

BRANDING STRATEGIES IN RISING THE NUMBER OF PARTNERS

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ABSTRACT. *Many educational institutions have emerged, giving rise to competition. To attract new students, educational institutions must find ways to attract students to their educational institutions. This research aims to find out what branding strategies can be carried out, how implementing branding strategies can increase the number of students, and what are the advantages of branding strategies implemented at the Mutiara Hati IT Kindergarten, Klaten, Central Java. The method used in this research is qualitative with a field research approach. The results of the research show that at the IT Mutiara Hati Kindergarten, Klaten, Central Java, the school's branding strategy uses digital marketing strategies. By using digital marketing strategies, we have succeeded in increasing the number of student. Using a digital marketing strategy has several advantages: it is easy, cheap, has a wide target reach, and can be targeted.*

Keyword: *Branding Strategies, School, Students*

INTRUDUCTION

Education gives people access to the knowledge and skills they need to function in an increasingly complex world. Through an understanding of the basics of mathematics, logical reasoning, sacred texts, and language, individuals can develop critical and analytical thinking skills. Education also helps in overcoming the barriers to communication, problem solving, and teamwork that are necessary in various aspects of everyday life. Societies that have been exposed to high-quality education have become more innovative and sophisticated. Education drives technological development, inspires new discoveries, and stimulates creative thinking. Countries that prioritize education are at the forefront of global innovation. Education has a role to play in enhancing inter-cultural understanding and tolerance. Studying different religions, cultures, and beliefs can help people understand and accept change. (Halwati, 2023)

The number of educational institutions today makes the competition in getting new pupils increasingly stringent. The impact is that every educational institution needs to develop a marketing strategy to boost student confidence so that they can pursue education. The institution they want to join. An effective teaching strategy will make students more enthusiastic to enroll in related educational institutions (Sudirman, 2021). The emergence of new schools has created a phenomenon in the field of education. Education approaches and forms are becoming more complex and evolving. Not only are experienced players repairing existing schools; the funds also come from non-educational and even foreign educational intermediaries. Objectively, people are increasingly reluctant to choose the formal educational institutions/schools that they will use. (Anam, 2013)

According to Wijaya's research in Hidayatullah, non-profit educational organizations still need strategies in their marketing. This is due to several other factors, including the fact that educational institutions are basically a weak social club. Therefore, the educational service must inform the general public or students that the organization concerned is in a growing state and can ensure that it is able to provide educational services that meet the needs of the general community. Furthermore, the organization must implement a statement of purpose, vision, and mission of the

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program clearly understood by the general population and improve the effectiveness of the school education programme among the prospective students. It should not be conceived as a simple program of socialization to the general public, but as a form of mutual understanding.(Hidayatullah, 2021)

Marketing is a new method of measuring and developing the potential of an organization by identifying its objectives or target audiences. It's mainly aimed at the general public who sincerely supports and wants our organization, and its aim is to help sell the products that are being offered for sale as soon as possible. Using marketing methods today is very popular in every area of our activity. Thus, in this context, a school or educational policy can be understood as a means of helping a client, client, or student by applying a logical decision-making principle; if a client is not satisfied, this policy will be deemed invalid.(Latifah et al., 2022)

In today's digital age, the rapid advancement of online media has accelerated the development of information technology that is easily accessible by the general public in various spheres. Furthermore, advances in information technology can easily have an impact on society and shape public perception of all available information. Many media are used by interested marketers to display and promote their products, both goods and services, using digital media often referred to as "digital marketing". Digital marketing is an activity that uses digital information technology to facilitate communication and marketing. informing the target audience—whether business or consumer—on the features and benefits of a product or service in a timely manner.(Irfani et al., 2020)

One of the methods and strategies needed to enhance student learning is through the use of digital information technology. Digital information technology makes it easier for the general public to access education, provide input and evaluation, and build possible social relationships between schools and the public. Affects the general public's perception of school presence and participation. It will be a challenge for education in schools, with the aim of continuing to provide accurate information to the public in an effort to increase student participation and gotong royong. Digital information technology serves as a digital marketing tool for schools to refine and refine their curricula. With the help of digital marketing, the locals in Luzon realize that there are educational institutions that provide high-quality, affordable, and well served learning opportunities.(Guarango, 2022)

Digital marketing is a new strategy in education reform. Therefore, with this new strategy, every educational institution should be cautious in exploiting the advantages of such a strategy. However, according to him, there are still many educational institutions that find it difficult to implement digital programs properly when doing marketing research. The impact of the (digitalized) strategy offered is actually necessary for educational institutions to increase student involvement as well as expand the collaborative learning environment in a more diverse direction. The current failure of education is a problem that needs to be studied and corrected. The challenges of integrating technology into education that educational institutions still face today stem from the inadequate competence of human resources and facilities.(Ariskwanti, 2023)

Digital marketing is a business strategy used to promote a product or brand online or through digital media. Many or organizations have websites or social media accounts with lots of interesting information. It's called digital marketing. The goal is to quickly expand or contract the consumer base. Digital marketing is a type of advertising campaign that uses the Internet and related channels, such as social media and websites, to increase brand exposure. In short, digital marketing

is similar to traditional marketing. Besides, this digital marketing makes it easier for us to evaluate what is done. In addition, digital marketing helps low-income buyers buy more and helps big succeed by leveraging digital media to spread news about product brands or content around the world.(Geralda & Kasih, 2020)

Branding is an attempt by educational institutions to provide a unique and distinctive brand with its own characteristics. A trademark is a value asset owned by an educational institution, because a trademark can give a label or a seal to a product. A product that can help the general public in comparing a product with another. According to Swastyd in Ayunisa, branding is a process that begins with survival, values, and ends with promises given to a product (goods, services, enterprises, and so on) in order to distinguish it from a competitor's brand. Therefore, the goal of branding an educational institution is to create a positive public perception and brand awareness so that society can be connected, respected, and not negatively affected by other educational institutions as public confidence has awakened.(Ayunisa & Sholeh, 2022)

This research was carried out to find out what branding strategies can be done, how implementation of branding strategy can increase the number of students, and what is the advantage of branding strategies run at the IT center Mutiara Hati Klaten Java Central. Education in today's digital age is increasingly relying on marketing strategies as a means to influence the development of brands that make schools in Indonesia more modern and able to meet individual needs of students or even exceed them. Mass consciousness. As an early step towards advancing information and technology systems, branding in schools is essential to inspire students or even adults to be more adaptive to the situation. Nowadays, the promotion of educational institutions is very important for schools and even colleges, especially for private colleges. Because, nowadays, society is more concerned about having an educational institution that is more focused on the individual. Therefore, most schools and universities need to update their logos to become more usable by doing their business rebranding using several different strategies, such as brand identity and brand. (Utaminingsih, 2016)

Based on the above background, the researchers plan to conduct research entitled “KEEFEKTIFITIES BRANDING STRATEGIES IN RISING THE NUMBER OF PARTNERS DIDIK”. Thus, researchers analyze about knowing what branding strategies can do, how implementation of branding strategy can increase the number of students, and what the advantages of branding strategies carried out in IT school Mutiara Hati Klaten Java Central

METHOD

In drawing up this article, we use qualitative methodology, using qualitatively descriptive approaches. Qualitative research refers to research that studies several aspects such as relationships, activities, situations, or various types of material. Generally, qualitative studies are more suitable for holistic descriptions that can clearly describe information about an ongoing activity or situation than the current influence of research on the subject, or describe human nature or behavior. (Fadli, 2021). Type of research used using field research (penelitian lapangan). The focus of this research is IT School Mutiara Hati Klaten, with research subjects of the head of school, teachers and colleagues of teachers.

This study contains quotations of data obtained from observations, interviews, and documentation. Researchers use structured interviews, which are interviews that are conducted with reference to a list of questions that have been designed by the researchers. (Kaharuddin, 2021). The Kindergarten: Jurnal Pendidikan Anak Usia Dini Indonesia Volume 03 Number 02 Tahun 2024 e-issn 2830-3482 p-ISSN 2963-6507 <https://ejournal.iainponorogo.ac.id/index.php/kindergarten/index>

researchers gathered data related to how strategies in increasing the number of pupils and what is the advantage of the IT school Mutiara Hati Klaten. Data analysis is done using the Miles and Huberman models in a way that reduces data, presents data, draws conclusions or verifies it. Verification of data validity using source triangulation and technical triangulations. The research was done at the Klaten Heart Beetle clinic.

RESULT AND DISCUSSION

BRANDING STRATEGIES TO IMPLEMENT ACCEPTION OF PARTNERS

Improving the image of educational institutions with good, productive, effective, and efficient strategies is a way to market by promoting educational services institutions. It will enable the general public to provide constructive input on this. Therefore, the people who are interested wish to educate their children in such educational institutions. Now that we're in the digital age, it's becoming easier for the general public to participate in the digitization process, which makes digital marketing one of the most popular forms of consumer communication among retailers. Some smart marketing challenges conventional marketing strategies with more contemporary strategies based on digital platforms. Digital marketing allows real-time exchange of information and communication while offering more flexible access hours. Anyone can easily find and understand information quickly by comparing one set of information with another. The connection between the Maya world and their consciousness is quite important because the public will do online research before deciding to enroll in the school.

Branding is a range of activities aimed at building and enhancing the identity of a brand with a very broad coverage, including the brand name, logo, character, and consumer perception of the brand. Branding has also become a new strategy for companies to gain and retain consumers. There are many benefits of branding, including giving identity to the product or service offered, delivering value, and most importantly, establishing communication with the consumer. (Sulistio, 2017). The term "apprenticeship" can be understood as a child who is less mature and needs the help of others to develop into a mature adult with spirituality, activism, and creative expression. In this sense, students are individuals who have the potential to develop, and they work hard to develop that potential through educational processes at the appropriate level and type of school. (Ramli, 2015)

Based on a survey conducted by researchers at Mutiara Hati Klaten IT School, the School uses digital marketing strategy in promoting schools. Through the school's social media as well as the teachers' social media. IT TK Mutiara Hati Klaten created social media such as websites, facebook, instagram, and youtube which became one of the school's digital marketing and branding strategies for the community. Tk IT Mutiara Hati uses digital marketing because in this era many people are using social media in choosing a school for their children. Using digital marketing strategies, IT TK Mutiara Hati Klaten has succeeded in increasing the number of pupils.

IMPLEMENTATION OF BRANDING STRATEGY: DIGITAL MARKETING

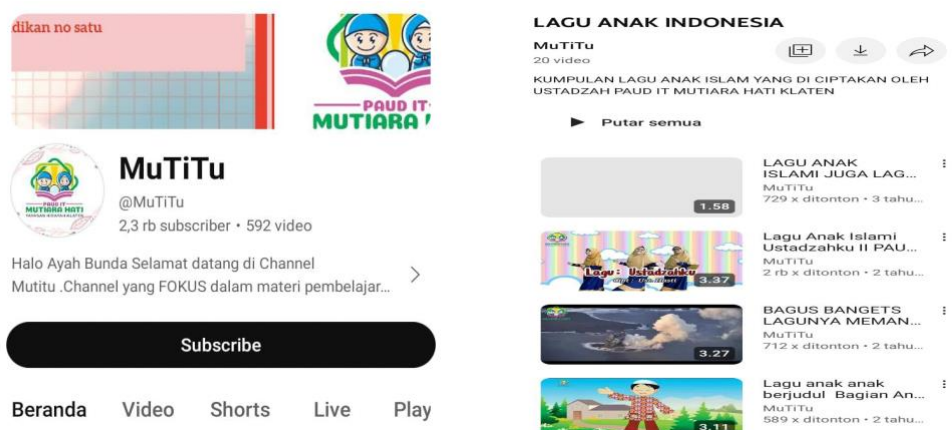
Digital marketing is the practice of promoting products to the general public online. Using a variety of social media platforms, as well as effective information management techniques, can help consumers understand the services provided by a business or institution. (Ariskwanti 2023) Digital marketing is a marketing strategy that utilizes digital media and the Internet. The concept and implementation of digital marketing is a method used to guide the sale of goods or services. Marketing of products and services is very broad with the presence of digital Marketing. Digital Kindergarten: Jurnal Pendidikan Anak Usia Dini Indonesia Volume 03 Number 02 Tahun 2024 e-issn 2830-3482 p-ISSN 2963-6507 <https://ejournal.iainponorogo.ac.id/index.php/kindergarten/index>

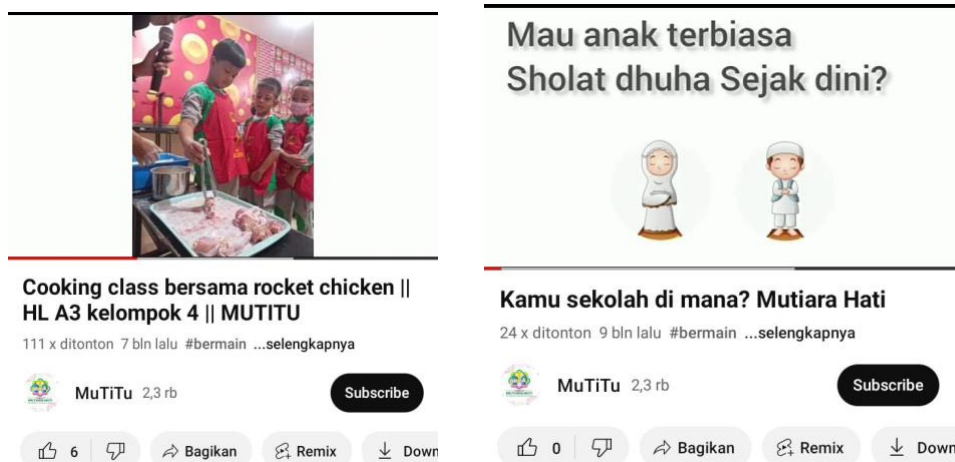
Marketing, also known as digital marketing strategy, refers to any activity carried out within the marketing domain using devices connected to the Internet. (Ni Putu Mayun Swanitha Sephy Lavianto, 2022)

"With the involvement of all teachers, all those teachers are obliged to upload about tk on private social media. At Mutiara Hati IT School we use social media platforms whatsapp, facebook, instagram, you tube and we also have our own school website."

Based on the research carried out at Mutiara Hati Klaten, the researchers found how the implementation of branding strategy was implemented, namely that all teachers were required to upload content related to the IT TK Mutiara Hati Klaten in their respective social media, it was done so that more people knew what activities were in the IT Klatens. Social media is an internet platform that allows users to easily participate, exchange, and create content including wiki, forums, social media sites, blogs, and virtual communities. Through social media, human interaction and communication are no longer limited by space and time. According to Marshall McLuhan's theory that the media is an extension of human abilities, the media serves as a window of the human body. (Ulfah et al., 2016). Electronic media refers to all media that use electricity for users to access their content. The deeper understanding of electronic media is any information or data transcribed, distributed, and accessed through various electronic formats. (Widalismana & Lestari, 2017)

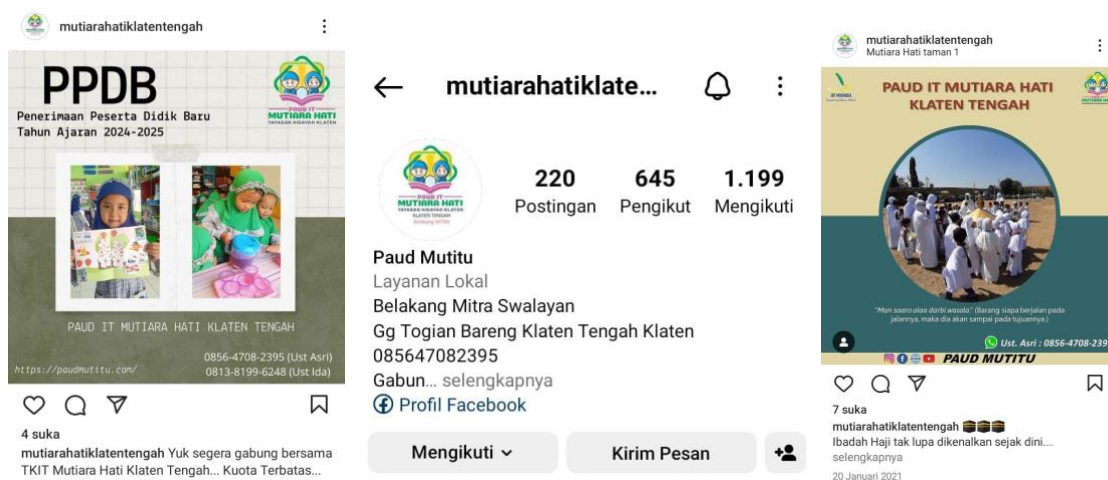
Based on the research of the social media platforms used in IT TK Mutiara Hati Klaten are whatsapp apps, facebook, instagram, youtube and websites. The creation and management of these social media is intended to market things related to the school including information, educational programmes, student achievements, facilities, extracurricular activities, and contacts that customers of educational services can contact on each school social media account. Further, after exploring the social media accounts of IT School Mutiara Hati researchers found some information related to the account you tube contains about the learning activities of students such as: cooking class, mountain eruption experiments, home learning and many more learning activities, not only learning activities on youtube also contain about the songs created by the teachers of IT school Mutiara Hati. These songs are uploaded to youtube as many times in a year. The account of IT TK Mutiara Hati Klaten has the name MuTiTu with subscribers amounting to 2,3 thousand and 592 that have been uploaded.





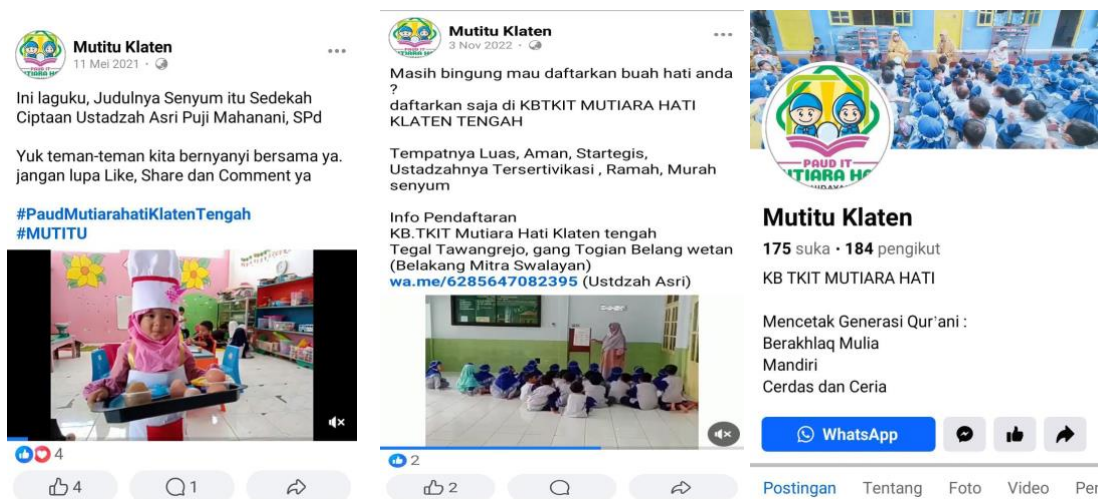
Picture. 1 A collection of TK IT Mutiara Hati youtube content

Regarding his Instagram account, the researchers found some information related to PPDB, the activities of pupils in the school, and also the pupils who performed, his instagram account had the name of the pearl of Latin with a total of 645 followers and 220 posts. Instagram is now the most popular social media network, which has led to the growth of a number of that sell products or services on the platform. Many people use Instagram for their marketing activities because technological advances make social media platforms like Instagram increasingly popular, advertising funding, influencers can be used to increase sales. (Geralda & Kasih, 2020)



Picture 2. A collection of TK IT Mutiara Hati Klaten Instagram content

About his facebook account contains about the activities of pupils, songs created by teachers, and also related to PPDB. His fabebook account has the name Mutitu Klaten with the number of followers 184 and posts 37 photos 2 videos. In terms of marketing platforms, Facebook has been used extensively for marketing activities. Usually marketing activities are made as a Facebook page with business information to be sold. Other users can respond to posts available on the Facebook page, thus enabling interaction. (Geralda & Kasih, 2020)



Picture 3. A collection of TK IT Mutiara Hati Klaten Facebook content

The school's related website contains information about PPDB, excellence programmes, learning activities, photos of activities and facilities. For their own whatsapp account using the personal account of teachers of IT school Mutiara Hati Klaten, every day teachers create whatsapp status related to students' activities at school and also related to school PPDB. The school's website is useful as a means of promotion to enhance the profile of the school and highlight its academic and extracurricular activities. For example, the electronic communication media between schools, institutions, and other organizations. In this case, the school's website serves as an interactive medium that contains text, audio, video, and text messages between students, lecturers, alumni, parents, and the local community. As a means of facilitating the exchange of information between schools, institutions, and the general public, educators can share science through the school's website. It serves as an alternative learning medium (with varied choices so students are not overwhelmed), and also allows students to engage in e-learning or online learning. This web-based e-Learning program has the potential to become more interactive, enabling real-time exchange of information (learning material). Especially start with communication. (Hidayati, 2021)

Foto Fasilitas PAUD Islam Terpadu Mutiara Hati

Program Unggulan

Tahfidz Juz 30

Siswa memulai hari dengan kegiatan Qur'an dengan hafalan juz 30 secara talaqi. Dengan pengalaman kami selama ini, target ini dapat tercapai dengan baik.

Shalat Dhuha

Pembiasaan memulai aktivitas dengan shalat dhuha setiap hari untuk melatih siswa agar terbiasa dengan ibadah berjamaah secara rutin di masjid.

Penerimaan Peserta Didik Baru

Penerimaan Peserta Didik Baru PAUD Islam Terpadu Mutiara Hati Klaten Tahun Ajaran 2024/2025.

DAFTAR SEKARANG DISINI!



Foto Kegiatan PAUD Islam Terpadu Mutiara Hati



Picture 4. A collection of TK IT Mutiara Hati Klaten website content

The use of information technology,

a. interesting website. Build an interesting and informative school website with a professional, responsive, and easy-to-navigate design with information about school programmes, achievements, latest news, and contact information.

b. Use social media platforms such as Facebook, Instagram, Twitter, or LinkedIn to promote school activities, share information, and connect with students, parents, alumni, and the community. Create interesting content, interact with followers, and maintain brand consistency in every post. Facebook with its status, instagram with its photos and headlines, twitter with its short tweets, and youtube with its videos.

BRANDING STRATEGY USES DIGITAL MARKETING

Digital marketing that schools can do, for example, by activating websites and various application articles with school achievement themes, accepting new students, various extracurricular available, etc. However, the increasing amount of information available on the school's website will make it easier for the general public to obtain any school information worth visiting for further study. Furthermore, the school can also create digital ads that are shared through social media.

According to Hadi Purnama in Ulfah, social media has some special features, among others: (Ulfah et al., 2016)

- a. Scope: the extent to which social media is used from the local to the international level
- b. Accessibility (accessibility): At an affordable cost, social media is more accessible to the public.
- c. Usability: Social media is relatively easy to use because it does not require special training or attention.
- d. Actuality (nearness): Social media can communicate responses faster.
- e. Permanent: Social media has the ability to replace comments instantly or facilitate the editing process.

“The advantage of using digital marketing is quite successful even though of course many challenges are faced, starting with teachers who can know IT, time, cost, etc. With digital marketing of course its reach is wider, cheap cost, easy and can be targeted”

“The advantages of digital marketing strategy is easy, cheap, and the target range is wide. while the shortcomings of SDM need education and gapték”.

Based on the results of research at Mutiara Hati Klaten, the researchers found several advantages of using a digital marketing strategy that is easy, inexpensive, and a wide range of targets. Hadi Purnama said that the advantage of using digital marketing is the reach, accessibility,

usability, actuality, fixed. It is in accordance with what the researchers at the IT center Mutiara Hati Klaten found about the advantages of digital marketing strategy is easy, cheap target range wide. Some advantages, advantages of using digital marketing strategies: (Latifah et al., 2022)

- a. Using digital media in a marketing strategy can be done very quickly, within a working day. In addition, digital signatures can be authenticated accurately and in real time.
- b. Easy evaluation The results of a marketing activity can be easily understood using online media. Information like how long a product is advertised, how many people see it, how much each ad costs, and so on. Once you understand the information available, you can proceed to assess which ads are reliable and which are fake. Therefore, it can be beneficial as long as the intervention continues
- c. The next step is the proper geospatial analysis of digital marketing. You can promote a business or product around the world in just a few simple steps using the internet.
- d. Cheap and effective Compared to traditional marketing, digital marketing tends to be more affordable and effective. According to Gartner's Digital Marketing Expenditure Report, the percentage of prospects referred could reach up to 40%. Moreover, the survey also revealed that 28% of small business owners plan to switch to digital because they are more efficient.
- e. Making a Digital Marketing Brand Name helps schools in creating a strong brand identity. Lobbying and Negotiation, Social Responsibility (Tanggung jawab social). Marketing optimization can be done using digital media channels, including: using school websites, school social media, online communities, email marketing and digital advertising.

CONCLUSION

This article discusses the benefits of using digital marketing strategies, especially in the context of educational institutions. In increasing the number of students in IT Schools, Mutiara Hati Klaten uses digital marketing strategies. Digital marketing strategies have gone well by creating interesting content on social media such as Website, Instagram, YouTube, Facebook and whatsapp. The digital marketing strategy has several advantages including its simplicity, low cost and wide range of targets.

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