The Implementation Of Stakeholders Based Education Marketing Management In Smp Sunan Gunung Jati Islamic, Ngunut Tulungagung Indonesia

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Abstract
This research is motivated by a phenomenon that private schools have to try to improve education marketing management in order to get student input who will later support learning activities in schools. Marketing management in question is a way of introducing educational products, inviting and influencing people to become consumers or users of educational services, in the introduced institutions.

The research question is how the implementation of stakeholder-based education marketing at SMP Islam Sunan Gunung Jati Ngunut Tulungagung. This research used a qualitative approach which had a post-positivist and interpretive paradigm with the aim of understanding the phenomena that occur in the field. This type of research is a case study. Data collection in this study was carried out by means of participant observation, in-depth interviews and documentation, then the researcher conducted data analysis, using two data analyzes, namely on-site data analysis and cross-site analysis using Miles Huberman's interactive model data analysis, namely data reduction, presentation. data, and drawing conclusions.

The results of this study are carrying out entrance tests, fulfilling teacher qualifications and improving teacher professionalism, fulfilling facilities and infrastructure, providing opportunities for students to take extracurricular activities, targeting outputs that have good moral, smart, healthy, achiever, competitive, and carry out routine evaluations. Integrating with stakeholders, it will create customer satisfaction. The optimistic attitude and deep love of the alumni, called market fanatics born from the ideological market.

Keywords: *Marketing, Education, Stakeholders*

I.   Research Context

The era of globalization has entered all lines of human activity. All aspects of life do not escape from its influence, even the world of education. The most pronounced globalization influence on the world of education is competition in luring "users" or users who choose traditional schools. With the emergence of a market-driven global economy, the conditions for education have changed. Schools now face many expectations and demands. The contribution of higher education to developed economic success and developing countries also individuals is widely recognized. (De Coster, I., Forsthuber, B., Oberheidt, S., Parveva, T., & Glass, A. 2008).

This competition creates many problems between one school and another. Various methods are used by educational institutions to get new student input. This happens because it is recognized or not, education management can run well if the number of students and the existence of adequate student achievement is also possible. From the number of students and the existence of student achievement, public trust will emerge. Furthermore, from this belief, the branding image of the institution will emerge which can have an impact on school management in realizing better education management.

In terms of sources of education funding, the greater the number of students, the amount of funding and income will also compete hand in hand. This shows that student input is very important for the continuity of learning, especially in private educational institutions. If private schools can only rely on the number of students without good management, more and more private schools will be abandoned by their users and turn to look for better schools. This situation forces private schools to keep up to date in keeping up with the changes and developments of the times.

Various ways have been carried out by private schools, starting from improving existing human resources, improving curriculum, and improving infrastructure, with the aim of attracting students' interest to make choices on these schools. However, the cost factor is a serious problem in improving the quality of private schools. The costs that exist so far have only been supported by educational guidance contributions (SPP) paid by students so that the number of students owned by the school will have an impact on education financing. So, as a breakthrough, educational marketing management is a necessity to get student input and introduce the advantages that schools have which can ultimately increase the number of students.

This change has brought about the need for educational institutions to adapt to the business world through managerialism and, explicitly, by embracing marketing ideologies. Most educational institutions now admit that they have succeeded in "marketing" themselves. Marketing is a social and managerial process in which individuals and groups get their needs and desires together by creating, offering and exchanging something of value with one another. (Ryans, C. C., & Shanklin, W. L. 1986). There are key components that can be used as material for analysis to understand the concept of educational marketing, namely the market concept.

It seems less common when referring to educational marketing because this term is commonly used by companies or banks that are engaged in services and goods. However, education marketing has actually been carried out since the beginning of education. The essence of marketing is to introduce, engage, influence, and organize the desired market. In fact, it comes to the formation and classification of user-based educational markets with indicators of market fanatical tendencies, market ideology, or market rationality.

The existence of Islamic education institutions has an important role in improving the quality of education, including in implementing the goals of national education. Various efforts have been made to improve the quality of education in Islamic madrasah tsanawiyah (MTs) and junior high schools (SMP), one of which is increasing the input processes and outputs of education and learning. Efforts to improve the quality of education have been carried out by the government and elements of society with various forms of policies and activities even though the results have not been optimal. (Agus Maimun dan Agus Zaenul Fitri, 2010)

The main task of Islamic education institutions is to produce a generation that has the principles of faith and is knowledgeable. The hope of broad faith and knowledge is the birth of a superior and competitive civilization. The concept of science as one of the main assets of life and accompanied by belief and faith will be able to provide guidance to humans and become a balance in the personal life of every human being. Faith will lead humans towards piety and bring humans to the point of truth in realizing the main goal of the development of science. (Zubaedi,2012)

In the era of advances in technology and information, every business sector must be able to recognize the quality of its products, including educational institutions must be able to create quality products because education is substantially a conscious and carefully planned effort to achieve predetermined goals. From this process, the educational products are then marketed to be known to the public.

Schools / madrasas need marketing management activities in order to achieve an increase in new student admissions. Marketing management is the activity of analyzing, planning, implementing, and supervising all activities (programs) in order to obtain a favorable exchange rate with target buyers in order to achieve organizational goals. (Buchari Alma, 2014)

II.   Theoretical Review

Implementation can also be interpreted as implementation or application. Implementation is an effort or implementation activity of a plan that has been prepared carefully and in detail and is carried out seriously in order to achieve the desired goals. Implementation can be in the form of an action or a process of ideas that have been planned in advance and arranged in such detail and thoroughness that generally it can be completed once it is considered permanent.

Implementation can also be interpreted as a container or provision of means to carry out something that has an impact and effect on something. Implementation is not just about an activity. However, implementation is an action or activity that is carried out in earnest based on certain norms in order to achieve certain goals. Implementation can be done if the plan is deemed certain.

Management in a broad sense is planning, organizing, directing, and controlling (P4) organizational resources to achieve goals effectively and efficiently. Management in a narrow sense is school / madrasah management which includes school / madrasah program planning, school / madrasah implementation, principal /

madrasah leadership, supervisor / evaluation, and school / madrasah information systems.(Husaini Usman, 2010)

In general, management activities exist in every organization that is directed to achieve organizational goals effectively and efficiently. Terry explained, *"Management is performance of conceiving and achieving desired result by means of group efforts consisting of utilizing human talent and resources"*.(George R. Terry,1973) The quote implies, namely management is a process consisting of combining and achieving results by utilizing human expertise and resources in order to achieve predetermined goals. Hasrey and Blanchard also provide a definition of management related to the use of human talents.

Hasrey and Blanchard stated that management is a process of working through individuals and groups as well as other sources to achieve organizational goals. (Paul Harsey dan Kenneth Blanchard, 1988). Meanwhile Haimann, Scoot and Conner define, *"Management is a social and technical process order to accomplish the organization's goals"*. (Theo Haiman, Scot. Williem dan Cannor, Patrick E, 1987). This means that management is a social and technical process by utilizing resources, influencing human activities and facilitating changes in order to achieve organizational goals.

The definition of marketing means working with target markets to realize potential exchanges with the intention of satisfying human needs and wants. So it can be said that marketing success is the key to the success of a company, (Buchari Alma, 1992). Marketing is the main capital of a company to sell the products it produces so that the company will certainly get profits. In successful marketing, of course, it requires good management as a concept for the expected marketing model formation. Marketing management can also be interpreted as a plan that functions to increase sales of the results of the company. In short, it can be stated that marketing management includes the entire philosophy of marketing management concepts, tasks and processes.

According to Philip Kotler, marketing is a social and managerial process that allows individuals and groups to get what they need and want through the creation and exchange of products and values with others. Marketing is a total system of business activities designed to plan, price, promote, and distribute goods that can satisfy desires, reach target markets, and company goals, (Philip Kotler, 2002) The marketing that was raised in this research is educational marketing management which is a method of increasing student input.

Of course in this sense marketing has been recognized as more than just advertising and sales. In this zeitgeist, universities must embrace market and marketing technology: strategic planning with an emphasis on mission, vision and values, and resources that match opportunities, (Hayes, T. 2007).

Marketing of educational services is the skill of planning and managing exchange relationships between educational institutions and community groups, (Philip Kotler, 2000). It can be explained that in increasing input the number of new students they make exchanges with community groups in increasing student input or the number of new students. Based on the marketing of educational services, this exchange will not only get student input, but this exchange will get the quality of education promised by educational organizations.

However, in its development, the term marketing is not only used by profit organizations / institutions. Now, non-profit organizations are also using marketing. This means that the use of the term marketing has now developed in all sectors of human activity. This fact was revealed by Morris, namely that currently no organization, be it business or non-business, can be separated from marketing. The organization can choose to do it for the good of the organization or leave it for decline. (Hery Susanto & Khaerul Umam, 2003)

In a comprehensive review of educational marketing in the context of globalization, identifies a range of marketing tools and approaches to be applied to the educational market. (Marcus, J. 2006)However, there is a strong discourse that, if schools do not use marketing, are at great risk of failing to produce goals and ultimately failing their mission of multiplying students. (Brennan, J., Brodnick, R., & Pinckley, D. 2007).

The term stakeholder was originally used in the business world. This term comes from the English language consisting of two words; stake and holder. Stake means stake, holder means holder. So, stakeholders are anyone who has an interest in a business. The recommended institution was formed to increase community participation in advancing education. (Kompri, 2014)Friedman defines stakeholders as *"any group or individual who can affect or is affected by the achievement of the organization's objectives"*. (R.E Freeman, 1984). It can be explained that groups and individuals can influence or be influenced by a certain goal.

Stakeholders in Islamic education are various parties who have a direct or indirect relationship with the success or failure of the ongoing educational process. These parties include principals, teachers, employees, foundations, committees, student guardians, alumni, government, leaders, and the community. In other words, when we talk about stakeholders, the community is actually being demanded to be able to create an educational institution complete with all systems, tools, and attributes that can meet the expectations of society in general and parties with an interest in or related to education without abandoning basic values (Nurul Ulfatin dan Teguh Triwiyanto, 2016)

In a more restrained language, (Ivy 2001) argues that the image portrayed by an educational institution plays an important role in how it is perceived by its stakeholders, including its competitors in identifying ways

to create a distinctive and positive, but desiring image of the university. certainty of how higher education uses marketing to do it.

The most important element that managers in an organization need to know from the start is related to the question of who are the stakeholders of this organization. To find out who the school / madrasah stakeholders are, managers must know the various forms and quality of services and products produced by these schools / madrasas. The founders and successors of the organization must know for sure the purpose of this organization exists. The various forms and quality of services and products produced by these schools / madrasas will influence the stakeholders of these schools / madrasahs. Changes in the quality of services and products produced by certain schools / madrasas will be able to change these school / madrasah stakeholders.(Syaiful, 2003)

Determination of potential stakeholders from educational institutions is a very important process in institutional management. Errors in determining these potential stakeholders will have an impact on errors in the subsequent management process which in turn will lead to the absorption of products and services of educational institutions in the community. (Rosyada, Dede, 2004)

The results of the resource mapping are then used to carry out an analysis in determining the main stakeholders of educational institutions. The analysis process is carried out by comparing the existing resources in educational institutions, the projections for the next four years, the needs and expectations of stakeholders. In determining the potential stakeholders of educational institutions, a comparison is used between the ability to fulfill the resources in educational institutions up to the next four years with the level of adequacy in meeting the needs and expectations of stakeholders. The higher the level of conformity, the more potential these stakeholders will be for educational institutions.

In general, school stakeholders can be grouped into two parts, namely internal and external stakeholders. Internal stakeholders are relatively easy to control and work for internal communication can be left to other departments such as the vice principal or captured directly by the principal. When the climate of democracy and empowerment grows well in Indonesia, competition arises between similar schools not only to appoint the best student candidates or to defend them, but institutions also seek and retain school managers, teachers, and educational staff as well as proven employees who are capable of maintaining even. improve school quality. (Munir, 2007)

Managerialism and market forces have turned students into customers and teachers into service providers, more vulnerable students enrolling and there is competition between schools. (Poff, D. C. 2005). The education market has led to calls in the literature to meet these challenges through school leadership and services. (Poff, D. C, 2005). More specifically, attention has been expressed as a marketing practice for school education (Caldwell, Shapiro, Poliner, & Gross, 2007; Schwartz, 2005).

Stakeholder-based education includes several forms of education systems that cover the roles of each organization inside and outside the school. Stakeholder-based education prioritizes stakeholders as the main basis for improving the quality of education in schools. In the journal Business and Social Science, interests of stakeholders actually boil down to one common goal i.e. producing graduates who are able to bring benefit to the environment, (Indrianty Sudirman, 2012) The interest of the stakeholders actually boils down to a common goal, namely to produce graduates who are able to bring benefits to the environment.

III.   Research Methods

This paper uses a qualitative approach, (Lexy J. Moloeng, 2004) while the type of research uses site studies. Direct data sources can be collected with natural settings. This research analyzes and finds a comprehensive and comprehensive analysis of stakeholder-based marketing management in improving the quality of student input at SMPI Sunan Gunung Jati Ngunut which is the focus of this research. Formal findings or thesis statements are also the focus of this study in addition to the focus of research on substantive findings.

The use of qualitative methods by researchers aims to examine in depth the problem under study. This research is based on several characteristics, namely: (1). the object of research studied is a meaning of a person's actions; (2). the school environment as an object of research with a natural background with its various uniqueness; (3). The use of qualitative research makes it possible to conduct research on the beliefs, awareness, and actions of individuals in society; (4). The key research instrument is the researcher himself. (Nasution, 1998)

The theory used in this research is phenomenology. The term phenomenology comes from the Greek phainomenon which literally means "symptoms" or "what appears" and is therefore real to humans. Phenomenology as a method of scientific thinking is a branch of philosophy, namely existential philosophy.(Samuel ljselina, 1979). The qualitative approach contains an assessment of the problem that will produce detailed and in-depth descriptive data. The reason for using a qualitative approach is because the field situation is natural, reasonable or as it is (natural setting), without manipulation and is not regulated by experiments or tests, (S. Nasution, 2003). In other words, qualitative research emphasizes the choice of natural

settings because the phenomena being studied, whatever their form, have an essential meaning when they are in their original or natural context. (Slamy, 2001)

The researcher as the main instrument goes directly to the field to make observations, interviews, and documentation with the following stages.

1. Participant observation: Observation is a method used by researchers to obtain information directly about stakeholder-based marketing management which can increase student input at SMP Islam Sunan Gunung Jati Ngunut Tulungagung. (Sugiyono, 2005)

2. In-depth interviews were conducted by researchers to obtain information about the lack of stakeholder-based marketing management that could increase student input at SMP Islam Sunan Gunung Jati Ngunut Tulungagung. (J. Moleong, Lexy, 2006)

3. Documentation: Documents are records of past events. Documents can be in the form of writings, pictures, or monumental works of a person. Documents in the form of writing, for example, diaries, life history stories, biographies, regulations, policies. (Sugiono, 2005)

In order to obtain a level of credibility of a complete research result, the following are carried out.

1. Observations carefully, thoroughly, and deeply to prove the questions presented through interviews in factual conditions.

2. Triangulation of data which includes: a) triangulation between sources b) Triangulation between methods, comparing data obtained from observations with interviews and related documents; c) triangulation over time, comparing observations and interviews.

3. Member check, namely confirmation of interview data in accordance with the respondent's words and intentions to be added, subtracted, or corrected, then followed by a written report.

Triangulation of data used in this study includes triangulation of data triangulation between sources to find differences and similarities. Triangulation between methods is used to examine and analyze the results of observations in the field by comparing them with the results of interviews that have been conducted.

IV. Discussion

Research with the title "Implementation of Stakeholder-Based Education Marketing Management", with research questions that focus on the implementation of stakeholder-based educational marketing, meaning that as Soewarji's opinion, actuating, is an activity to encourage all group members to want to work consciously. and like in order to achieve a goal that has been set in accordance with the planning and organizational patterns. Implementation problems are basically closely related to the human element so that its success is also determined by the leader's ability to deal with employees and employees. Therefore, it requires management skills in communication, high creativity and initiative and is able to encourage the morale of employees and employees. (Soewadji Lazaruth, 1994)

Each institution can be ascertained, will target output that has good morals, is smart, healthy, achievers, and is competitive and religious. Although there are some who are pessimistic, everything can be realized or not, but the point is, all institutions want to be the best of the good. In the course of the process, the objectives of the institution are realized through a concrete and structured planning, process, evaluation and follow-up scheme.

The implementation of educational marketing at Sunan Gunung Jati Islamic Junior High School, among others, is to oversee all the plans that have been compiled and determined can be carried out, so that the targets and goals that are determined can also be realized. The activities carried out include: carrying out entrance tests for prospective new students. This is a form of implementation of student input planning that has become an activity program. Furthermore, fulfilling the qualifications of educators and increasing teacher professionalism through teacher working groups and participation in training from the education office, fulfilling learning facilities and infrastructure such as laboratories, libraries and classrooms that are comfortable, safe, and support a learning atmosphere. In addition, providing opportunities for students to take part in literacy, multimedia and decoration as a form of implementation of process planning and facilitation of student soft skills, targeting smart output, having good character, competitiveness through orderly rules and obligations as output management planning, monitoring and mentoring in every activity, collaborating with stakeholders, maximizing the role of alumni, carrying out expeditions out of Java with alumni and carrying out grand tryouts.

All planning which is an activity program, from the start it is selected to be delegated to the tasks and responsibilities of the working group which have been divided after the person in charge is clear, then a schedule and time for the implementation of the activities of each working group are drawn up. Thus, the number of activities carried out will not collide with other activities. In addition, the distribution of responsibilities remains evenly distributed among all working groups that have been formed.

SMP Islam Sunan Gunung Jati conducts entrance tests for prospective students as a form of consistency in planning. This is the initial capital to determine the next managerial and administrative steps. With this initial test, at least qualifications and standardization can be applied in order to obtain input that is in accordance with the expectations and targets of the institution.

In addition, implementing teacher qualifications and improving teacher professionalism through comparative studies and training or education. This is a movement to carry out managerial marketing education. This is often the case with changes and the demands of the times that are growing rapidly, the quality of teachers is an urgent matter to be improved and is always supported by knowledge that is relevant to change.

Apart from that, the institution also fulfills learning facilities and infrastructure such as laboratories and libraries. This is a form of creating a comfortable, adequate, and safe learning environment for families studying at Sunan Gunung Jati Islamic Junior High School. It aims to make students, teachers and alumni feel comfortable and proud of their alma mater.

The provision of opportunities for students to take extracurricular activities in the form of: scouting, literacy, sports, decoration, is the development of soft skills that students need. This does not rule out that there are many potentials that can be extracted from various activities outside of formal learning.

Routine evaluation or monitoring is a strategy for realizing the effectiveness of activities and efficiency in financing as well as accelerating response to achieve the set targets. This is because it is a program, it would be better if there was also monitoring during implementation which simultaneously carried out an evaluation function. The integration with stakeholders is an effort to bring educational products closer to customers. All efforts to implement educational marketing are to achieve customer satisfaction by reducing the risk of failure.

Meanwhile, the implementation of stakeholder-based education marketing carried out by SMP Islam Sunan Gunung Jati is: carrying out an entrance test as a form of input planning implementation, implementing teacher qualifications through comparative studies. In addition, the implementation of the fulfillment of learning infrastructure, giving appreciation to students who excel in soft skills, carrying out process planning by providing flexibility for students to take part in scout extracurricular activities, literacy, and sports. Furthermore, carrying out activities to achieve the output target as written in the motto of SMP Islam Sunan Gunung Jati, namely: "in good health, knowledgeable, free thinking" and plus the five souls of modern pondok santri: sincerity, simplicity, self-reliance, ukhuwah Islamiyah, and freedom. Then, carry out monitoring and attached mentoring, carrying out the joyous arena as a media or means of meeting santri guardians, alumni, and community members in the frame of popular entertainment served by students in collaboration with stakeholders.

The implementation of stakeholder-based education marketing divides roles to maximize the achievement of educational marketing goals. This was done by dividing the tiered mentoring activities, starting from working groups assisted by OPPM, followed by OPPM accompanied by the asatidz councils, which automatically accounted for the institutions and guardians of students at the Sunan Gunung Jati Islamic Middle School.

Every year, there is definitely a joyous arena event. There is something new in this people's entertainment week, in terms of appearance, entertainment management and entertainment education. This is an example of an activity that always innovates based on the evaluation of each activity. This is because everyone realizes that apart from refreshing, the joyous arena is also a stage for introducing educational products both offline and online via the Youtube channel.

From the research data above, the two educational institutions that became the research locus, especially in the focus of "implementing stakeholder-based education marketing" carried out activities aimed at encouraging all group members to carry out planning. This is so that all groups are willing to work consciously and happily, in order to achieve a predetermined goal, and in accordance with organizational planning.

Meanwhile, the theory development found by researchers is. implementation of educational marketing by maximizing alumni. This will strengthen emotional relationships, so that alumni voluntarily sacrifice their energy, thoughts, and assets to raise the institution that was once their alma mater. An optimistic attitude and deep love, hereinafter referred to as fanatical, so it is not surprising that students at SMP Islam Sunan Gunung Jati are family, relatives, neighbors, those who have become alumni. Their fanatical attitude is what researchers call market fanatics, which is born from the market ideological market

V. Closing
1. CONCLUSION

(1) Implementation is an activity to encourage all stakeholders to be willing to work consciously and happily in order to achieve a predetermined goal in accordance with the plan. (2) Carry out entrance tests for prospective students as a form of planning consistency. (3) Carry out the fulfillment of teacher qualifications and improve teacher professionalism through comparative studies, training and education. (4) Fulfillment of facilities and infrastructure and provide opportunities for students to take extracurricular activities. (5) The institution targets output that has good morals, is smart, healthy, achievers, and is competitive, manifested through a concrete and structured planning, process, evaluation and follow-up scheme. (6) Routine evaluation as a strategy for realizing the effectiveness of activities and efficiency in financing as well as accelerating response to achieve the set targets. (7) Integration with stakeholders is an effort to bring educational products closer to customers in an effort to achieve customer satisfaction (customer satisfaction). In terms of the

implementation of stakeholder-based education marketing carrying out the activity the goal is to encourage all group members to carry out planning.

2.   IMPLICATIONS
a.   Take a new step by maximizing the alumni who are selected to become teachers as well as being a model for educational marketing

b.   Stakeholder-Based Educational Marketing Management is the creation and innovation of policy holders in educational institutions, so that their forms can be different from one another.

c.   Stakeholder-Based Educational Marketing Management cuts the chain of rigid management formality, becomes flexible and controllable. This is because the alumni move on the basis of their love for the alma mater.

d.   Stakeholder-Based Educational Marketing Management is able to move the environment towards one direction of positive change in an effective and efficient management framework with optimal results.

3.   Recommendation
a.   Headmaster
Stakeholder-based educational marketing management is a form of effort to maximize communication between institutions and the community and alumni. This will become a necessity if this symbiosis can be maintained in a stakeholder-based education marketing management synergy.

b.   Foundation
Stakeholder-based educational marketing management prioritizes multiple togetherness as one force to achieve the same goal, it is necessary to have a balancing role that must be played by educational foundations.

c.   Teachers
Teachers should always develop personal potential and academic potential in realizing professional resources and being able to adapt to change. This was done to keep up with the development of millennial students and technological developments.

d.   for Alumni
Alumni, as personalities who have attended an institution as their alma mater, must be able to carry out a marketing mission by building an image of the institution in the community.

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