



Analysis of marketing strategy through facebook social media at al wafi Islamic boarding school

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ABSTRACT

The purpose of this study was to find out how the marketing strategy via Facebook was carried out by the Al Wafi Islamic Boarding School Islamic Boarding School and to find out how the marketing strategy via Facebook influenced the increase in the number of students at the Al Wafi Islamic Boarding School Islamic Boarding School. The method used in this study is a type of field research using a qualitative descriptive method in the form of revealing and re-describing events that occurred in the field. The incident that occurred was regarding the Marketing Strategy through Facebook social media which was carried out by the Al Wafi Islamic Boarding School Islamic Boarding School. The results of this study are very helpful to the Al Wafi Islamic Boarding School Islamic Boarding School in increasing the number of students through promotions carried out on Facebook media including having a positive impact so that it can make it easy to promote educational products to specific target markets with a relatively cheap advertising budget, while the negative impact is if do not have good analytical skills, it is likely to be a loss because every advertisement has to pay a fee, even though it is cheap, if you do not get maximum results, these costs will be wasted. In addition, advertising on Facebook must comply with predetermined conditions, such as the content does not contain negative elements and the text standard must be less than 20% if it is to be included in the banner.

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INTRODUCTION

Business development cannot be separated from marketing activities, as well as competition in the educational world of Islamic boarding schools. Modern pesantren managers must have a marketing strategy that is able to convey information about pesantren programs which can attract parents to entrust their sons and daughters (MIS Ahmad, 2023). Advertising is a form of marketing communication that is closely related to the success of a pesantren in achieving its marketing objectives (Nasiha, 2010). Advertising at this time is not only through print media, but uses technology that can reach a wider range. Social networks are platforms where companies can get

potential customers because of their wide coverage. Facebook Ads is an advertising feature offered by the social network Facebook (Barokah et al., 2021).

Marketing (marketing) is identifying and meeting human and social needs or meeting needs in a profitable way (Satryatama & Supriyono, 2020). In a narrow sense, marketing is a process of (only) selling and advertising. Meanwhile, in a broad sense, marketing (marketing) is a human activity aimed at satisfying needs (needs) and desires (wants) through exchange (Mubarok, 2017).

(Budianto, 2015) stated, marketing is a total system of business activities designed to plan, determine prices, promote, distribute goods that can satisfy desires and achieve target markets and company goals.

Kenneth R. Andrews said that corporate strategy is a pattern of decisions within a company that determines and discloses goals, intentions or objectives that produce major policies and plans for achieving goals and details the range of business to be pursued by the company. Meanwhile, J L. Thomson defines strategy as a way to achieve the end result. The final result concerns the goals and objectives of the organization.

In line with the development of the concept of strategic management, it is not defined as merely a way to achieve goals, because the strategy in the management concept includes setting various goals themselves through various strategic decisions (Syahkuan et al., 2022). Strategy is a decision within a company that determines and discloses goals, which are related to the ultimate goal through various strategic decisions (F. Ahmad et al., 2016). Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit both the organization and the customers (Violin et al., 2022). Marketing as a human activity that is directed at fulfilling and satisfying needs and desires through exchange processes (Nasrullah, Rulli, 2018).

According to Philip Kotler marketing (marketing) is a human activity directed at meeting needs and wants through an exchange process. Strategy is essentially planning and management planning to achieve goals. However, to achieve this goal the strategy does not function as a journey that only shows the direction of the road, but must be able to show how the operational tactics are (Nur, 2018).

According to (Rusdi, 2019) Marketing strategy is a series of goals or objectives, policies or rules that give direction to a company's or organization's marketing efforts from time to time, from all levels and allocation references, especially as the company's response in facing the ever-changing competitive environment and conditions. Meanwhile, according to Philip Kotler marketing strategy is a mindset that will be used to achieve marketing goals, in which there is a detailed strategy regarding the target market, positioning, marketing mix and budget for marketing.

According to (Wibisono, 2020) Social media marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products and services from the company. Whereas (Zulfikar, 2017) Defining social media marketing is a marketing strategy that people use in the form of online networking. Social media marketing is a marketing practice that uses digital distribution channels to reach consumers in a relevant, personal and cost-effective manner (Truline, 2021).

According to (Nugraha, 2021) Defining social media marketing is marketing that uses social media that companies implement to build awareness of their brands. According to research (Zulfikar, 2017) Social media marketing is a form of marketing using social media to market a product, service, brand or issue by utilizing the participating public on social media. According to research (Zulfikar, 2017) said social media marketing is a system that allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes.

Referring to the statement above, social media marketing is a digital marketing strategy by using social media as a distribution channel to market products or services by utilizing the people who participate in it for marketing purposes.

RESEARCH METHOD

Type of Research

The type of research that researchers use is a type of field research using a qualitative descriptive method, namely in the form of revealing and re-describing events that occurred in the field (Raco, 2018). The incident that occurred was regarding the Marketing Strategy through Facebook social media which was carried out by the Al Wafi Islamic Boarding School Islamic Boarding School.

Data

The data used are primary data and secondary data. Data collection techniques were carried out through interviews that researchers conducted with the Admissions Committee for new students, Head of Administration, Guardians of students, and students. Data analysis is carried out first starting from the data that has been collected, then it is reduced and conclusions are drawn (Yuliani, 2018). After that the presentation of the data by compiling a set of data. Furthermore, connecting and comparing existing theories with the results of practice in the field (Fachrudin, 2013).

Data validity checking techniques in this study used data triangulation techniques. The data triangulation technique was carried out by comparing and checking the degree of trust of the informants (Bachri, 2010)

RESULTS AND DISCUSSIONS

Marketing Organization

Organizing is the process of compiling organizational structure according to its objectives, resources and environment. The results of this organization will then produce an organizational structure, which shows a division of labor.

The problem in marketing organization that usually arises is the inaccuracy of the division of labor which results in an asynchronous relationship between the position held or given and the ability of the person carrying out the task. The right man in the right place, that is, the right person is in the right place or the right place.

The organizational structure shows the division of labor and shows how the different functions or activities are coordinated, and shows the specialization of jobs within a company. The following is the marketing organizational structure at Al -Wafi Islamic Boarding School Islamic Boarding School.



Figure 1. Marketing Organizational Structure of Al Wafi Islamic Boarding School

Based on the picture above the organizational structure formed consists of a manager in charge of the B2B coordinator and CSO who has one staff, the event and admission coordinator oversees two staff and marketing tita. To meet the needs of promotion through social media, the existing structure is actually lacking, especially in the digital marketing section because it is necessary to provide structured and scheduled content every day that is capable of making copywriting, video graphic design and there must be a special admin who monitors and analyzes marketing activities through defined social media.

Social media

Social media is a media revolution that gives consumers full power in obtaining information and conveying information (Dave Kerpen; 2011) in Semuel H, and Setiawan KY (2018:4). The existence of social media makes business people, organizations, governments look for ways to achieve bigger things with efficient spending (Siswati et al., 2021). The impact of social media is considered the most effective form of marketing in maintaining relationships with consumers, building good relationships with consumers. The first step that must be taken is to analyze community trends in searching for sunnah schools or Islamic boarding schools using the help of Google trends.

Organic Facebook

The function of Facebook as a promotional medium according to Merry Riana in a book by Fikri .Z and Purnawan.KH (2016) Facebook has become a phenomenon and has become a boom not only used to communicate and add to relationships. The large scope of this social network is the ground for offering products, both goods and services. And there are lots of applications or features that can be used as a campaign or promotional tool using Facebook. Based on its function as a communication medium for giving messages to each other, the Al Wafi Islamic Boarding School uses this media to introduce Islamic boarding schools' programs and activities using flayers and videos. Promotion using organic or free Facebook must be supported by copywriting that can influence prospective students to choose Al Wafi Islamic Boarding School as the first choice in addition to helping search engines by using hashtags. In marketing planning, it must be systematic and scheduled by utilizing Facebook groups that facilitate providing information about Islamic boarding schools. Based on table 1 shows the promotional schedule carried out by the Al Wafi Islamic Boarding School.

Table 1. Organic Ads in FB Group Info PSB Sunnah School

Advertisement	Show	Theme	Format	Copywriting	Hashtags
#1	August 18, 2022	Expo MLF ICE BSD	Picture	There is	-
#2	August 18, 2022	Native teacher	Picture	There is	-
#3	August 23, 2022	Information on Batch I and MLF ICE BSD	vedio	There is	-
#4	August 24, 2022	Registration Batch 1 Discount 10 Million	vedio	There is	#muslimlifefest
#5	October 3, 2022	Batch I Santri Registration	landing page PSB Al Wafi https://psb.al-wafi.sch.id	There is	-
#6	October 3, 2022	Acceptance of Batch I	Picture	There is	#Pesantrensunnah #internasionalislamicboardingschool #islamicboardingschool
#7	October 14, 2022	Congratulations Santri Accepted in the Middle East	Picture	There is	#Pesantrensunnahbogor #Alquran #Pesantrendepok #Pesantrensunnahdepok #tahfidz #islamicboardingschool
#8	October 23, 2022	UIM Accreditation & Banat Advertisement	Picture	There is	-
#9	October 27, 2022	Tahfidz with Syeih Majdi, BA	Picture	There is	#Pesantrensalaif
#10	November 6, 2022	Extracurricular Facilities	Picture	There is	-
#11	November 8, 2022	Congratulations Santri Accepted at the Islamic University of Medina	Picture	There is	#Pesantrensunnahbogor #Pesantrensunnahdepok
#12	December 1, 2022	UIM Assessor Assistance by Al Wafi Islamic	vedio	There is	#schoolsunnah #islamicboardingschool

#13	January 2, 2023	Boarding School Supervisor Wave 2	Picture	There is	#Pesantrendepok #Pesantrenputribogor #schoolsunnah #islamicboardingschool #Pesantrendepok #Pesantrenputribogor
#13	February 4, 2023	Islamic Boarding School Preparing to enter PTN	Picture	There is	#islamicschool #schoolislam #islam #ppdb #school #duniaislamterpadu #islamic #muslim #madrasah #schools #islamicpost #quran #weekendmadrasah #sd #elementaryschool
#14	February 25, 2023	Educational Takshow on Rodja TV	Picture	There is	#alwafi #pesantrensunnah #quran #islam #allah #muslim #islamicquotes #sunnah #islamic #muslimah #allahuakbar #deen #makkah #dua #prophetmuhammad #quranquotes #ramadan #alhamdulillah #jannah #muhammad #namaz #hijab #love #islamicreminders #madinah #islamicpost #alquran #islamicreminder #madina #hadith #quranverses #muslim

Source: Primary Data

Table 2. List of Followed FB Groups

No	Group Name	Type	Amount of Anggauta
1	Info PPDB Ahlussunnah School	private	38.6 thousand
2	Info PSB Sunnah School	private	2.8 thousand
3	♥ Salaf School Info ♥	private	5.1 thousand
4	Info PPDB Bermanhaj Salaf School	Public	7.0 thousand
5	Sharing Salaf School Registration Info	private	15.0 thousand

Suber : Primary Data

In table 2 the Facebook group used by the Al Wafi Islamic boarding school to provide information on pesantren activities as well as for promotion. The following is an example of ad content and its parts arranged on organic Facebook and Facebook Ads.

Copywriting

عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Fathers and mothers who want their children to be accepted at state universities and memorize the Qur'an are the right choices for boarding schools, Yes. The Alwafi Islamic Boarding School Islamic Boarding School organizes dinniyah education, tahfiz and the national education curriculum. Inshaallah we will provide learning assistance with the target: Characters are formed according to the Qur'an and sunnah; Target at least 5 Juz; Accepted at PTN.

Acceptance of new Santri Al Wafi Islamic Boarding School IBS SMP-SMA Putra Depok Putri Bogor West Java (ACCREDITED A and UIM MADINAH) FY 2023-2024. Batch 2 to 31 March 2023 (Discount Rp. 5 Million)

Registration Information :

Ust. Achdiat: wa.me/628119729444

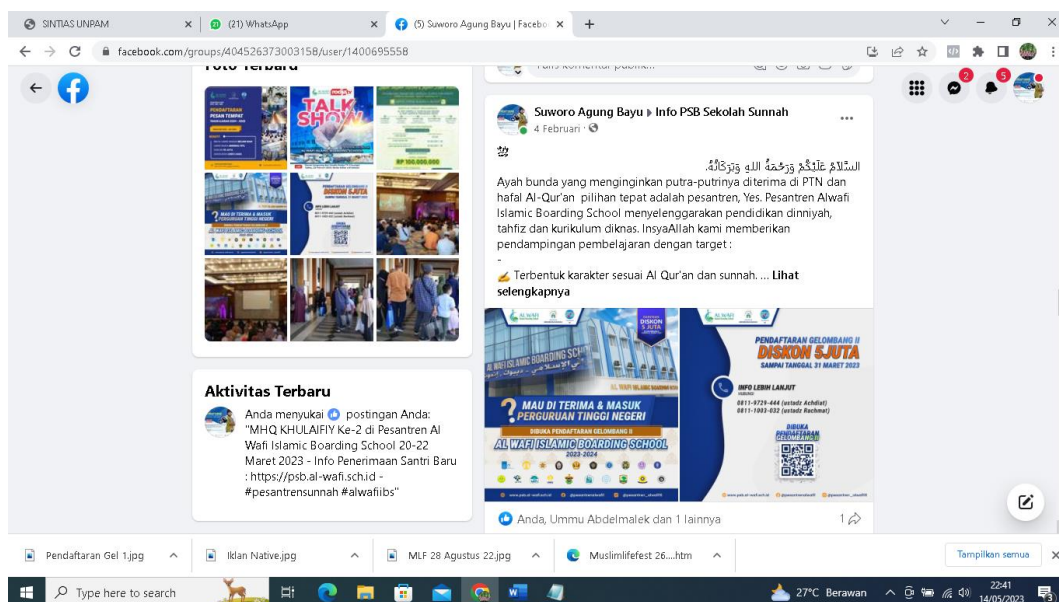
Ust. Rachmat : wa.me/628111003032

Registration Links:

<https://psb.al-wafi.sch.id>

Hastags

#islamicschool #schoolislam #islam #ppdb #school #duniaislamterpadu #islamic #muslim #madrasah #schools #islamicpost #quran #weekendmadrasah #sd #elementaryschool



Source: Advertisement on Facebook Info PSB Sunnah School

Figure 2. Ad Display in the Sunnah School PSB Info Group

Facebook Ads

According to Merry Riana in a book written by Fikri .Z and Purnawan.KH (2016) Facebook has become a phenomenon and has become a boom not only used to communicate and add to relationships. The large scope of this social network is a soft ground for offering products, both goods and services. And there are lots of applications or features that can be used as a campaign or promotional tool using Facebook.

To do promotions or advertise using Facebook, of course, you have to create a Facebook Page (Fanspage) first. According to (Akbar et al., 2022) Fanspage or Facebook Page is a platform provided by Facebook for conducting business activities, and is the most important part of all business activities on Facebook, from promotion to analysis, everything is done on Fanspage. Facebook Page (Fanspage) first. According to (Akbar et al., 2022) Fanspage or Facebook Page is a platform provided by Facebook for conducting business activities, and is the most important part of all business activities on Facebook, from promotion to analysis, everything is done on Fanspage.

Resources

The success of marketing activities through social media Facebook can be proven from the results of information sources regarding student admissions which are filled out during registration shown in table 3. Options in the registration system consist of family recommendations, social media, websites, sibling (sibling program) and PIC (direct come).

Table 3. Information Resources for New Students for the 2023-2024 Academic Year

No	Resources	Son's high school	%	Private junior high school	%	Princess high school	%	Princess junior high school	%	Total	%
1	Recommendation	12	27,27	34	39,08	8	44,44	23	53,49	77	40,10
2	social media	12	27,27	24	27,59	3	16,67	6	13,95	45	23,44
3	Website	5	11,36	10	11,49	5	27,78	5	11,63	25	13,02
4	Siblings	2	4,55	1	1,15	0	0,00	0	0,00	3	1,56

5	pic	1	2,27	3	3,45	0	0,00	1	2,33	5	2,60
6	Blank	12	27,27	15	17,24	2	11,11	8	18,60	37	19,27
TOTAL		44	100	87	100	18	100	43	100	192	100

Source: PPSB Primary Data 2023

Based on the table above, it shows that the source of information from social media, in this case Facebook, is 23.44 percent and from the website is 13.02 percent. This shows that sources of information through social media have a sizable contribution and occupy a position after the recommendation.

Distribution of Santri Areas

The facilities available on Facebook Ads are targeting by region. As shown in Table:

Table 4. Distribution of High School Students by Region

No	Student name	Region	Resources
1	Salahuddin Al Ayyubi Lubis	West Brass	social media
2	Athala Faris Heryady	West Java Depok	social media
3	Rian Nafiansyah	Bandung West Java	Website
4	Fadhlan hauzaan shaqiel	Bandung West Java	Website
5	Raden Muhammad Rafi Zidane	Majalengka West Java	social media
6	Zain Abdurrahim An Nabil	Bekasi West Java	Website
7	Fatih Dhiyaulhaq	Surakarta, Central Java	Website
8	Abdul Rozaq alawi	Balikpapan, East Kalimantan	social media
9	Mirza Fawwaz Abiyu Muhammad Aulia	BatamRiau	social media
10	Azkie Darmawan	Bandung West Java	social media
11	Diandra Hazel Athaya	Macassar	social media
12	Alvin Daniels	East Jakarta DKI	social media
13	MUHAMMAD IHSAN MANAF	East Jakarta DKI	Website
14	M Fadhlan almasri	DKI Jakarta	social media
15	Agha Wahidin Lubis	Bandung West Java	social media
16	Afrand Izzuddin Esfandiar	East Jakarta DKI	Website
17	Muhammad Ghaly Al Fawwaz	Muara Enim Sumsel	social media
18	Syafiq Gagapawe Sumbi	East Jakarta DKI	social media

Source: Primary Data

The Impact of Promotions on Facebook Ads

The facilities provided by Facebook are very helpful for the Al Wafi Islamic Boarding School Islamic Boarding School in improving the image of increasing the number of students through promotions carried out in the media. Besides these positive impacts, Facebook media is prone to negative comments if the service does not match the expectations that have been promised. The impact of promotions on Facebook include:

Positive Impact: Facebook makes it easy to promote junior and senior high school educational products to specific target markets with a relatively inexpensive advertising budget and if the contents of the ad content are successful, the target audience will more easily get information about the products offered and Facebook will display a report or the results of advertising performance are in the form of complete and specific data so that the data can be processed again for the next promotional activities. The biggest pesantren traffic is obtained from Facebook advertising so that information on new student admissions can reach the wider community according to the target area that has been determined according to Google Trends Analysis.

Negative Impact: Advertising on Facebook, of course, must have very good analytical skills, set specific goals and precise targeting skills. If you don't have this ability, you will likely be "boncos" or at a loss because every ad on Facebook has to pay a fee, even though it is relatively cheap, if you don't get maximum results then these costs will be wasted. In addition, advertising on Facebook must comply with the conditions set by Facebook, such as content that does not contain negative elements, the text standard must be less than 20% if it is to be included in a banner. If you violate the conditions set by Facebook, the ad will be closed and the money that has been paid for the ad deposit cannot be returned. As happened to the Alwafi Islamic Boarding School account.

CONCLUSION

Marketing strategies through organic Facebook by promoting through sunnah or salaf school Facebook groups. Based on the results of information sources that the guardians of students decide to enter the Al Wafi Islamic boarding school through the social media Facebook by 23.44% and the website 13.02%.

Based on the needs in carrying out marketing strategies through social media, the authors provide suggestions: To recruit personnel who are able to plan, create marketing content and analyze results. The digital marketing team must plan a systematic digital marketing activity.

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