

ABSTRAK

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Kata Kunci: Strategi Pemasaran, Sekolah Unggul, Bauran Pemasaran 4P, Prinsip Itqan.

Penelitian ini bertujuan untuk menganalisis secara mendalam strategi pemasaran sekolah unggul pada SDIT Ihsanul Amal di Kabupaten Hulu Sungai Utara melalui kerangka kerja bauran pemasaran (*marketing mix*) 4P (*Product, Price, Place, and Promotion*) yang diintegrasikan dengan prinsip profesionalitas Islam (*Itqan*). Latar belakang penelitian ini berakar pada tingginya persaingan institusi pendidikan dasar Islam dan tuntutan pengelolaan profesional di era modern tanpa menanggalkan nilai-nilai spiritual keislaman.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis studi kasus deskriptif. Data dikumpulkan langsung di lapangan melalui teknik observasi, wawancara mendalam dengan pemangku kepentingan (kepala sekolah, wakil kepala sekolah bidang kurikulum dan kesiswaan, bendahara, humas, wali siswa dan siswa), serta studi dokumentasi. Analisis data dilakukan secara interaktif meliputi kondensasi data, penyajian data, dan penarikan kesimpulan atau verifikasi. Keabsahan data diuji melalui uji kredibilitas menggunakan triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa: (1) Pada aspek produk (*product*), sekolah melakukan diferensiasi produk secara komprehensif melalui program unggulan keagamaan, kepemimpinan, dan literasi digital, meliputi program Tahfidz Al-Qur'an terstruktur (target kelulusan minimal hafalan 3 juz), program *Tasmi'* (uji publik hafalan), Al-Qur'an *Camp*, *Market Day* berbasis kewirausahaan syariah, Mabit untuk penguatan spiritual, visualisasi upacara bendera sebagai panggung kepemimpinan massal siswa, modernisasi perpustakaan digital via aplikasi *Minislide*, serta penumbuhan tradisi ilmiah dini melalui program Bulog

(Buku Antologi Siswa) dan CECI (CEndikiawan Cilik Islami). (2) Pada aspek harga (*price*), kebijakan pembiayaan menerapkan prinsip keadilan, transparansi, dan akuntabilitas melalui skema subsidi silang di bawah pengawasan komite sekolah dan yayasan guna menjamin keterjangkauan umat. (3) Pada aspek tempat (*place*), pengelolaan tata ruang fisik disinkronisasikan melalui kebijakan *servicescape* untuk menciptakan lingkungan belajar ergonomis, mitigasi polusi suara, serta penyediaan fasilitas ramah anak (unit jemputan yayasan, CCTV, ruang istirahat *Qailullah*, dan studio multimedia) sebagai perwujudan ekosistem *biah salihah*. (4) Pada aspek promosi (*promotion*), sekolah menerapkan *signaling theory* melalui *evidence-based branding* berbasis bukti nyata capaian prestasi akademik dan non-akademik siswa di media digital (Website, Instagram, TikTok, Facebook, YouTube) serta *authority branding* melalui kolaborasi kompetitif (*coopetition*) antar lembaga.

Kesimpulannya, integrasi prinsip *Itqan* secara konsisten ke dalam bauran pemasaran 4P terbukti efektif dalam memposisikan sekolah sebagai pelopor pendidikan yang unggul, efektif, dan kompetitif di tingkat daerah tanpa kehilangan nilai-nilai teologis keislamannya.

ABSTRACT

Norfaizah, Student Registration Number: 240211030097. Marketing Strategies for Exemplary Schools (A Study at SDIT Ihsanul Amal in Hulu Sungai Utara Regency). Scientific Research, Islamic Education Management Study Program, Postgraduate Program of Antasari State Islamic University Banjarmasin. Supervisor I: Prof. Dr. H. Suriagiri, M.Pd., Supervisor II: Dr. Hamidi Ilhami, M.Ag.

Keywords: Marketing Strategies, Exemplary Schools, 4P Marketing Mix, Itqan Principle.

This study aims to analyze in depth the marketing strategies for exemplary schools at SDIT Ihsanul Amal in Hulu Sungai Utara Regency through the 4P marketing mix framework (Product, Price, Place, and Promotion) integrated with the Islamic professional principle of *Itqan*. The background of this research is rooted in the high competition among Islamic elementary education institutions and the demand for professional management in the modern era without abandoning Islamic spiritual values.

This study employed a qualitative approach with a descriptive case study design. Empirical data were gathered directly from the field through observation, in-depth interviews with key stakeholders (the school principal, vice principals of curriculum and student affairs, the treasurer, public relations, parents, and students), and documentation. Data analysis was conducted interactively, including data condensation, data display, and conclusion drawing or verification. The trustworthiness of the data was tested through credibility checks using source and technique triangulation.

The results showed that: (1) Regarding the product aspect, the school implements comprehensive product differentiation through religious, leadership, and digital literacy flagship programs, including a structured *Tahfidz Al-Qur'an* program (with a minimum graduation target of memorizing 3 juz), *Tasmi'* program (public evaluation of memorization), Al-Qur'an Camp, Sharia-based entrepreneurship through Market Day, and *Mabit* for spiritual strengthening. Furthermore, the product aspect is enhanced by designing Monday morning flag

ceremonies as a mass leadership stage for students, modernizing the digital library ecosystem using the Minislide application, and fostering an early scientific tradition through the Bulog (Student Anthology Books) and CECI (Little Islamic Scholars) programs. (2) Regarding the price aspect, the tuition fee policies apply the principles of justice, transparency, and accountability through a cross-subsidization scheme under the supervision of the school committee and foundation to ensure affordability for the community. (3) Regarding the place aspect, physical environment management is synchronized via a *servicescape* policy to create an ergonomic learning environment, mitigate noise pollution, and provide child-friendly facilities (foundation-owned school shuttle service, CCTV, *Qailullah* nap facilities, and a multimedia studio) as the manifestation of a *biah salihah* (pious environment) ecosystem. (4) Regarding the promotion aspect, the school applies signaling theory through digital evidence-based branding of actual academic and non-academic achievements across social media (Website, Instagram, TikTok, Facebook, YouTube) and authority branding via competitive collaboration (*coopetition*) between institutions.

In conclusion, consistently integrating the *Itqan* principle into the 4P marketing mix has proven effective in positioning the school as an educational pioneer that is superior, effective, and competitive at the regional level without losing its Islamic theological values.