



# Unleashing the Power of Marketing Management to Boost School Enrollment Excitement

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## Article Information

Received: March 15, 2024  
Revised: April 14, 2024  
Accepted: May 15, 2024  
Online: June 08, 2024

## Keywords

Marketing Management,  
Scholl Enrollment  
Excitement

## ABSTRACT

*This research examines educational marketing management strategies to enhance student enrollment interest at SDIT Harith Foundation in Palopo City. It focuses on three primary objectives: 1) Describing the strategies used to increase student enrollment interest, 2) Identifying challenges encountered by the educational marketing management team in achieving this goal, and 3) Outlining the solutions employed to overcome these challenges. The research uses a qualitative approach with a descriptive methodology. The subjects include the school principal, teachers, staff, and parents of prospective students at SDIT Harith Foundation in Palopo City. Data collection methods involve interviews and document analysis, with data processing through reduction, presentation, and verification. Findings from the study are as follows: 1) SDIT Harith Foundation implements a range of comprehensive strategies to boost student enrollment interest. These include market segmentation, brand development, communication and promotional tactics, stakeholder engagement, product adjustment, market research, pricing, distribution, and feedback analysis; 2) Despite these efforts, the school faces challenges such as competition with other educational institutions, varied learning styles among students, coordination among departments, and the need for clear communication with parents; 3) To address these challenges, the school has adopted various solutions. These include curriculum innovation, facility improvements, personalized learning, enhanced inter-departmental coordination, and transparent communication with parents to build trust. These strategies and solutions have proven effective in boosting enrollment interest and highlighting areas for ongoing improvement.*

## INTRODUCTION

In the current era of global competition, a paradigm has emerged where the world recognizes no boundaries of territorial sovereignty for any nation or people. It has increased competition in all aspects of societal life, including education ([Wahyuni & Bhattacharya, 2021](#)). Education management now requires specialized skills to ensure that the educational outcomes meet the needs of both national and international markets ([Iffah & Fauziyah, 2021](#); [Aulia et al., 2023](#)). Education plays a crucial role in the development of a nation, with schools being formal institutions that significantly contribute to providing access to quality education for the community.

Education has become a top priority as it is a determining factor in human development. It is also key to developing human resources and enhancing individual quality. Islam, believed to be the perfect religion, places great importance on education, obligating its followers to seek knowledge as there is no other way to rectify the decline of the Muslim community than by establishing an education system rooted in Islamic values, principles, and goals ([Abdur Rahman Assegaf, 2013](#); [Ismail et al., 2022](#)). Furthermore, Islamic education is a process of shaping individuals based on the teachings of Islam revealed to Muhammad. Through such education, individuals are moulded to achieve a high status so they can fulfil their roles as worshippers and stewards on earth, thus achieving happiness in both this world and the hereafter ([Abd. Rahman Getteng, 2005](#); [Azis et al., 2021](#)).

The empowerment of quality human resources is necessary to attain the level of piety to achieve this, as only those who are pious are honoured in the sight of Allah, as stated in the Quran (Surah Al-Hujurat/49:13) ([Kementrian Agama RI, 2017](#)). Based on this verse, it is understood that there is a connection between the concept of human stewardship on earth and the role played by Islamic education in preparing for life in the hereafter. With the increasing competitiveness among educational institutions today, each school strives to enhance its quality through its strengths and educational programs. The community regards educational institutions as the primary target for acquiring knowledge.

Indonesia's education quality has garnered attention from various sectors, including practitioners and the wider community. Each educational institution has strengths in providing the best satisfaction for students, parents, and the community. Student satisfaction is one of the indicators of educational quality, as quality schools become a reference for parents in seeking the best education for their children.

One of the primary elements in education is the students themselves. Students are crucial in implementing education, as no educational institution would exist without them. The increasing number of educational institutions today has intensified competition, especially in the number of students. Formal and non-formal educational institutions offer educational services, leading to competition in quality and graduate competitiveness. Many educational institutions compete to recruit as many students as possible without compromising the quality of education ([Juwariyah, 2017](#); [Yusuf, 2019](#)).

Therefore, in meeting educational needs according to societal desires, strengths, and available resources, communities choose schools that meet their expectations. It is because education in schools or madrasas is a continuation of parental or familial education. As stated in a hadith of the Prophet Muhammad: "Every child is born in a state of fitrah (natural disposition). Then his parents make him Jewish, Christian, or Magian, just as an animal is born intact. Do you observe any mutilation in it?" (Narrated by Bukhari) ([Al-Bukhari, 2007](#)).

From this hadith, it can be understood that parents, teachers, or schools/madrasas on a large scale must be able to provide the best facilities and services for all students so that the role of the school principal in designing educational strategies is highly needed. Thus, as Islamic education institutions, schools/madrasas must attract the attention and interest of the community regarding national educational aspirations ([DP et al., 2022](#)).

Therefore, educational institutions must continually innovate in providing professional services to stakeholders. The school-based educational service management concept allows educational institutions to manage resources more freely. Educational institutions are expected to have visions and missions more oriented towards community needs, and community participation is expected to be involved in their management. Educational institutions must continuously improve their quality through innovative and creative steps. Educational institutions are also expected to produce outputs that have character and competitive advantages in facing future challenges.

With the advancement of time, many elementary educational institutions have emerged in society. Each educational institution competes to attract community attention through distinctive flagship programs. It has implications for the community, as they have many choices for the best educational institutions for their family members. The image of the institution influences community considerations when determining educational institutions. Here, the urgency of the school principal's role in building and enhancing a positive image in their institution arises to attract community attention and interest in the educational institution.

An institution's image cannot be created instantly; it is formed and maintained through appropriate strategies and activities to build its image. As Linggar Anggoro M. stated, an image-building strategy is a management that does not come suddenly and cannot be engineered; the image cannot be bought but earned ([Linggar Anggoro M, 2010](#); [Permatasari et al., 2021](#)). Image can be obtained, among other things, through improving competitiveness. Facing increasing competition, a school principal must have competent managerial skills to manage strategies, i.e., managing the potential and all the school's resources effectively and maximally to enhance the institution's quality, which impacts the school's image. Strategy is defined as a process of determining plans by top leaders focused on the organization's long-term goals, accompanied by the formulation of ways or efforts to achieve those goals ([Mundir et al., 2022](#); [Henry, 2021](#)). Furthermore, the school management conducts communication and public relations activities regarding programs, the quality of educational products, the availability of facilities supporting the learning process, and extracurricular facilities for students ([Hidayat et al., 2020](#); [Linggar Anggoro M, 2010](#)).

The community is increasingly aware of the importance of schools and competes to find and select schools they perceive as high-quality and positively perceived in society. Several factors contribute to the decline in student interest, including the phenomenon of preferring programs from specific schools with reputations and positive images ([Chandra et al., 2019](#)). Therefore, to attract student interest in an educational institution, building the school's image is one of the strategies that educational institutions can use to cope with the increasingly competitive competition in recruiting and obtaining students ([Kusumawati, 2019](#)). With a strategy of building the school's image, it is hoped that the educational institution will become stronger and have a positive image in the eyes of the community, thus increasing community interest in the school significantly.

Building a school's image is a collection of understanding and assumptions in the minds of the community, as beliefs and views of the community about the school are formed from various sources ([Kusumawati, 2019](#)). Building a positive image is a crucial aspect for schools. Schools must be able to provide educational services through quality learning attributes, including the quality of teaching and learning activities, student satisfaction, school achievements, and the quality of graduates ([Iffah & Fauziyah, 2021](#); [Pham et al., 2019](#)). Schools must also create a good impression and image among students and the surrounding community, providing benefits to those who attend school there ([Tien et al., 2021](#)).

Efforts to increase student interest are crucial, as students are the central aspect of education provision. Educational institutions must recruit as many prospective students as possible to ensure the smooth running of the learning process. It requires educational institutions to provide services and quality that satisfy the consumers of educational institutions so that they feel satisfied with the services they receive ([Hwang & Choi, 2019](#)). Not only must they have good service, but parents must also know if the educational institution has educators and experts in their field who can improve their students ([Leenders et al., 2019](#)). Additionally, parents need to know how their children are educated in the educational institution so they can monitor their development. Furthermore, in choosing a good school, parents need to know the quality of graduates from that school, such as whether graduates from the school often achieve good grades and are accepted into good secondary schools, or even some who can pursue education abroad ([Utami et al., 2022](#); [Lim et al., 2020](#)). By knowing the graduates from the school, parents will know whether the school is good or not.

SDIT Harith Foundation Kota Palopo is a formal educational institution integrating the national curriculum with Islamic education in Kota Palopo. This school aims to produce young generations who are noble in character, knowledgeable, and able to compete globally. However, to achieve this goal, SDIT Harith Foundation Kota Palopo needs effective management strategies to increase student interest. School management plays a crucial role in shaping a conducive educational environment, supporting teacher performance, and motivating students to learn enthusiastically, thus increasing student interest in SDIT Harith Foundation Kota Palopo.

Based on the initial observations conducted by the researcher, it is known that as one of the newly established Integrated Islamic Elementary Schools in Kota Palopo, SDIT Harith Foundation Kota Palopo has been able to generate student interest in attending the school. It can be seen from the data on new student admissions at SDIT Harith Foundation Kota Palopo, where there has been a positive trend of increasing admissions since its establishment in the academic year 2020/2021 until the academic year

2022/2023. However, in the academic year 2023/2024, there was a decrease in the number of students accepted. It indicates that as an elementary school based on Islam, SDIT Harith Foundation Kota Palopo faces various challenges in increasing student interest.

These obstacles include resource limitations. In this regard, SDIT Harith Foundation Kota Palopo may have limited funds, facilities, and teaching staff. It can affect the quality of education that can be provided to students. Curriculum challenges and material relevance are essential issues in increasing student interest at SDIT Harith Foundation Kota Palopo. It is because combining Islamic education with the national curriculum often requires careful integration of religious teachings with general subjects, which can be a challenge, and the selection of teaching materials must be relevant to the needs and interests of students. Uninteresting or irrelevant materials can lead to a decrease in students' learning enthusiasm.

To address these issues, the school management of SDIT Harith Foundation Kota Palopo can consider strategies such as improving teacher training, developing well-integrated curricula, actively involving parents, and creating a learning environment that motivates students to increase student interest in attending school. Therefore, further research is needed to identify and analyze school management strategies to improve student interest in attending SDIT Harith Foundation Kota Palopo.

## **METHODS**

### ***Design***

This field research employs a descriptive qualitative approach to collect and analyze data directly from the location and relevant respondents ([Neuman, 2014](#)). Following the methodology outlined by [Neuman \(2014\)](#), this research focuses on direct observation and interaction in the natural environment of the research subjects, enabling the researcher to obtain accurate and up-to-date information. This approach, often associated with ethnography and participatory observation, aims to generate in-depth descriptions of the phenomena under study based on respondents' perspectives and observations of actual situations.

Data collection techniques such as participatory observation and in-depth interviews reinforce this descriptive qualitative approach, facilitating direct interaction between the researcher and the data sources. Sugiyono emphasizes that the researcher serves as a critical instrument in qualitative research, with data analyzed inductively to discover meaning rather than making broad generalizations. In the context of this research, which aims to uncover educational marketing management strategies at SDIT Harith Foundation Kota Palopo, this methodology allows for presenting research reports containing detailed data quotations, demonstrating comprehensive analysis results of the strategy used to increase student interest.

### ***Participants***

In this research, the researchers determined the research subjects based on considerations of parties who can provide the information and data needed in this study and parties involved in increasing students' enthusiasm at SDIT Harith Foundation in Palopo City. The key informants in this study will include the Principal, educators, educational staff, and parents of prospective students at SDIT Harith Foundation in Palopo City.

### ***Data Collection Procedure***

This research applies three main techniques: observation, interviews, and documentation to gather relevant, accurate, and reliable data. Observation is conducted through systematic observation and recording of phenomena at SDIT Harith Foundation in Palopo City, covering social conditions in general. Based on Patton's perspective, the interview technique is used to delve into information regarding individuals' experiences, perspectives, and knowledge, especially related to school management strategies in enhancing school interest, utilizing direct interviews and flexible guidelines. Lastly, the documentation technique helps strengthen the data obtained from observations and interviews by seeking data through documents such as letters, reports, and transcripts, particularly to uncover educational marketing management strategies in the school.

### **Data Analysis**

Once the data is gathered, researchers employ the Miles and Huberman qualitative data analysis model, which comprises data reduction, data display, and conclusion drawing and testing. Researchers simplify complex verbal data into simpler forms in the data reduction stage by developing a coding category system and sorting data. The next step involves presenting data in narrative form to facilitate drawing and action-taking conclusions. Subsequently, researchers conclude by considering inductive and deductive reasoning patterns to ensure the truth and validity of the generated knowledge.

## **RESULTS**

### ***Marketing Management Strategies in Enhancing School Enthusiasm at SDIT Harith Foundation, Palopo City***

Education serves as the foundational cornerstone in shaping future generations. School management plays a vital role in ensuring the sustainability and growth of educational institutions. In an era characterized by rapid change, marketing strategies in education have become critically important for school management to implement to enhance prospective students' interest. Through these strategies, schools become centres of superior education and preferred destinations for those seeking satisfying and competitive learning experiences.

At SDIT Harith Foundation Kota Palopo, management has adopted a holistic approach to enhance student interest. Through interviews with the School Principal, it is evident that the school begins by establishing a unique position and focuses on developing a brand that reflects its identity and excellence. Communication and promotional strategies are designed to build a positive image by engaging stakeholders such as parents, alumni, and the local community.

One of the teachers at SDIT Harith Foundation regards stakeholder engagement as key to success. By listening to and involving them in every stage of development, the school can identify unique needs and garner strong support. It reflects the holistic approach taken by SDIT Harith Foundation in boosting student interest through an integrated set of strategies ranging from market segmentation to unique positioning and brand development.

Furthermore, it is revealed by the school staff at SDIT Harith Foundation that they actively support market segmentation strategies by providing extraordinary support to students and engaging in specific activities. It underscores the crucial role of staff engagement in creating responsive and diverse learning experiences tailored to students' needs. From these interview findings, there is alignment in the school's marketing strategies, where prospective student staff and parents appreciate transparency and focus on the excellence of the learning approach and Islamic values.

Moreover, observations at SDIT Harith Foundation reinforce the alignment of marketing strategies found in the interviews, where small class sizes support personalized attention and optimal student development, aligning with the school's commitment to a strong identity. Teachers implement learning approaches that highlight excellence and Islamic values, while student diversity is evident through extracurricular activities, providing a concrete depiction of consistent marketing strategy implementation aligned with school values and building strong appeal.

### ***The Challenges Faced by Educational Marketing Management in Enhancing School Enthusiasm at SDIT Harith Foundation Kota Palopo***

With the evolution of time, the role of educational institutions, particularly the Integrated Islamic Elementary School (SDIT) Harith Foundation in Kota Palopo, has increasingly focused on enhancing students' enthusiasm for schooling. The challenges faced by SDIT Harith Foundation Kota Palopo management serve as the primary basis for this discussion, given the dynamic changes in the educational environment. In this context, the management and empowerment of students at SDIT Harith Foundation Kota Palopo face various challenges that require strategies and innovation to continue inspiring children's interest in navigating the modern educational world.

One of the challenges faced by SDIT Harith Foundation Kota Palopo management in enhancing students' enthusiasm for schooling is competition with various educational options in Kota Palopo. It

was conveyed by the school principal of SDIT Harith Foundation Kota Palopo in an interview with the researcher as follows:

"One of the challenges we face in increasing students' enthusiasm is competition with other schools in our vicinity. This challenge arises due to the availability of alternative education such as public schools, private schools, and non-formal educational institutions in the vicinity."

Another challenge is the diversity of students' learning styles. It was expressed by one of the teachers at SDIT Harith Foundation Kota Palopo in an interview with the researcher as follows:

"The challenge in increasing enthusiasm for schooling involves managing the diversity of students' learning styles. We believe that each student is unique, and we are committed to accommodating these differences in learning. We focus on an inclusive approach that allows students to develop according to their potential through cooperation between teachers, parents, and students in finding suitable learning strategies."

From the perspective of employees, the challenges faced in increasing students' enthusiasm for schooling were expressed in an interview with the researcher as follows:

"From our perspective as employees, coordination between school departments is a challenge that must be faced. Good synergy and communication are key to ensuring that all administrative and operational processes run smoothly."

On the other hand, from the perspective of parents of prospective students, the following are the results of interviews with the researcher regarding the challenges faced in increasing students' enthusiasm for schooling:

"As parents of prospective students, we struggle to choose the best school for our children. Clear information and transparent communication from the school are needed to help us make the right decision."

The results of interviews with the school principal, teachers, employees, and parents of prospective students of SDIT Harith Foundation Kota Palopo above reflect various challenges the school management faces in increasing students' enthusiasm for schooling. In this regard, the school principal highlights the school's struggle to face educational competition in Kota Palopo while teachers address the challenge of diversity in students' learning styles. From the employees' perspective, coordination and synergy between departments are the main focus in ensuring operational smoothness. On the side of parents of prospective students, challenges arise in choosing the best school for their children, where parents need clear and transparent information from the school. These challenges reflect the complexity of efforts to increase enthusiasm for schooling at SDIT Harith Foundation Kota Palopo.

### ***The Efforts of Educational Marketing Management in Overcoming Challenges to Enhance School Enthusiasm at SDIT Harith Foundation Kota Palopo***

School management stands at the forefront in addressing challenges and enhancing enthusiasm for schooling by facing the evolving dynamics of education. SDIT Harith Foundation Kota Palopo is no exception, where school management efforts are the key to creating an inspiring and engaging educational environment for students. Through innovations in curriculum, facilities, and personalized learning strategies, the school is committed to overcoming obstacles and creating an atmosphere conducive to the growth and development of students. Thus, exploring the efforts of school management in overcoming challenges to enhance enthusiasm for schooling at SDIT Harith Foundation Kota Palopo becomes highly relevant to explore. It was conveyed by the school principal of SDIT Harith Foundation Kota Palopo in an interview as follows:

"To address challenges in increasing students' enthusiasm for schooling at SDIT Harith Foundation Kota Palopo, we have designed innovative strategies. In this regard, we focus on enhancing the quality of the curriculum, aligning it with educational developments, and ensuring the sustainability of modern facilities. We also encourage students' active participation in interesting and educational extracurricular activities."

From the teacher's perspective regarding efforts to address challenges in increasing students' enthusiasm for schooling, it was expressed in an interview with the researcher as follows:

"Our efforts are focused on personalized learning to address the diversity of students' learning styles. We involve various teaching methods, such as technology, collaborative projects, and group discussions so that every student can feel engaged and motivated."

Furthermore, from the perspective of employees regarding efforts to address challenges in increasing students' enthusiasm for schooling, it was expressed in an interview with the researcher as follows:

"We, as employees, always work hard to improve coordination between school departments. We ensure that all administrative processes run efficiently and maintain internal communication. Employee cooperation is enhanced to support the school's vision and mission."

On the other hand, from the perspective of parents of prospective students, the following are the results of interviews with the researcher regarding efforts to address challenges in increasing students' enthusiasm for schooling:

"To overcome the challenge of choosing a school, the school management has provided clear and transparent information to us as parents of prospective students. They hold regular meetings, open doors for open dialogue, and provide comprehensive insights into the curriculum and facilities provided by the school."

The results of interviews with the school principal, teachers, employees, and parents of prospective students of SDIT Harith Foundation Kota Palopo demonstrate the school management's serious efforts in overcoming challenges to enhance enthusiasm for schooling. The school principal emphasizes innovation by improving the curriculum quality and modern facilities, while teachers focus on personalized learning with various methods to accommodate the diversity of students' learning styles. Employees work hard to improve coordination between school departments and administrative efficiency to support the school's vision and mission. From the perspective of parents of prospective students, school management strives to be transparent and open in conveying information to parents through regular meetings and dialogue, thus providing a comprehensive overview of the school's curriculum and facilities.

## DISCUSSION

### ***Strategies of Educational Marketing Management in Enhancing School Enthusiasm at SDIT Harith Foundation Kota Palopo***

Marketing strategies in education are a systematic and planned approach to acquiring, retaining, and enhancing student interest while strengthening the reputation of an educational institution ([Amiruddin et al., 2021](#)). These strategies are based on several critical factors, including market segmentation, positioning, brand development, communication and promotion, stakeholder engagement, educational product adaptation, market research, pricing strategies, distribution and accessibility, and feedback analysis ([Manafe, 2023](#)). The aim is to create strong appeal, enhance reputation, and provide differentiated value in an increasingly competitive educational environment ([Latif et al., 2021](#)).

The detailed educational marketing management strategies implemented by SDIT Harith Foundation Kota Palopo encompass various aspects. Firstly, they meticulously conduct market segmentation, understand and manage the diverse needs of students in the region, and create an inclusive learning environment to attract interest from various backgrounds. Secondly, school positioning strategies are based on consumer perception and competitive advantages, emphasizing innovative learning approaches and holistic curricula.

Thirdly, school brand development is comprehensive, considering visual identity, brand messages, and consistency with school values. Fourthly, communication and promotion strategies involve various communication channels to disseminate positive messages about innovative education and highlight Islamic values. Fifthly, the school actively engages all stakeholders in decision-making and activities, building strong and mutually beneficial relationships.

Sixth, educational product adaptation strategies include teacher responsiveness to curriculum developments, collaboration in extracurricular programs, and support for students with special needs. Seventh, proactive market research is conducted to understand student needs and educational market trends. Eighth, pricing strategies include competitive pricing and transparent scholarship programs.

Ninth, special attention is given to distribution and accessibility strategies through strategic locations and transportation facilities, ensuring easy availability and accessibility for students from various areas. Finally, the school implements a continuous feedback analysis process from all

stakeholders to identify areas for improvement and necessary adjustments, thereby enhancing stakeholder satisfaction and overall educational quality.

### ***The Challenges Faced by Educational Marketing Management in Enhancing School Enthusiasm at SDIT Harith Foundation Kota Palopo***

The challenges faced by educational marketing management in enhancing school enthusiasm at SDIT Harith Foundation Kota Palopo encompass various aspects that require deep understanding. Firstly, competition with multiple education options in Kota Palopo demands continuous innovation from school management to identify strengths that can attract the interest of students and parents. Developing relevant curricula, providing modern facilities, and improving teaching quality are some strategies that can be pursued to address this challenge ([Djubaedi et al., 2023](#); [Ghufron et al., 2023](#)).

Furthermore, the diversity of students' learning styles is a critical aspect that requires a holistic approach. School management must design inclusive teaching methods that accommodate students' diverse learning needs and preferences ([Manafe, 2023](#)). Personalized learning approaches, increased student engagement, and the integration of technology in the teaching process can be solutions to address this challenge. Regarding coordination and synergy among departments, school management must ensure that all organizational elements operate efficiently ([Martinelli & Khairiah, 2024](#)). Clear communication, close cooperation among staff, and effective resource management are crucial to overcoming this challenge. It includes the critical role of non-academic staff, such as administration and finance, in supporting the overall school operations ([Rohim, 2019](#)).

Additionally, from the perspective of prospective students' parents, school management must provide clear and transparent information. Providing an open communication platform between the school and parents and a comprehensive overview of the school's strengths can help overcome challenges in choosing the right school for their children ([Fatoni et al., 2024](#)). Based on the above exposition, it can be concluded that educational marketing management at SDIT Harith Foundation Kota Palopo faces several complex challenges in efforts to enhance school enthusiasm. These challenges include educational competition in Kota Palopo, the diversity of students' learning styles, coordination and synergy among school operational departments, and the need for clear and transparent information for parents in choosing schools for their children. Awareness of these challenges is essential for developing effective strategies to promote the school, increase its attractiveness, and build public trust in the educational institution ([Santoso et al., 2021](#)).

Addressing the challenge of enhancing school enthusiasm requires an integrated and holistic approach from school management. It involves comprehensive strategies, including curriculum development, teaching method adaptation, school operational optimization, and effective communication with parents. With a deep understanding of each challenge, school management can design relevant and sustainable solutions to enhance school enthusiasm at SDIT Harith Foundation Kota Palopo.

### ***Efforts of Educational Marketing Management in Overcoming Challenges in Enhancing School Enthusiasm at SDIT Harith Foundation Kota Palopo***

The efforts of educational marketing management in overcoming challenges to enhance school enthusiasm at SDIT Harith Foundation Kota Palopo are depicted through a holistic and diverse approach. Firstly, in response to the competition with various educational options in its vicinity, the school management implements innovations in the curriculum and facilities, creating distinctive attractiveness for the school. The enhancement of curriculum quality focuses on academic aspects, Islamic values, character, and skills relevant to future demands ([Djubaedi et al., 2023](#)).

The second effort is evident in addressing the diversity of students' learning styles. Teachers at SDIT Harith Foundation Kota Palopo employ personalized learning using various methods, including technology, collaborative projects, and group discussions. It creates an inclusive and adaptive learning environment where every student can feel engaged and motivated, overcoming diversity barriers in the learning process ([Onsardi et al., 2021](#)).

From the perspective of coordination among school departments, school management emphasizes synergy and effective communication. Employees collaborate to ensure operational

efficiency and overall school performance improvement. This enhanced coordination involves academic, operational, and administrative aspects, establishing a solid foundation to support management efforts in boosting school enthusiasm (Dei et al., 2023).

Lastly, school management communicates openly to meet prospective parents' information needs. Regular meetings, open dialogue, and comprehensive information delivery about the curriculum and school facilities are active efforts to build trust and assist parents in making informed decisions for their children's education (Manafe, 2023).

Based on the above exposition, it can be concluded that the educational marketing management at SDIT Harith Foundation Kota Palopo demonstrates serious efforts and high commitment from educational marketing management to address challenges and enhance school enthusiasm. In addressing these challenges, a holistic approach is undertaken, ranging from innovations in enhancing curriculum quality and modern facilities, personalized learning by teachers to accommodate students' diverse learning styles, to improved coordination among school departments and transparency in information to prospective parents. Thus, SDIT Harith Foundation Kota Palopo demonstrates a high awareness of the importance of providing a quality and responsive educational environment to meet community needs as a strategic step in building the school's reputation and trust.

Overall, the efforts of educational marketing management at SDIT Harith Foundation Kota Palopo reflect a commitment to addressing complex challenges with integrated strategies. With this approach, it is hoped that school enthusiasm at this institution will continue to increase, creating an inspirational and high-quality educational environment in Kota Palopo.

## CONCLUSION

Based on the research on school management strategies outlined in the previous chapter, several conclusions can be drawn regarding efforts to increase student enthusiasm for schooling at SDIT Harith Foundation Kota Palopo. Firstly, the educational marketing management strategies implemented at SDIT Harith Foundation Kota Palopo encompass a holistic and targeted approach involving various aspects such as market segmentation, positioning, school branding, communication and promotion strategies, stakeholder engagement, educational product adaptation, market research, pricing strategies, distribution and accessibility, as well as feedback analysis and adjustments. Secondly, educational marketing management faces several challenges, including competition with various educational options, diversity of students' learning styles, internal school coordination, and the need for transparent information for prospective parents. Thirdly, educational marketing management at SDIT Harith Foundation Kota Palopo embraces innovation in curriculum, facilities, and personalized learning to address these challenges. Improved internal coordination and effective communication support optimal school operations while open and transparent efforts to parents of prospective students strengthen trust within the community.

## ***Funding and Conflicts of Interest***

The authors declare no funding and conflicts of interest for this research.

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