

ABSTRAK

Herida Wulansari. NIM.230211030079, Inovasi Strategi Manajemen Pemasaran Pendidikan Sekolah Dasar Alam (Studi Multikasus di SD Alam Banjarbaru, SD Alam Muhammadiyah Banjarbaru dan SD Alam Muhammadiyah Martapura, Kalimantan Selatan). Pembimbing I Dr. Adi Ansari, M.Pd.I. dan Pembimbing II Dr. Muhdi, M.Ag., Program Studi Manajemen Pendidikan Islam, Program Magister/Pascasarjana UIN Antasari Banjarmasin, 2025.

Kata Kunci: Manajemen Pemasaran, STP (*Segmentation, Targeting dan Positioning*), *Marketing Mix*, Sekolah Alam.

Penelitian ini menganalisis inovasi manajemen pemasaran di SD Alam Muhammadiyah Banjarbaru, SD Alam Banjarbaru, dan SD Alam Muhammadiyah Martapura melalui metode kualitatif deskriptif dengan observasi, wawancara, dan dokumentasi. Fokus penelitian mencakup strategi segmentasi, penentuan target, positioning, penerapan bauran pemasaran (7P), serta hambatan, tantangan, dan peluang.

Hasilnya menunjukkan perbedaan yang jelas antar sekolah. SD Alam Muhammadiyah Banjarbaru mengalami stagnasi peserta didik karena segmentasi dan target pasar yang tidak terarah, sedangkan SD Alam Banjarbaru mengalami penurunan peserta didik akibat perubahan identitas yang tidak konsisten. Sebaliknya, SD Alam Muhammadiyah Martapura berhasil menetapkan segmentasi pada keluarga muda menengah ke atas dengan target dan positioning yang konsisten. Dalam 7P, dua sekolah pertama minim inovasi promosi dan digital marketing, sementara Martapura telah menerapkan strategi pemasaran terintegrasi, media sosial profesional, dan program sekolah yang konsisten.

Hambatan utama di Banjarbaru adalah minim inovasi promosi, branding tidak stabil, dan lemahnya komunikasi pemasaran, sedangkan di Martapura relatif minim hambatan dan memiliki peluang besar memperluas jejaring kerja sama. Perbedaan ini menegaskan pentingnya segmentasi jelas, konsistensi branding, dan strategi pemasaran terintegrasi bagi keberhasilan sekolah.

ABSTRACT

Herida Wulansari. NIM. 230211030079. Innovation of Educational Marketing Management in Nature-Based Elementary Schools (A Multi-Case Study at SD Alam Banjarbaru, SD Alam Muhammadiyah Banjarbaru, and SD Alam Muhammadiyah Martapura, South Kalimantan). Supervised by Dr. Adi Ansari, M.Pd.I. and Dr. Muhdi, M.Ag. Islamic Education Management Study Program, Graduate Program, UIN Antasari Banjarmasin, 2025.

Keywords: Marketing Management, STP (Segmentation, Targeting, and Positioning), Marketing Mix, Nature-Based School.

This study analyzes marketing management innovations at SD Alam Muhammadiyah Banjarbaru, SD Alam Banjarbaru, and SD Alam Muhammadiyah Martapura using a descriptive qualitative method through observation, interviews, and documentation. The research focuses on segmentation strategies, target market determination, positioning, the application of the marketing mix (7P), as well as identifying obstacles, challenges, and opportunities.

The findings reveal clear differences among the schools. SD Alam Muhammadiyah Banjarbaru experiences stagnant student enrollment due to unclear segmentation and target markets, while SD Alam Banjarbaru has seen a decline in student numbers resulting from inconsistent identity changes. In contrast, SD Alam Muhammadiyah Martapura has successfully established segmentation targeting upper-middle-class young families seeking Islamic, nature-based education with consistent targeting and positioning. Regarding the 7P, the first two schools show minimal innovation in promotion and digital marketing, whereas Martapura has implemented an integrated marketing strategy, professionally managed social media, and consistent school programs.

The main barriers in Banjarbaru include limited promotional innovation, unstable branding, and weak marketing communication, while Martapura faces relatively few internal obstacles and holds significant opportunities to expand collaborative networks. These differences highlight the importance of clear segmentation, consistent branding, and integrated marketing strategies for school success.