Private School Digital Marketing Development Strategy In The Global Era (High School Takhassus Study Al-Qur'an Bonang Demak, Roudhotut Tholibin High School Wedung Demak) Academic Year 2021/2022

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Abstract

The formulation of the problem from the research, how is the marketing strategy in private schools, and how private schools face global competition. The purpose of this study is to analyze the marketing strategy of private schools, and to analyze private schools in the face of global competition. This research is a qualitative research, namely by photographing the condition of the school as it is, expressed in sentences, carried out in the field, to obtain materials and data by conducting interviews, observations, surveys, and documenting from principals, teachers, students, and parents. The results of this study prove, Takhassus al-Qur,an High School uses a digital marketing strategy, has increased students (in 2020/2021 received 130 and in 2021/2022 as many as 176 students), Roudhotut Tholibin High School, using conventional marketing strategies the number of students decreased, (year 2020/2021 got 26 students and in 2021/2022 as many as 24 students). This research is a reference for other private schools, digital marketing strategies have a positive impact on increasing the number of students in private schools, in the face of global competition.

Keywords : *Marketing Strategy, Global Era*

A. Introduction

Communication technology is experiencing rapid development and has an impact on all aspects, one of which is the implementation of new student admissions, student admissions, for teacher education it is better to use digital technology because it is more effective and productive.[1] The concept of digital

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[1] Falloon,G,. *From Digital Literacy To Digital Competence: The Teacher Digital*

marketing is based on a combination of traditional and online marketing tools, internet-enabled technologies, digital synonyms for electronic marketing, electronic marketing and online marketing.[2] The results of research in New York, 75 percent of adults use online, 81 percent of teenagers use social networking sites, many of these users share information about themselves.[3] Facebook expanded to allow every member of the community to join, now more internet traffic than any other social media.[4]

Social media is a necessity for students and society in general, to communicate and share various needs, including business activities. The Covid-19 pandemic has impacted education around the world, including in Indonesia.[5] Education can run with distance learning (PJJ), students and education are in separate locations, requiring interactive telecommunications to connect both of them.

Telecommunications evolved from verbal communication technology, merged with audio-visual, in a wider scope, the evolution of new telecommunications and digital technologies that will affect global society in the next few decades[6] and continues to grow together with computers and media. mass creates a digital environment, consumers can use a single device to make phone calls, pictures, and movements, clearly visible to the recipient.

Social media has changed the way humans communicate, interact, and run

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Competency (Tdc) Framework, Education Tech Research Dev (2020) 68:2449–2472, Kases 14 Sepember 2022, Https://Doi.Org/10.1007/S11423-020-09767-4

[2] Pollák, Frantisek, *Digital Marketing*, See Discussions, Stats, And Author Profiles For This Publication At: Akses 30 September 2022, Https://Www.Researchgate.Net/Publication/353331351, Researchgate

[3] Junco, Reynol,.*Engaging Student Trough Social Media*, New York; Josse Bass, 2014.67

[4] Deen, Hana S. Noor Al, John Allen Hendricks, *Social Media*: Usage And Impact, Toronto, Lexington Books, 2012.65

[5] Padmo, Dewi, Lidwina Sri Ardiasih, Olivia Idrus, *Online Learning During The Covid-19 Pandemic And Its Effect On Future Education In Indonesia*, Researchgate, See Discussions, Stats, And Author Profiles For This Publication At: Https://Www.Researchgate.Net/Publication/348194468

[6] Seel, Peter B., Digital Universe: *The Global Telecommunication Revolution*, Usa; Wiley, 2012.89

a business, instructors need to put social media in the right perspective.[7] The same thing is that the rapid development of digital technology is influenced by various factors, including: the use of internet technology, the development of smartphones [8]having multiple functions in life, learning, social, and business. Traditional products evolve to meet consumer needs, each era seeing the disruption of new technologies that replace outdated methods of delivery, service, production or communication.[9]

Schools have replaced old marketing media, such as banners, brochures, leaflets, billboards, advertisements, radio, newspapers, magazines, and switched to modern media such as; facebook, instagram, twitter, youtube, website, and the like. Digital media and new technology platforms provide opportunities to expand into new markets, new services, online communication and compete in the same way.[10]

The school gets hands, namely the adaptability and internal and external competence in educational technology that has developed in various school activities, including the recruitment of new students in high school, students and parents are more selective in many alternative schools that install content, as a result consumers continue to hunt school information that is in accordance with the needs and economic conditions as well as ideals, this is very relevant to the dynamics of consumers in the field, another impact is the opportunity for choice for consumers more, on the contrary for schools to have the opportunity to compete more broadly in cyberspace.

Schools are experiencing great upheaval in the new student admission system in conventional media, schools must actively hunt for prospective students, by picking up balls or brochures, banners, coming to the target

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[7] Langmia, Kehbuma, Tia C. M. Tyree, Pamela O'brien, Ingrid Sturgis, *Social Media: Pedagogy And Practice*, Usa; Library And Cataloging In Publicating Information, 2013.87

[8] Umami, Zakiya, Gede Sri Darma, Digital Marketing : Engaging Consumers With Smart Digital Marketing Conten , *Jmk*, Vol. 23, No. 2, September 2021, 94–103 Doi: 10.9744/Jmk.23.2.94–103 Issn 1411-1438 Print / Issn 2338-8234 Online
[9] Hanlon, Annmarie,.*Digital Marketing: Strategic Planning & Integration*, New Delhi; Sage, 2022

[10] Sewaka, Katry Anggraini, Denok Sunarsih, *Digital Marketing* , Tangerang; T.P. T Th

school, which is felt that the competition arena is narrow, the struggle for territory and a limited number of students, the impact there are schools that do not get students because they are late, or are less aggressive, the private sector has difficulty getting them, this also happens in public schools, the case of a shortage of students occurred at Sriwedari 197 Elementary School, Central, also occurred in Purwokerto, six junior high schools which lacked students, the Districts of Gumelar, Kalibagor, Lumbir, Kemranjen, Pekuncen, and Tambak, and opened the second batch of PPDB. In Demak Regency, five private high schools had difficulty getting students, and even one school was closed.

Digital marketing provides an alternative for schools to open wider opportunities in the competition arena, not only in certain zones, but also worldwide, for students to have the opportunity to visit accounts to choose more schools. Research states that students often visit social media after first visiting the institution's website, at least once in 24 hours a day, and 365 days a year.[11] Compared with the conditions around the place of residence, various systems, schools can provide more complete information about their programs, which are in accordance with the conditions of parents, each of which has advantages that attract students. this is a great opportunity for schools to compete and get minimal students.

Online media in comparison with others is a mode of widespread interactivity associated with newer channels, i.e., the selectivity and reach that media technologies give users in their choice of information sources and interactions.[12] The current school competition is quite sharp, both between private schools, as well as between private schools and state schools, local schools with foreign schools which are currently growing rapidly in big cities,

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[11] Kusumawati, Andriani,. Impact Of Digital Marketing On Student Decision-Making Process Of Higher Education Institution: A Case Of Indonesia, *Journal Of E-Learning And Higher Education,* Https://Ibimapublishing.Com/Articles/Jelhe/2019/267057/ Vol. 2019 (2019), Article Id 267057, 11 Pages, Issn : 2169-0359 Doi: 10.5171/2019.267057 Akses 1 30 September 2022, Doi: 10.5171/2019.267057

[12] Lievrouw, A,, Leah,.Sonia Livingstone, Social Shaping And Social Consequencys Of Icts, Handbook Of New Media: Student Edition, Londan; Sage Publication, 2006.H.54

this condition must be addressed wisely.

Empirical findings, in the face of global competition with change, control wages and increase productivity.[13] Maintaining competitiveness with the determinants of productivity and productivity growth rate.[14] Schools in facing global competition by improving performance and evaluating work programs that were implemented in the past year, by increasing the performance of all employees, this is very difficult for private schools, school unpreparedness in competition is increasingly difficult for schools to find students, this is felt by private schools and state schools, various signals such as; the success of the family planning program (KB), the zoning system, the expansion of schools to other areas, all of which must be proven by research in the field.

Social media as a means of promotion provides great benefits for schools, is more effective, efficient in terms of cost, and has a wider validity period, the marketing presented is in accordance with the target, the coverage area will be wider, not only affordable in the sub-district area but also outside the island. , schools can develop their programs according to consumer demands, such as infrastructure, learning media, curriculum, financing, and face future challenges.

B. Method

This research is a field research (Field research) including qualitative research because the data is in the form of text; written field notes of what was observed, interview transcripts, and paraphased conversations). Researchers will focus on the actual situation regarding the acceptance of new students with social media and the results obtained at Takhassus al-Qur'an High School Bonang Demak. And SMA Roudhotut Tholibin Wedung Demak, with the strategies used with conventional media and the results obtained, including planning, implementation, and results. This location was chosen with the

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[13] Hickman,G, Bert,. *International Productivity And Competitiveness*, New York, Oxford University,Press, 1992

[14] Bredahl, E, Maurey,. *Competitiveness In International Food Markets*, New York; Routledge, 2018.H.53

following considerations; 1). The school is in the middle of the village (village), public transportation cannot enter. 2). This school has experienced difficulties in accepting new students, 3). Since the establishment of the school using conventional media, 3). In the global era, the two schools are different in using promotional media, 4). The results of new student admissions are different. 5). This research is focused on the strategy of new student admissions in their respective schools. The findings in the field on the number of new students in the last five years; as follows;

Takhassus al-Qur'an High School Bonang Demak, the development of students in five years shows an increasing graph (increasing);

Academic year Accepted students

Academic year	Accepted students
2017/2018	110
2018/2019	115
2019/2020	120
2020/2021	130
2021/2022	176

Rouhdotut Tholibin Wedung Demak High School, showing a downward trend in the graph;

Academic year	Accepted students
2017/2018	66
2018/2019	55
2019/2020	38
2020/2021	26
2021/2022	23

C . Results And Discussion

a. New Student Admission (PPDB)

Industries related to group activities produce goods (output) and consume goods from outside the industry (inputs) in the production process [15]the industry requires raw or basic materials to be processed, when there are

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[15] Miller, E,Ronald,.Peter D. Blair, *Input-Output Analysis: Foundations And Extensions*,

no basic materials, the industry cannot In operation, industry requires abundant and cheap basic materials, so they can choose quality materials, this has an effect on output.

Output volume that there is a fundamental relationship in an industry and the size of the inputs that go into it.[16] New students are part of the effort in order to obtain as many raw materials (inputs) as possible in order to be able to select the best ones, thus facilitating the process and quality results according to graduation standards. This condition is different from the reality of private schools, basic materials are limited, even lacking, schools find it difficult to carry out the selection, most of those who register are accepted, there are stages that are passed, namely input selection, what happens is that the basic materials that enter are not through selection, so the quality measure very difficult.

Inputs, processes and outputs must be relevant there is the right mix of curricular objectives, content, methods and assessments that aim to produce according to competence[17] good basic materials, good learning process then the output is good, when something goes wrong one is not good then the result is not quality. Schools must look for various breakthroughs or appropriate marketing strategies, in accordance with organizational goals, so that the desired inputs are in accordance with the needs in abundant quantities, and of good quality, when the input material is difficult, the consequences of the learning process are not smooth, the average quality private school product (output) is of low quality.

Efficiency in universities will be realized when the organization has a coherent and adequate management and administration system without a good

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Singapore; Camridge, University Press, 2009.H.33

[16] Leontief, Wassily,.Wassily W. Leontief, Input-Output Economics, New York, Oxford University Press, 1998.H.167

[17] Salam A , Input, Process And Output: System Approach In Education To Assure The Quality And Excellence In Performance, *Bangladesh Journal Of Medical Science* Vol. 14 No. 01 January'15, Access 25 September 2022

organization of the teaching, learning and research processes, it is difficult to talk about guaranteeing the quality of each of its activities.

Admission of new students is an important moment that aims to attract prospective new students through academic and non-academic assessments in accordance with the provisions set out in each school, one of the breakthroughs in getting a sufficient number of new students. with digital marketing, with an internet connection, so that the coverage area is wider, and the choices are more varied for prospective students.

Social media forms a broad community, they are connected online, the strategy for accepting new students is always innovation both administratively and procedurally, which requires providing faster services and reaching further areas, both in the surrounding area. as well as at the district level, outside the district and even outside the islands, the wider the reach, the more opportunities to be competitive and provide opportunities to get bigger students, and the quality of students is better maintained.

Online acceptance of new students (PPDB) has advantages; (a) easier, faster, transparent, and accountable, (b) provide wider opportunities, anywhere, the results can be seen via cell phones, (c) provide a clearer understanding, according to real conditions, (d) parents and guardians are more easy to monitor their children at school; (e) fully presented, what is the capacity (quota), the lowest highest value and so on.[18]

The new admissions strategy is carefully designed, and prepared from the start, which aims for schools to have longer opportunities, the results are certainly more, the more prospective students the better in order to be able to hold a tighter selection, the principle for schools is how to get more students, this determines the success of the school and at the same time showing the existence, life and death of private schools in the ability to operate, teacher welfare, infrastructure and school development. On the other hand, if the school accepts few students and continues to experience a decline, operational

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[18] Warsita, Bambang,. Evaluation Of The Online New Student Admission System (Ppdb) For Improving The Quality Of Learning, *Kwangsan*, Vol. 3 No. 1, June 2015 Edition.H.122

difficulties will occur, and may be closed (dead).

b. PPDB Program

Each school has a different strategy in accepting new students, by multiplying the strategies, so that students can choose the appropriate path for students to be accepted into the school ;

1). Academic Program

The academic program is a strategy used by schools in accepting new students for students who have academic advantages, namely having achievements in their home schools. This program can be carried out earlier than the regular program, so that when you enter the even semester, registration is open, while the achievements received also vary depending on each school, the school accepts students who have a rank of 1 to 3, for other private schools, the rank is downgraded from 1 to 5, so the school gives a bigger chance to be accepted.

This strategy aims to get prospective students. So that the school will get more students than usual, besides that the school has many academically outstanding students who can serve as excellent students and are also good at various Olympics, both at the district, provincial and national levels.

2). Non-academic Program

Non-academic programs in schools are provided with a quota, whether one group or using a percent of the total quota, students who have individual or team championships can register through this route by getting relief both for admission and scholarships at school, such as; table tennis, volleyball, cakrow, soccer, karate championships, both at the sub-district, district and provincial levels, ranked 1st to the champion of hope.

This program is also to increase opportunities for students to be accepted into schools, thereby increasing new students. Also having superior seeds in various sports competitions which are usually held once a year, the more having school championships the more famous and competition between private schools is getting bigger.

c). Tahfizh Program

this school has made many tahfizh programs as superior programs, and some schools even give the label of tahfizh schools, in schools provide tahfizh teachers and there is a special room for daily implementation, can be used as special classes, or used as a strategy for recruiting new students, and depending on conditions schools and the ability to manage this program.

the tahfizh program is used to attract new students by providing special facilities such as students who have tahfizh capital of 1 to 10 juz, can be accepted without a test, or get scholarships so that parents who want their children to be lajo (commuting) and can still memorize al- The Qur'an is being accommodated, for those who want to stay in a dormitory or Islamic boarding school there is no problem.

This program can encourage increasing the number of new students, with a percentage of more than 10%, of course very helpful in increasing the number of students, especially if the final result turns out that the memorization in school is of good quality, many parents and students expect this program to be a mainstay in schools.

d). Arts and Culture Program

The school also makes efforts to get more students through art and cultural championship programs, some students in their original schools have advantages, or championships such as the art of reciting the musyabaqah recitation of the Qur'an (MTQ), choir, vocal group, sound art, dance art, in various competitions.

The aim of this program is to get a larger number of students, and at the same time to have artistic and cultural seeds that can be developed in schools so that they become known by the wider community, with various school achievements being assessed as superior to other schools.

Schools can make new student screening programs according to the dynamics in the field, if necessary, multiply the program so that the various possibilities for attracting new students can be expanded, the final stage is the number of new students increasing (experiencing an upward

graph).

c. PPDB Media

Media comes from the Latin, medium, meaning intermediary, can be interpreted as an intermediary from the sender of information (resources) and recipients of information (receiver)[19]. Social media puts customers back at the center of the organization and provides marketers with a new set of tools to listen to them and encourage them to engage with brands[20]. Some of the most popular platforms for this Internet marketing strategy include: Facebook, Twitter, Instagram [21] marketers can choose through free and paid channels. This media provides an opportunity for customers to be intensely involved, and give a positive response, looking for information through online, so producers must always provide input, this is an opportunity for producers to bind, and become loyal to the products needed.

Admission of new students is an integrated system; there are information providers (schools) and recipients of information (students), while the materials to be delivered include registration information, registration procedures, selection, selection results, regressration. This media determines the speed in sending news, target accuracy, accurate meaning that the content of the news delivered is in accordance with reality. Computer networks currently connected to the internet and the web, have made it easy to exchange between schools and students exchange and share information, students can obtain information and knowledge from abroad, this proves that school promotion activities can take place without any obstacles by space and time.

Social networking sites are most often used to drive performance and

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[19] Pribad, A Benny,. *Media & Teknologi Dalam Pembelajaran*, Jakarta; Prenada Media Group, 2017

[20] Smith, Pr. & Ze Zook, *Marketing Communications Integrating Offline And Online With Social Media,* London; Kogan Page, 2017.H.77

[21] Panda, Manasmita,. Aishwarya Mishra, *Digital Marketing* , See Discussions, Stats, And Author Profiles For This Publication At: Https://Www.Researchgate.Net/Publication/358646409,Feb.2022, Researchgate, September 2022

increase profits for a business. Among others;

1). Facebook

Facebook users with 1.49 billion, in 2015, 23 percent of users at least five times a day influence purchasing decisions, 47 percent of Americans are the number one influencer of buying habits with this site, in 2017 giving from Facebook has reached 2,047 million more users.[22]

Facebook is one of the most used social media in Indonesia. The percentage of users who access Facebook is 82 percent, out of 160 million users. Because the features displayed are quite easy, so many people are interested in using the Facebook platform. Facebook distinguishes the quality of the political economy of social media which has a long-term effect on the economics of social media use.[23] Marketing through social networks; increase familiarity with the product, increase web traffic and increase e-commerce, strengthen presence in search engines (Search Engine Optimization), strengthen customer loyalty and trust .[24]

Schools can post programs on social networking sites, so that they are easily accepted by global consumers, there are features to accommodate programs (market place platforms), so that it seems they can prepare more and more practical consumer programs and services, can also be used for buying and selling transactions and other activities online. on line.

2). Youtube

Youtube is now the world's most popular online video

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[22] Heggde, Githa,.G. Shainesh , *Social Media Marketing: Emerging Concepts And Applications*, Singapore, Springers, 2018.H.72.

[23] Hunsinger, Jeremy, Theresa M. Senft , *The Social Media Handbook*, Landon; Routledge, 2013

[24] Online: Www.Ijtsrd.Com E-Issn: 2456 – 6470 Djurica, Maja,. *Facebook Marketing* , 32nd International Conference On Organizational Science Development Smart Organization High Potentials. Lean Organization. Internet Of Things. March 20th – 22nd 2013

community, enabling millions of people to discover, watch and share.[25] Marketing with youtube media is an effort made by schools to promote to the general public in the form of video shows, one of the platforms for online streaming and video service providers, features can be used to promote products or services (schools), YouTube content marketing, company capabilities are needed in understand users, their content and functions.[26]

The Youtube market requires the strength of internal resources so that the goals of the institution can be achieved and then create a channel according to the desired content. the number of consumers visiting from the audience and will be accumulated through google adsense. can be used as a tool to seek profit by creating interesting content according to the amount of traffic or visitors who come to the channel.

Indonesia, users of this site are 88 percent, out of 160 million social media users,[27] now businesses have the opportunity to build and develop their business by uploading through interactive videos that can build consumers closer, and can be enjoyed more, namely images online. intact, so that most HP owners are happy to seek information for both business and social purposes.

3). Instagram

Instagram is a social networking application that allows its users to share images and videos with the public in this case, their followers. The most popular social media in Indonesia, 79 percent of the 160

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[25] Jarboe, Greg,.*Youtube And Video Marketing: An Hour A Day*, New York; John Wiley & Sons Inc, 2012.H.12.

[26] Wang, Rang,.; Sylvia Chan-Olmsted, *Content Marketing Strategy Of Branded Youtube Channels*, Researchgate, Jun 2020, See Discussions, Stats, And Author Profiles For This Publication At: Access 24 September 2022, Https://Www.Researchgate.Net/Publication/342456952

[27] Pengguna Facebook Indonesia Dalam Bingkai Statistik - Goodstats, Akses 24 September 2022

million active users of social media, the average age is in the range of 18-24 years, the advantages and features of Instagram stories, feeds, and IG TV [28]can utilizing it for business needs such as product promotion, services (schools), also providing various face detection features or filters that use AR (Augmented Reality) assistance, so that they can produce interesting photos or videos and can be used as content, this media can reach consumers directly. global and broad.

Schools can use the media to promote various activities and programs organized by the school, then share them with fellow users, everything that is displayed in pictures and videos becomes clear and attracts consumers.

4). Twitter

The Twitter engine is slowly changing and giving way to more sophisticated thinking, customers structure their messages, people talk to other people, they share good and bad experiences, tips and tricks, and do's and don'ts. Twitter's potential for rapid response and message dissemination means that brand tweets can potentially reach a much larger audience than brand followers, consumers take action and be creative in conveying messages to fellow consumers[29] so consumers are more active, compared to other consumers. producer.

The most used social media in Indonesia and the world. known for its thread feature, it can post various things for friends, as well as public users, it can be used as a marketing strategy, by looking at trending news or information, it can be used as an interesting content material to read, can market as well as promote products and services. services (schools) by utilizing Twitter Ads, accounts can be managed

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[28] Pengguna Facebook Indonesia Dalam Bingkai Statistik - Goodstats, Akses 24 September 2022

[29] Soboleva, Alena,.Suzan Burton And Aila Khan, *Marketing With Twitter: Challenges And Opportunities*, See Discussions, Stats, And Author Profiles For This Publication At: Https://Www.Researchgate.Net/Publication/277776518

according to needs. users of this site in Indonesia 56 percent of the 160 million (GoodStats Statistics; 2022).

5). Whatsapp

WhatsApp as a channel of social wealth, the main purpose of which is to interact with personal contacts, such as friends, family and acquaintances [30]interpersonal communication can be personalized with photos and videos or voice messages. This media is often used to help business needs, this application is found on various mobile devices that are used, has various conveniences and can replace the role of the SMS message sender feature, can create a group, make video calls, make phone calls, or open promotional media. easy to create promotional media for schools, can take advantage of features from Whatsapp Business to facilitate business activities. Users in Indonesia are 84 percent of 160 million users.[31]

The applications that thrive both on and around social media are numerous and functional, but all of them make it easier to share and search for information online. Media Social media is a large amount of information that can be easily created, shared, distributed, promoted and searched. social media has become an important source of information in the era of internet civilization.

The strategy with online media is a strategy that provides easy access for parents of students, simply by opening the cellphone, all information can be accessed, besides that the area is wider, so that students' choices are more complex, meaning the possibility of being accepted is very large, while the active side of the media In this case, consumers are more active in opening and selecting schools that are suitable and in accordance with their wishes. So that it reduces

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[30] Brosius, Zarouali,.Helberger, And De Vreese, Whatsapp Marketing: A Study On Whatsapp Brand Communication And The Role Of Trust In Selfdisclosur , *International Journal Of Communication* 15(2021), 252–276 1932–8036/20210005,Akses 30 September 2022

[31] Pengguna Facebook Indonesia Dalam Bingkai Statistik - Goodstats, Akses 24 September 2022

school work in promotion, the results obtained are more.

d. Digital Marketing Applications in PPDB

The two schools that were the research sites produced different new students in five years;

No.	Name of school	media	Result	obtained			
			2017/ 2018	2018/ 2019	2019/ 2020	2020/ 2021	2021/ 2022
01	SMA Takhassus al-Qur'an	Online; instagram,Facebook, Youtube,Whasapp. Twitter	110	115	120	130	176
02	SMA Roudhotut Tholibin	Offline; banners, brochures, billboards, pick up the ball	66	55	38	26	23

Two schools in the research location with the number of students coming from within the district and outside the district

Takhassus al-Qur'an High School is from within the district and outside the district

	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
Number of students	110	115	120	130	176
within district	95	99	102	101	130
outside district	15	16	18	29	46

Roudhotut Tholibin High School the number of students in the district and

outside the district

	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
Number of students	66	55	38	26	23
within district	63	53	34	23	20
outside district	3	2	4	3	2

Notes;
1. The number of students from outside the city has increased, every year, both outside the district and outside the island, besides that the school prepares dormitories, Islamic boarding schools, for students outside the city.
2. There are students from outside the city, most of them are from within the village, some are from outside the district, the school does not provide dormitories, there are no Islamic boarding schools.
3. Schools using social media in recruiting new students get more students, and from various regions in districts, and provinces, while those using conventional media have lower results, due to narrower area coverage, more competitors.

e. **Traditional Media Vs Modern Media**

Traditional marketing strategies, which have been known to schools for a long time, are still used as a marketing medium, the benefits obtained include; people are easier to recognize, reach within the limits of ability to place, both in the area sub-district, maximum district, easily damaged by wind or damaged by irresponsible hands, or affected by a Satpol PP raid, the results are students who are in the media, the student results obtained are limited, the competition is very sharp, the number of students is limited, the famous schools become strong in winning, less efficient in energy, cost and time, schools are more active and creative.

Digital marketing schools can create their own content, it doesn't have to be expensive, once installed it spreads quickly, throughout Indonesia, students can communicate directly, can reach more students, the results can

be measured, students are more active in finding appropriate school content.

Schools conduct evaluations to find out weaknesses, so that there are no failures, and many factors affect the number of students, the company's competitiveness is not determined by past advantages but the connectivity between producers and consumers.[32]

Digital marketing has changed old patterns and replaced them with new ones that make it easier for consumers to meet more quickly and validly.

The advantages of digital media in marketing, among others;

a. The faster the spread, the information that will be conveyed to the public is quickly connected.

b. Wider area coverage, can reach all areas connected to the internet.

c. The results are easy to measure, how many consumers who have visited the information through the site quickly know the number, in a certain time.

d. Closer between producers and consumers, consumers can hold a dialogue, questions related to information, less clear meaning or cost, time displayed.

e. Virtually interactive, there are virtual interactions that can be asked directly and without fear or reluctance.

f. effective, efficient from time and cost, if calculated with the time and costs incurred with old media are much cheaper, some are even free.

g. Building customer loyalty, consumers become loyal because there is communication and there is trust between the two, market desires are fulfilled so they feel satisfied.

h. Dominate the market, the market is wider and reaches all producers, the small ones have wider opportunities to develop their businesses.

i. It is permanent, a one-time creation can be watched and read over and over again for a long time, as long as it is not deleted by the company that made it.

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[32] Kotler, Philip,Hermawan Kartajaya, Iwan Setiawan, *Marketing 4.0: Bergerak Dari Tradisional Ke Digital*, Jakarta; Gramedia, 2019.H.55.

Marketing with social media is effective if it can build, AIDA is known as a promotion model built with four stages: awareness, understanding, belief, and action.[33] Schools have held promotions with various strategies to provide awareness of the goods or services needed by consumers, with various accessories, programs and all facilities owned by the school so that consumers present a clear understanding, with various considerations between advantages and disadvantages, and make decisions to act. by buying the product or service.

Increasingly sharp school competition in the global era requires schools to be able to adapt themselves to social dynamics, by strengthening organizations, and increasing human resources, competitors also always improve existing services and resources, schools that get a lot of students are schools that have global readiness in face competition, while those who are not ready to face competition will get few students, so schools continue to innovate in attracting as many students as possible.

D. Conclusion

Each school has a different marketing strategy, where the ultimate goal is achieved by getting a lot of students, so that schools can select and determine the quality of inputs. Sharp competition in new student admissions is experienced by every school, both private and public schools, and all experience the worst impact, namely not getting students, this can happen to public or private schools. Digital marketing is the right solution in facing global competition, with this media schools have wide opportunities for the location and number of students being contested, so schools can offer programs and services that are more attractive to consumers, besides that consumers have broad opportunities to compare and choose the right one. according to their competence.

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