

Optimization Of Madrasah Ibtidaiyah Al Washliyah Darul Aman Medan Digital Promotion Media on Student Admission

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Abstract. Madrasah Ibtidaiyah Al Washliyah Darul Aman Medan (MI Al Washliyah) is one of the madrasahs in the city of Medan. Madsrah IBTIDAIYAH Al Washliyah has been established since 1961. From the past until now, students still use offline, word of mouth and less productive use of online media. Currently, there are 50 students consisting of 3 morning classes and 3 evening classes. In increasing student admissions at this time, MI Al Washliyah need to do routine online marketing and products to reach a wider marketing in student admissions. This study aims to determine the application of optimization of digital media promotion MI Al Washliyah in increasing the number of admissions through social media and websites. This study uses descriptive qualitative methods with data processing methods in the form of interviews, observations and documentation. The process of making research uses several stages, namely pre-production (planning, data collection, ideas). Production (the process of creating social media) and post-production (product editing and product results). The results of the study are Tiktok and Facebook products.

Keywords: Digital Media Promotion, Madrasah Ibtidaiyah, Student Admission

1 Introduction

Madrasah Ibtidaiyah (MI) Al Washliyah Darul Aman Medan as a basic level Islamic educational institution faces challenges in increasing prospective madrasah students in the digital era. The development of information and communication technology has changed the way people search for information, including in choosing schools for their children. Therefore, the implementation of optimization of productive and routine digital promotional media is a strategic step that needs to be taken by MI Al Washliyah Darul Aman Medan to increase visibility and competitiveness in the new academic year admissions process.

Every school always wants the quantity and quality of qualified learners, with the exception of schools that do not want to develop in the face of challenges and the times. One of the reasons the school wants to have the quantity and quality of qualified learners is to increase the credibility and quality of the school. Schools those that have the quantity and quality of qualified students will be viewed as favorite schools that have good quality (Akhmad et al, 2020). In addition, the number of students in the school will also provide more income, meaning more funds that can be used to run various programs from the school (Hasanah et al, 2021), private schools need to promote their schools so that they get the quantity and quality of students expected in each new school year (Kusumadinata et al, 2019).

The utilization of digital media such as websites, social media, and other online platforms allows madrasah to reach a wider audience at a relatively affordable cost. In addition, digital promotion also facilitates the delivery of up-to-date information about the advantages, facilities, and excellent programs offered by madrasah in a more interactive and interesting way. By optimizing digital promotion strategies routinely and productively, MI Al Washliyah Darul Aman Medan is expected to increase the number of applicants and attract qualified prospective students through information obtained from social media and websites.

This study aims to assess the strategy of implementing the optimization of digital media promotion and effective websites, routines and products for MI Al Washliyah Darul Aman Medan in improving the context of new academic year admissions. The results of the study are expected to provide practical recommendations, for the madrasah to improve the effectiveness of promotion, routine and productive promotion and be able to compete in the digital era.

Schools require the implementation of regular and productive promotion in attracting interest through information to learners (Mudin, Pratidina, G., Kusumadinata, A. A., 2023). Promotion through social media and this website is expected to attract students and parents in entrusting their education in MI Al Washliyah. Digital promotion is a form of promotional activities using interactive media and internet media to connect schools with parents and students needed to support the future of children through religious education in MI Al Washliyah.

To support this research, below is an image of previous research to make it more relevant.

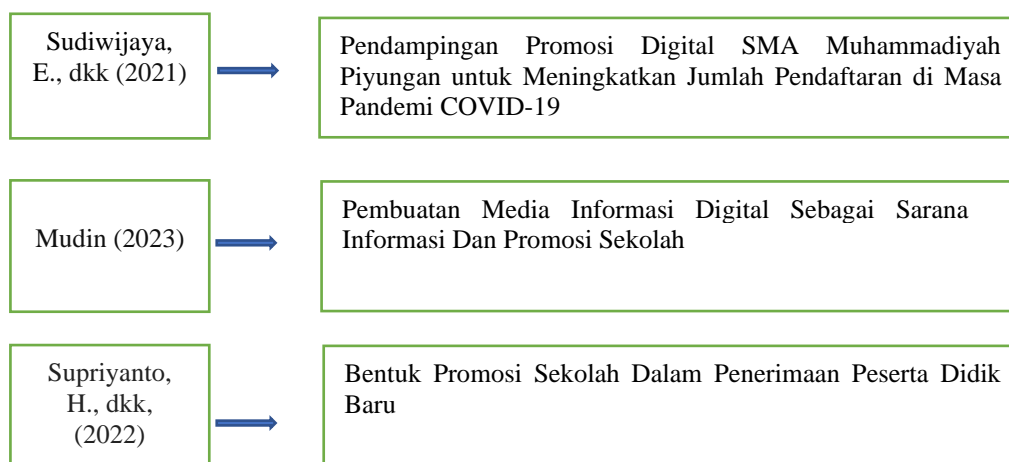


Fig. 1. Relevant Research

2 Material and Methods

This research uses a qualitative approach with descriptive research methods. A qualitative approach was chosen because we wanted to understand in depth how to optimize Madrasah Ibtidaiyah Al Washliyah's digital promotional media so that student acceptance is better. Data collection techniques were carried out by means of observation, literature study, interviews and documentation. The research was carried out at the Madrasah Ibtidaiyah Al Washliyah Darul Aman Medan School, Jl. Jl. Brigadier General Katamso No.246acd, RT.02, Kp. Baru,

District. Medan Maimun, Medan City, North Sumatra. This location is in an alley, not on the main road. Below is the flow of the research implementation process.

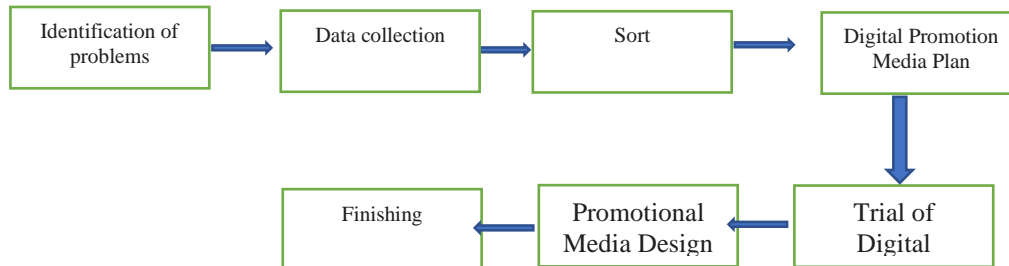


Fig. 2. Research Flow

3 Result and Discussion

3.1. Analysis of the Initial Conditions of MI Al Washliyah Darul Aman Medan Promotional Media

Before implementing the optimization strategy, MI Al Washliyah Darul Aman Medan faced several obstacles in promotion:

- Reliance on conventional promotional methods (brochures, banners, etc.)
- Limited geographic reach in attracting prospective students
- Lack of online visibility and difficulty in reaching the digitally savvy older generation
- School information is not updated regularly

3.2. Implementation of Digital Promotion Media Optimization Strategy

3.2.1. Social Media Creation

Below are the digital promotional media optimization strategies carried out: as follows:

- Creation of social media (Instagram, Facebook and Tiktok)

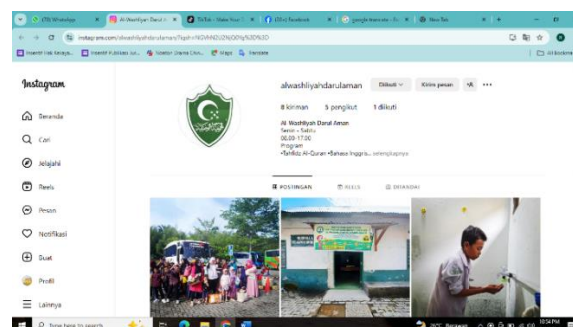


Fig. 3. Instagram Optimization Implementation Display

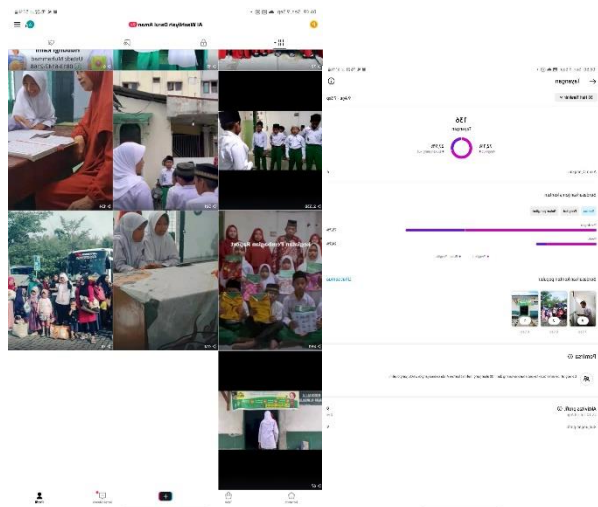


Fig. 4. View of the implementation of Instagram content optimization

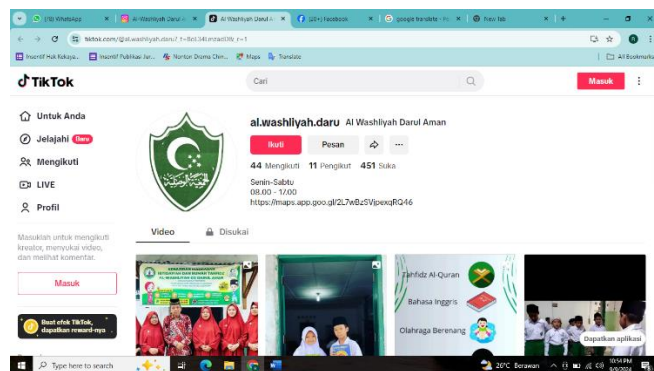


Fig. 5. Tiktok Optimization Implementation Display



Fig. 6. View of The Implementation of Tiktok Content Optimization



Fig. 7. Facebook Optimization Implementation Display

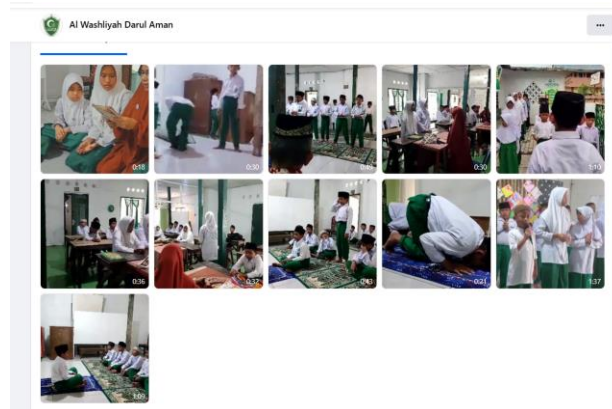


Fig. 8. View of the Implementation of Facebook Content Optimization

3.2.2. Social Media Optimization

- a. Management of official accounts on popular platforms (Instagram, Facebook, Tiktok)
- b. Preparation and consistency of posting quality content (photos of activities, learning videos, testimonials)

3.2.3. Digital Marketing Campaign

- a. Implement SEO strategies to improve search rankings
- b. Utilization of Google Ads to reach a wider target audience

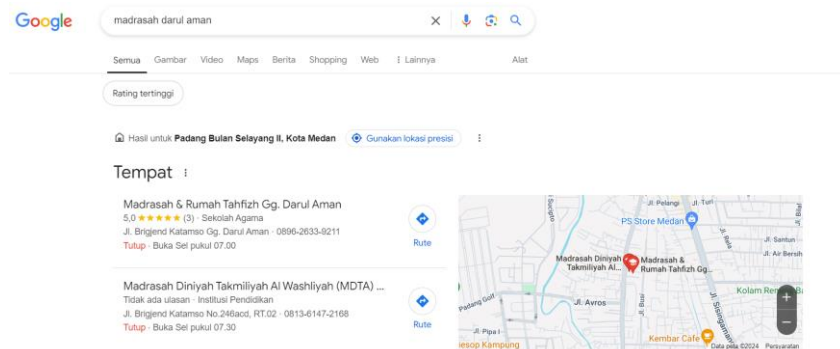


Fig. 9. SEO Optimization Implementation Display

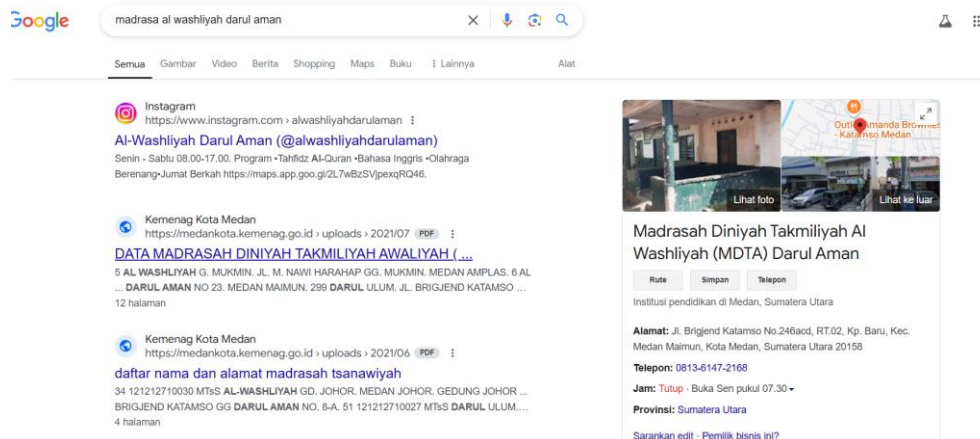


Fig. 10. View of the Implementation of SEO Content Optimization

3.3. Results and Impact of Optimization

3.3.1. Increased Online Visibility

- Increase in Instagram followers up to 5% (increase in followers starting from account creation on 7/26/24 to 8/26/24 by 5% (5 followers * 100%))
- Increase in TikTok followers up to 11% (increase in followers from account creation on 7/26/24 to 8/26/24 by 11% (11 followers * 100%))
- Increase in Facebook followers up to 2% (increase in followers starting from account creation on 7/26/24 to 8/26/24 by 2% (2 followers * 100%))

3.3.2. Efficiency of the Student Admission Process

- It cannot be proven due to the process of creating social media after accepting new students

3.4 Challenges and Solutions

3.4.1. Limitations of Digital HR

- Solution: Intensive staff training and recruitment of digital marketing specialists

3.4.2. Content Consistency

- Solution: Preparation of a content calendar and formation of a special content management team

4 Conclusion

First, the use of social media, websites and other digital platforms has been proven to increase the reach and visibility of madrasas among prospective students and parents. Second, Interactive and informative promotional content, such as madrasa profile videos, alumni testimonials, and superior program information, has succeeded in attracting the interest of potential applicants. Third, Increasing the digital competence of madrasa staff through training and workshops contributes to more professional promotional media management.

However, there are still several challenges that need to be overcome, such as limited human resources in consistently managing digital media and the need to continue to follow the latest technological trends. This research recommends that MI Al Washliyah Darul Aman Medan

continue to develop its digital promotion strategy, carry out regular evaluations, and adapt to changes in target audience preferences. In this way, madrasas can maintain their competitiveness in attracting quality prospective students in the dynamic digital era.

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