

Principal Strategies In Implementing Promotion Management

Infra Salsabila, Megawati
STAIN Sultan Abdurrahman Kepulauan Riau

Abstract

Competition in the education sector is very tight, especially in the city of Tanjungpinang, where the development of Islamic-based schools is thriving. This research aims to find out how the strategy of the principal of SDIT Tunas Ilmu, one of the SDITs in Tanjungpinang, is implemented in educational promotion management. This study is qualitative research using descriptive methods. Data collection uses observation, interviews, and documentation, as well as data analysis through data reduction and drawing conclusions. The results of the study indicate that it has been effective. In accordance with the principles of management POAC.

Kata Kunci:Manajemen Promosi Strategi Kepala Sekolah

INTRODUCTION

The position of the principal plays a strategic role in the implementation of education. School progress significantly depends on the leadership of the principal, as they are the pioneers in directing activities and establishing school goals. Important decisions that have a significant impact on the organization (school/madrasah) originate from the principal. Therefore, the existence and function of the principal are crucial to study, formulate, and develop in order to meet public expectations and create a highly competitive school. Based on special research in Tanjungpinang city, there are 682 public elementary schools and 304 private schools in the Riau Islands province. (Kemendikbud.go.id). Therefore, according to school data in Tanjungpinang City, the principal's strategy is crucial for schools to continue to exist within the community.

In this study, we examine the significant influence of a principal at SDIT Tunas Ilmu in developing strategies for school promotion management. The results of this study are expected to provide insight and increase the scientific knowledge for the school, as well as for readers to understand how the principal's strategies in school promotion management are effective and efficient.

RESEARCH METHOD

Types of research

This research uses a qualitative descriptive research method. According to Moleong (2002) qualitative methodology is a

procedure that produces descriptive data that includes written or spoken words from people who understand the object of research being conducted and can be supported by literature studies based on in-depth literature reviews, both in the form of research data and numbers that can be understood well. According to Kirk and Miller in Moleong (2002), qualitative research is a particular tradition in social science that fundamentally relies on observations of humans in their own area related to those people in their materials and in their terminology.

The descriptive method also aims to create a systematic, factual, and accurate description, picture, or depiction of the facts and relationships between the phenomena being investigated. Witney (in Nazir, 1985) defines the descriptive method as a search for facts with appropriate interpretation.

Research Focus

Determining the research focus aims to limit the scope of the study. According to the research, the focus of this study is as follows:

1. Principal Strategy
2. Educational Promotion Management

Data source

The data used in this study is secondary data in terms of data acquisition, there are 2 (two) types of data, namely:

1. Data Seconds
In this study, secondary data was obtained from previous studies, related documents from the banks studied.
2. Data primer
This research is sourced from customers of Bank Syariah Indonesia.

Data Collection Techniques

In order to obtain the necessary data from data sources, researchers use the following techniques:

1. Interview

Interview technique is a process of interaction between the interviewer and the source of information that discusses an object being researched. Interviews are also conducted verbally in individual face-to-face meetings. This allows for more open discussion of issues when the interviewee is asked for information.

2. Observation

Observation technique is a way of collecting information or data which is done by systematically observing and recording the phenomena which are being observed.

RESULTS AND DISCUSSION

The Principal's Strategy in Implementing Educational Promotion Management at SDIT Tunas Ilmu Tanjungpinang

The principal's strategy in implementing educational management is very important because in an era of increasingly tight educational competition, having a good promotional strategy helps SDIT stand out from other schools. This is important to attract the attention of prospective students and parents, as well as to strengthen the school's position in the education market. In addition, the principal's strategy in implementing promotional management allows the school to convey its unique identity, including Islamic values, a unique curriculum, and superior programs. This helps parents and the community understand what differentiates SDIT from other schools. There are several strategies of the principal in implementing educational promotional management by the principal of SDIT Tunas Ilmu Tanjungpinang, namely:

A. Planning

Principal interview results of **Tunas Ilmu Islamic Elementary School in Tanjungpinang** have used good planning in implementing POAC, particularly in the areas of educational program planning,

funding, infrastructure, and promotion. Every stage of school management, from planning to control, is carried out systematically and involves various parties to ensure the success of school programs and their relevance to the needs of the community and students.

B. Organizing

The principal has effectively organized the POAC. This organization encompasses various aspects, from curriculum and budgeting to facilities and promotions. Each section has been effectively managed through inter-unit collaboration and the use of various communication channels to ensure the school's goals are achieved, both academically and operationally.

C. Implementation

In its implementation, the principal has implemented the POAC principles very effectively, particularly in the promotion aspect. Educational staff, PPDB staff, and Public Relations are actively involved in promotional activities, both through digital and physical media. Motivation, appreciation, and support from the principal ensure the promotion team's success.

D. Supervision

Principal supervision has also been implemented effectively. Overall, the principal has effectively implemented the POAC principles of supervision. Supervision is carried out through thorough planning, proper task organization, appropriate action initiatives, and ongoing evaluation and control across various areas, including curriculum, infrastructure, and school promotion.

CONCLUSION

The conclusion of the research on Principal Strategy in Educational Promotion Management is that the principal's strategy in implementing promotional management at SDIT Tunas Ilmu Tanjungpinang has shown positive results. The principal plays a central role in determining the direction of promotion by using the 4P promotional mix: product,

price, place, and promotion. Innovative and character-based educational programs are the main attraction, while competitive education costs and adequate facilities support the success of the promotion. The use of social media and brochures is effective in attracting prospective students.

ACKNOWLEDGEMENT

With deep gratitude, I express my deepest gratitude to all those who have provided support, assistance, and prayers during the preparation of this work. Thank you to my family for their constant encouragement, my lecturers and supervisors for sharing their knowledge and guidance, my colleagues for their constant motivation, and all those I cannot mention individually. May all your kindness be rewarded abundantly by God Almighty.

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