

# Marketing Strategy for New Student Admissions at SMK Bitussalam

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## ABSTRACT

**Introduction/Main Objectives:** New student admissions (PPDB) are a crucial stage in the annual cycle of educational institutions, including SMK Baitussalam. Facing competition between schools, targeted and effective marketing strategies are required. This study aims to explore the marketing strategies used by SMK Baitussalam to increase the number of applicants, specifically through the use of social media, print media, radio advertising, and paid advertising. The method used is descriptive qualitative with a case study approach. The results show that the synergistic combination of digital and conventional media can increase promotional reach and strengthen the school's image in the eyes of the public. The use of social media such as Instagram and Facebook, supported by paid advertising and engaging visual content, as well as the distribution of brochures, publications on local radio, and alumni testimonials have proven effective in attracting the interest of prospective students and parents.

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## ARTICLE INFO

Keywords:  
Marketing Strategy,  
PPDB, Social Media,  
Paid Advertising, SMK  
Baitussalam

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## 1. Introduction

Baitussalam Vocational High School (SMK) Pekalongan is a vocational education institution focused on developing students' technical skills to prepare them for the workforce. In recent years, the school has faced the challenge of a decline in new enrollments. This has prompted the school to develop more innovative and effective marketing strategies to increase its appeal to prospective students and parents.

Competition among vocational schools to attract new students is intensifying as public awareness of the importance of quality education grows. Therefore, every school is required to have a creative, planned, and sustainable marketing strategy. SMK Baitussalam, as one of the vocational education institutions in Indonesia, adopts a marketing approach that integrates digital and conventional media to increase the effectiveness of its new student admissions (PPDB) campaign. This study aims to examine the marketing strategies implemented by SMK Baitussalam in PPDB, focusing on social media, print media, radio advertising, and paid advertising.

## 2. Literature Review

### Marketing Education

Educational marketing is a strategic process to attract, retain, and satisfy students and other stakeholders through the added value provided by educational institutions (Kotler & Fox, 1995). Marketing strategies in this context include market segmentation, positioning, and promotional mix.

### Social Media as a Marketing Tool

Social media has become a key marketing tool in education due to its ability to reach young people directly and interactively. Platforms like Instagram, Facebook, and TikTok allow for the delivery of information through engaging visual and narrative content.



### Conventional Advertising

Although digital marketing continues to grow, conventional media such as radio and print are still relevant to reach communities that are not yet fully digitalized. Radio advertising can build emotional closeness and strengthen the local image of educational institutions.

## 3. Method, Data, and Analysis

This study uses a descriptive qualitative approach with observation techniques, in-depth interviews, and documentation. The main informants consist of the SMK Baitussalam promotion team, new students, parents, and alumni. Data were analyzed through data reduction, data presentation, and drawing conclusions.

## 4. Result and Discussion

### Social Media Strategy

SMK Baitussalam actively utilizes Instagram and Facebook as the main media. The content created includes:

1. Alumni testimonials in video form
2. Daily student activities
3. Highlight expertise competencies
4. Live Q&A with BK teacher
5. Giveaways and virtual competitions

This strategy has been proven to increase engagement rate and audience reach, especially junior high school students who are the main target.

## Paid Advertising (Digital Ads)

To expand the reach, the school conducts paid ads on Instagram and Facebook Ads, targeting the demographics of junior high school students, school counselors, and parents aged 35-50 in the area around the school. Conversions from this ad increased by 20% compared to the previous year.

## Print Media

SMK Baitussalam prints and distributes:

1. Brochure
2. Banners in strategic locations (near junior high schools)
3. School calendar

Although not as interactive as social media, print media is effective in reaching parents who still rely on physical information.



**SPMB**  
SMK BAITUSSALAM

**PROGRAM KEAHLIAN**

- ✓ AKUNTANSI DAN KEUANGAN LEMBAGA
- ✓ DESAIN KOMUNIKASI VISUAL
- ✓ PEMASARAN
- ✓ BUSANA

**Fasilitas Sekolah**

- Lapangan Olahraga Serbaguna
- Perpustakaan
- Mushola
- Ruang Kelas representatif
- Ruang UKS
- Ruang Guru
- Ruang Keselwaan
- Kantin
- Toilet Putra/Putri Terpisah
- Taman
- dll

**Fasilitas Jurusan**

- Ruang Praktik Siswa Busana
- Laboratorium Komputer Busana
- Gallery Ef-Busa Busana
- Laboratorium Komputer DKV
- Laboratorium Studio Komputer
- Studio Photo DKV
- House Printing DKV
- Laboratorium Komputer AKI
- Bank Mini AKI
- Laboratorium Komputer PM
- Minimarket PM

**PROGRAM UNGGULAN**

- ✓ Life Skill Bengkel Sepeda motor
- ✓ Kelas Bahasa Asing (English & Jepang)
- ✓ Program Tahfidz Al-Quran
- ✓ Program Magang ke Jepang

DP Biaya Daftar Ulang Mulai Rp. 200.000	
1 SPP BULAN JULI	Rp. 200.000
2 MPLS (MASA PENGENALAN LINGKUNGAN SEKOLAH)	Rp. 50.000
3 ATASAN BATIK	Rp. 100.000
4 MAP RAPOR	Rp. 55.000
<b>Total</b>	<b>Rp. 405.000</b>

**Biaya Pendaftaran: Rp. 50.000**

Dapatkan Merchandise menarik dan Voucher (potongan biaya pendaftaran) di hari-hari tertentu

Contact Person  
 +62 856-0051-4929 Bu Nabila  
 +62 852-2952-9121 Bu Julia

**INFORMASI SPMB :**

Alamat Sekolah :  
 Jalan Darma Bakti no. 3 Medono  
 Pekalongan Barat, Kota Pekalongan

## Radio Advertising

Local radio such as Radio Soneta, Radio Kota Batik, Radio POP FM, Radio BSP are used to promote schools through:

1. 60 second ad spot for 30 days
2. Interactive talk show with principal and alumni
3. Regular broadcast during the PPDB period/according to the agreed advertising schedule. Survey results show that 25% of parents learned about SMK Baitussalam from the radio.

**Table and Figure**

**SWOT Analysis of Marketing Strategy**

Aspect	Strength	Weakness	Opportunity	Threat
Social media	interactive, wide reach	Need creative human resources	Reaching Gen-Z	Content competition
Print media	Permanent visual	Less flexible	Easy distributed	Wear out quickly
Radio Advertising	Emosional, local	Non-visual	Affordable	Limited time back
Paid Advertising	Right on target	Need funds	Data analytics	Algorithms changes

**5. Conclusion and Suggestion**

The marketing strategy for new student admissions at SMK Baitussalam shows that a hybrid approach between digital and conventional media provides significant results. The use of social media, paid advertising, and support from local print media and radio are an effective combination in increasing brand awareness and prospective student interest. This success cannot be separated from the mapping of the right target audience and consistency in delivering messages. For sustainability, it is recommended that schools continue to develop creative content teams and conduct regular evaluations of the effectiveness of each promotional media.

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