceptance of New Students (PPDB) is a benchmark, whether the educational institution in question is experiencing development, stagnant or even experiencing setbacks, it can be seen from the number of new students entering an educational institution. For this reason, in achieving the target number of students in school PPDB acceptance, innovation is needed in implementing PPDB so that the target number of new students can be met.

The initial field testing (Preliminary field testing) and the main field testing (main field testing) illustrate that the instant app-based marketing model is feasible for use in school marketing. The instant app-based marketing model really helps teachers as a marketing team to promote their madrasahs.. This can be seen from the marketing team's response to the instant app application with a score of 91.2% and the main product test received a response of 95.02% which stated that the application was suitable for use as a marketing medium. The results of the instant app-based marketing effectiveness test are based on 4 C (Hauer, with an average of 84.5% in a good category so it is effective to use. The instant app application can be connected to various social media such as Facebook, Instagram, Tik tok, and youtube so that with one link, the community can access various social media owned by the madrasa. Marketing can be done by making interesting videos through various applications such as Tik Tok, CapCut and Kine Master then sharing or sharing via WA groups, Facebook, Instagram and others to make marketing easier (Munfaatin & Wachid, 2022). The instant app application can be accessed using a cellphone or computer so that it can be opened anywhere, and anytime. The digital world is in the hands of people who are freely accessible via smartphones, providing an opportunity for everyone to be able to access information easily and quickly so that their desire to meet their needs can be fulfilled quickly and on time (Dewi, 2019). The guidebook helps the marketing team to create media better marketing as well as attractive design models that are interesting to read and look at.

4. CONCLUSION

Based on the results of research and discussion it can be concluded; first, madrasahs have not used instant apps for marketing. Marketing is done in the traditional way of word of mouth. Second, the advantages of traditional marketing are being able to meet directly with customers, and the public who use educational services, while the weakness is that promotions are only carried out to people who are met and cannot reach widely due to limited time. Third, validation results show that the marketing model is feasible to be tested in the field with the result that the marketing model using instant apps is feasible to

use. Instant app-based marketing helps teachers in carrying out marketing. In addition, online-based marketing can be accessed anytime and anywhere, not limited to time. With the marketing guidebook, it makes it easier for the marketing team to create instant apps to promote their madrasah.

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