

MARKETING MIX MODEL ISLAMIC VALUES AS A MARKETING STRATEGY AT MAN 1 MUSI BANYUASIN

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Abstract: *This study analyzes the implementation of the Mix Marketing Model as a marketing strategy at MAN 1 Musi Banyuasin to increase the interest of prospective students. Using a qualitative method with a descriptive approach and case studies, the study was conducted for 6 months (August 2024-January 2025) with data collection through in-depth interviews, observations, and documentation. The results of the study indicate that the implementation of the Mix Marketing Model with a focus on developing diverse, quality, and unique educational products has succeeded in significantly increasing the number of registrants from 182 (2021/2022) to 520 (2024/2025). Leading programs such as the humanist madrasah value, PPDB roadshow, Mansamuba Festival, and 24 extracurricular activities are the main differentiations of the madrasah. A comprehensive approach involving all stakeholders and continuous evaluation produces educational products that are in accordance with the needs and expectations of users. The implementation of the Mix Marketing Model has proven effective in building a positive image and increasing the competitiveness of madrasahs in the era of globalization. madrasah effectively aligns its offerings with the needs of the local community while integrating Islamic values.*

Keywords: *Marketing mix, Marketing strategy, increasing interest, Islamic*

INTRODUCTION

Globalization has created a competitive climate that touches various aspects of life, including the world of education.¹ Although educational institutions are not included in profit institutions, their management cannot be done traditionally but rather requires special skills so

¹ Sony Eko Adisaputro, "Pengembangan Sumber Daya Manusia Di Era Milenial Membentuk Manusia Bermartabat," *J-KIs: Jurnal Komunikasi Islam* 1, no. 1 (2020): 1–27, <https://doi.org/10.53429/j-kis.v1i1.118>.

that educational output has high competitiveness at the global level. The paradigm in viewing education has begun to shift, from what was initially seen as a social aspect, now it is seen as a corporate.² Education is an investment that provides social and personal benefits, making the nation dignified and its individuals human beings with dignity.³ Schools as educational institutions are required to be able to market themselves in order to maintain their existence, because no matter how good a school is, if it is not marketed optimally, it will have an impact on the small number of students and the school will not be known among the community. Marketing is something that must be carried out by schools, in addition to introducing, marketing in educational institutions functions to form a good image and attract the interest of prospective students.

Efforts to improve the quality of education are not easy.⁴ It is necessary to formulate thoughts about things to be improved, choose parts that customers need, and produce superior activity products. A positive image is a valuable asset in the market and basic capital in influencing customer expectations.⁵ Creating a good image can be done by influencing customer needs and expectations to match the products and services available at the school.⁶ Thus, prospective students are more interested in entering the school. Therefore, schools must strive to produce quality products, satisfactory services, and be supported by maximum marketing. MAN 1 Musi Banyuasin as a high school educational institution has a great responsibility in producing a competent young generation, with noble character, and ready to face future challenges. However, the lack of information about the school's advantages and achievements and increasing competition with other educational institutions that offer attractive programs and adequate facilities have an impact on reducing student interest. To overcome this challenge, MAN 1 Musi Banyuasin needs to develop an effective marketing strategy through the implementation of Mix Marketing.

The advantage of the Mix Marketing strategy lies in its ability to provide a comprehensive view of the best way to market educational services to consumers.⁷ By optimizing each element, educational institutions can create added value and strong differentiation in the market, target audiences appropriately, and adjust marketing strategies to changes in market dynamics and consumer preferences. Mix Marketing allows flexibility in adjusting strategies to face competition and maximize the efficiency of resource use, thereby increasing customer satisfaction and ultimately increasing interest in the institution.⁸ The

² Dominiq Fransz Santiago dan Naupal Asnawi, "Tinjauan Filosofis Pragmatisme John Dewey Terhadap Persoalan Sekularisasi Agama" 7, no. 3 (2024): 388–97.

³ Nur Qoudri Wijaya, "Strategi Untuk Meningkatkan Minat Mahasiswa Baru Studi Pada Universitas Wiraraja Sumenep," *Antimicrobial Agents and Chemotherapy* 58, no. 12 (2014): 7250–57.

⁴ Peningkatan Mutu, "Optimalisasi Pendidikan Inklusi di Indonesia : Tantangan," no. March (2025).

⁵ Juventino Sindarto dan Lena Ellitan, "Peran Citra Merek dan Inovasi Produk dalam Membangun Kepuasan Konsumen dan Niat Pembelian Ulang: Sebuah Kajian Teoritis," *Jurnal Ilmiah Multidisiplin* 2, no. 3 (2023): 1193–1206.

⁶ Ilham Kamaruddin dkk., "Jurnal Review Pendidikan dan Pengajaran, Volume 6 No.2, 2023 | 270," *Jurnal Review Pendidikan dan Pengajaran* 6, no. 4 (2023): 2675–80.

⁷ Abdul Kadir, "Peranan brainware dalam sistem informasi manajemen jurnal ekonomi dan manajemen sistem informasi," *Sistem Informasi* 1, no. September (2018): 60–69, <https://doi.org/10.31933/JEMSI>.

⁸ Community Development Journal dkk., "STRATEGI PEMASARAN DALAM MENINGKATKAN KLIEN DI" 5, no. 5 (2024): 9954–60.

implementation of Mix Marketing at MAN 1 Musi Banyuasin has been carried out in the last three years (2021-present) with several main programs such as the creation of a humanist madrasah value, PPDB roadshows to all junior high schools/Islamic junior high schools in the Musi Banyuasin area, Mansamuba Festival, holding 24 extracurricular activities, and free mentoring for students to enter state universities. As a result, the registration graph at MAN 1 Musi Banyuasin shows a significant increase: 182 applicants (2021/2022), 289 applicants (2022/2023), 336 applicants (2023/2024), and 520 applicants (2024/2025).

The great enthusiasm of enthusiasts towards MAN 1 Musi Banyuasin shows the success of the marketing strategy implemented. This study aims to analyze the implementation of the Mix Marketing educational service marketing strategy at MAN 1 Musi Banyuasin in increasing the interest of new students and identifying supporting and inhibiting factors. The results of the study are expected to contribute to the development of marketing theory in the context of education and produce an effective marketing model that can be applied in various other educational institutions facing similar challenges.

METHODH

This study uses a qualitative method with a descriptive approach and case study. The qualitative method was chosen to produce findings that cannot be achieved with statistical procedures or quantification methods, and is able to show people's lives, behavior, organizational functions, and social movements.⁹The researcher chose this approach because it is in accordance with the purpose of the study to explore the marketing strategy of educational services mix marketing at MAN 1 Musi Banyuasin in depth. The descriptive approach is used to explain and describe problems systematically by drawing conclusions deductively, while the case study approach allows research that focuses on programs, events, and activities that are bound by time in a specific context. The research was conducted at MAN 1 Musi Banyuasin, an educational institution that implements a mix marketing strategy for educational services through the Mansa Muba Festival program in the 2023-2024 academic year. The selection of the location was based on the relevance of the institution to the focus of the research and the availability of the required data sources. The research lasted for 6 months, starting from August 2024 to January 2025, to allow for comprehensive data collection and in-depth analysis. This study collected data from two main sources. First, primary data obtained directly from informants through in-depth interviews and direct observation of marketing activities in madrasahs. Primary data collection was conducted to answer specific research questions based on the experience and knowledge of informants who were directly involved in the marketing process of educational services. Second, secondary data in the form of documents, notes, and archives related to marketing strategies that have been implemented by madrasahs, including documentation of the Mansa Muba Festival program and other marketing activities relevant to the marketing mix. The informants in this study were determined using purposive snowball sampling technique, namely determining the sample of data sources with certain considerations

⁹ Husein Wandu, Mohamad Arif Mustofa, dan Sapjeriani Sapjeriani, "Penyaluran Zakat Produktif Baznas Kabupaten Tanjung Jabung Timur Dalam Pemberdayaan Mustahik (Studi Kasus Kecamatan Sadu)," *Jurnal Asy-Syukriyyah* 22, no. 1 (2021): 1–16.

that are adjusted to the objectives of the study. Informants are divided into two categories: key informants and supporting informants. The key informant is the Head of Madrasah as the main person responsible for the marketing strategy of educational services mix marketing at MAN 1 Musi Banyuasin. Supporting informants consist of the Deputy Head of Madrasah for public relations, the Deputy Head of Madrasah for curriculum, teachers, students, and committee administrators who have knowledge and are involved in the implementation of the marketing strategy of educational services at the madrasah. Data collection in this study used three main techniques. In-depth interviews were conducted openly and freely but still directed at the focus of the research to obtain detailed, honest, and in-depth information from informants. Observations were conducted by directly observing the marketing activities of educational services mix marketing at MAN 1 Musi Banyuasin, including the implementation process, interactions between components, and the results achieved. Documentation techniques were used to collect written data, photo documentation, and recordings that were relevant to the research theme as supporting and complementing primary data. The validity of the data in this study was achieved through a data triangulation process that includes source triangulation, technique triangulation, and time triangulation. Source triangulation is done by checking the reliability of data obtained from various sources, such as interview results from various informants with different positions and roles. Technique triangulation is done by checking data obtained from the same source using different techniques, for example data from observations is verified by interviews. Time triangulation is done by obtaining data at different times and situations to obtain reliable and valid data. Data analysis in this study uses the Miles and Huberman interactive data analysis model which includes four interrelated stages. First, data reduction which is the process of selecting, focusing attention, and simplifying raw data that emerges from written notes in the field. Second, presenting data in the form of a set of structured information that provides the possibility of drawing conclusions and taking action. Third, data verification to ensure the truth and accuracy of the data that has been collected. Fourth, drawing conclusions as a result of the three previous processes that are carried out continuously throughout the research until the final report is compiled.

DISCUSSION

The implementation of the Mix Marketing model at MAN 1 Musi Banyuasin begins with planning to evaluating the products offered to prospective students. This study examines the educational products offered in the marketing strategy by highlighting three sub-indicators, namely product diversity, product quality and uniqueness, and student and parent perceptions of the products offered. Based on the results of interviews with the Deputy Head of Public Relations, the diversity of MAN 1 Musi Banyuasin products is based on the leadership's grand plan in carrying out the vision and mission of the madrasah by paying attention to the local potential of the internal elements of the madrasah. The Deputy Head of Curriculum added that the diversity of products in this madrasah is the result of a comprehensive strategy of the leadership that not only considers local potential, but also integrates internal elements in the madrasah. Each product developed is carefully planned to ensure its suitability with the long-term goals of the madrasah.

The results of the observation show that product diversity at MAN 1 Musi Banyuasin was realized through the implementation of the Mix Marketing strategy, with the madrasah routinely holding meetings and training before each marketing activity.¹⁰¹¹ This activity aims to ensure that all parties involved understand the objectives and mechanisms of strategy implementation well. In terms of product quality and uniqueness, the Deputy Head of Public Relations said that the character of MAN 1 Musi Banyuasin as a State Madrasah has become its own attraction. The programs that are arranged are closely related to madrasah education that is different from surrounding schools, with Islamic and Islamic boarding school art programs such as hadrah, khatabah, and muhadarah as advantages.¹² The Head of Madrasah, Mrs. Mardianah, added that her party encouraged teachers and students to think creatively and dare to put forward new ideas, with each idea evaluated and considered carefully to create quality products with unique added value.

Observations at the product marketing coordination meeting on October 10, 2024 showed the enthusiasm of teachers in attending the meeting and actively providing ideas and input related to marketing strategies. The dynamic and collaborative discussion reflected the commitment of all parties to develop quality and unique products.¹³ Meanwhile, the perception of students and parents towards the products offered received serious attention from the madrasah. The Deputy Head of Public Relations stated that his party often conducted surveys and polls on students and parents for evaluation material for program implementation, and asked for the committee's consideration to review and communicate the program to parents. Mr. Erdiansyah added that various feedback received was analyzed comprehensively, with decisions taken considering recommendations from the madrasah committee and quality assurance team.

Based on the research findings, the implementation of the Mix Marketing model at MAN 1 Musi Banyuasin shows that there is mature strategic planning, especially in the aspect of educational products offered. Diverse, quality, and unique educational products are key factors in the madrasah's marketing strategy.¹⁴ The diversity of educational products at MAN 1 Musi Banyuasin not only includes regular academic programs, but also unique extracurricular programs that combine Islamic values with modern education. This uniqueness is a special attraction for prospective students and distinguishes MAN 1 Musi Banyuasin from other schools in the surrounding area.

In an era of increasingly tight competition in the world of education, madrasahs are required to have an effective strategy in attracting public interest. It is not enough to rely only on academic quality, but also requires a comprehensive approach in conveying the advantages

¹⁰ Patel, "MANAJEMEN MARKETING DI MADRASAH ALIYAH HIDAYATUL MUBTADIIN SIDOHARJO KECAMATAN JATI AGUNG KABUPATEN LAMPUNG SELATAN Milatun," 2019, 9–25.

¹¹ Ekarina Katmas, Nur Faizah, dan Ayu Wulandari, "Pengaruh penerapan etika bisnis islam terhadap kinerja usaha mikro kecil dan menengah," *Jurnal Asy-Syukriyyah* 23, no. 1 (2022): 22–35.

¹² Juhdi Heryadi, "AL – KAFF: Jurnal Sosial Humaniora Vol.1 No.5 Bulan November Tahun 2023 | 440" 1, no. 5 (2023): 440–57.

¹³ Penerapan Prinsip-prinsip Shahnaaz dkk., "Implementation of Good Corporate Governance Principles in Pt .," 2024, 1138–53, <https://doi.org/10.23920/jphp.v1i2.292.1>.

¹⁴ M Soleh, A Muin, dan A Zohriah, "Dinamika Pemasaran Jasa Pendidikan di Pondok Pesantren," *Socius: Jurnal Penelitian Ilmu ...* 1, no. December (2023): 473–80.

of the institution. One approach that has proven effective is the implementation of an educational marketing strategy or educational marketing. This strategy helps madrasas to recognize market needs and adjust the educational services offered. Thus, madrasas can be more adaptive in facing changes and demands of the times, while still maintaining Islamic values as the main foundation.

State Islamic Senior High School (MAN) 1 Musi Banyuasin is one example of an educational institution that has successfully implemented an optimal marketing strategy. Through various excellent programs and innovative approaches, this school is able to attract the attention of prospective students from various backgrounds. These programs not only emphasize academic aspects, but also the development of Islamic character, such as honesty (*ṣīdq*), responsibility (*amānah*), and discipline in worship. This shows that the school is able to answer the need for holistic education which is now increasingly needed, without abandoning Islamic values. These advantages are the main selling points that strengthen the position of the school in the midst of society who want quality education as well as spiritual value.

The implementation of marketing strategies at MAN 1 Musi Banyuasin refers to the Mix Marketing principle, which includes various important elements such as products, prices, promotions, places, processes, people, and physical evidence. Each element is designed and implemented by considering the characteristics and needs of the target market. For example, in terms of products, the madrasah offers superior programs such as Al-Qur'an memorization classes, Islamic manners training, and strengthening of faith. In terms of promotion, the madrasah actively conveys educational and religious messages through social media and religious activities in the community. This reflects that the marketing strategy is not only commercial, but also a means of preaching and spreading Islamic values.

The success of this strategy certainly did not just happen, but through careful planning and active involvement of various parties. The madrasah routinely conducts SWOT¹⁵ (Strengths, Weaknesses, Opportunities, Threats) analysis to determine its strategic position amidst the competition. This analysis is the basis for designing a targeted marketing strategy. In addition, training and capacity development of teachers and education personnel are carried out not only to improve professional competence, but also to strengthen moral integrity and exemplary Islamic morals. Thus, all components of the madrasah become role models in instilling Islamic values in the educational environment.

Partnerships with external parties such as the business world, industry, and universities are also an important part of the marketing strategy implemented.¹⁶ This collaboration opens up opportunities for students to gain direct experience in the real world, while still upholding Islamic ethics in interacting and working. In addition, the madrasah is active in socio-religious activities such as regular religious studies, social services, and commemoration of Islamic holidays, which strengthen relations with the surrounding community. This approach shows that the madrasah is not only oriented towards academic and marketing results, but also plays

¹⁵ Efrita Norman dkk., "SWOT Analysis as a Strategy for Madrasah Principals in Realizing Academic Madrasah," *Al Tanzim: Jurnal Manajemen Pendidikan Islam* 6, no. 02 (2022): 520–30.

¹⁶ Manuel Heitor, "How university global partnerships may facilitate a new era of international affairs and foster political and economic relations," *Technological Forecasting and Social Change* 95 (2015): 276–93.

a role as a moral and spiritual agent in society. All of these steps support the achievement of the madrasah's long-term goals as a leading educational institution that is deeply rooted in Islamic values.

The marketing strategy implemented involves all stakeholders, from madrasah leaders, teachers, students, to parents.¹⁷ This collaboration allows for the exchange of constructive ideas and concepts, so that the resulting product is not only of high quality, but also meets the needs and expectations of users. Continuous evaluation through surveys and polls of students and parents is also an important part of the Mix Marketing strategy at MAN 1 Musi Banyuasin. Feedback from users is taken into consideration in the development and improvement of the educational products offered, demonstrating an approach oriented towards customer satisfaction. The success of the implementation of the Mix Marketing model at MAN 1 Musi Banyuasin cannot be separated from the commitment of the leadership and all components of the madrasah to develop educational products in line with the vision, mission, and goals of the madrasah. This comprehensive and integrated approach allows the madrasah to increase its appeal and expand its reach in the community, so that it is able to position itself as an educational institution that not only offers quality education, but also has a uniqueness that distinguishes it from other schools in the surrounding area.

CONCLUSION

The implementation of the Mix Marketing Model as a marketing strategy at MAN 1 Musi Banyuasin has proven effective in increasing the interest of new students, as indicated by a significant increase in the number of applicants from 182 (2021/2022) to 520 (2024/2025). This success cannot be separated from mature strategic planning in developing diverse, quality, and unique educational products, which combine Islamic values with modern education. A comprehensive approach involving all stakeholders ranging from madrasah leaders, teachers, students, to parents allows for a constructive exchange of ideas that produce educational products according to the needs and expectations of users. Excellent programs such as the creation of a humanist madrasah value, PPDB roadshow, Mansamuba Festival, holding 24 extracurricular activities, and free assistance for students to enter state universities, have become a differentiation that distinguishes MAN 1 Musi Banyuasin from other educational institutions in the surrounding area. In conclusion, the implementation of the Mix Marketing model at MAN 1 Musi Banyuasin demonstrates a strong and effective strategy in promoting its diverse and unique educational products. By focusing on the diversity, quality, and distinctiveness of the product, the madrasah effectively aligns its offerings with the needs of the local community while integrating Islamic values. The proactive involvement of teachers, parents, and students in the marketing process encourages collaboration and continuous improvement, as evidenced by regular feedback collection and strategic planning through SWOT analysis. The school's flagship programs not only prioritize academic excellence but also emphasize character building according to Islamic teachings, making it a holistic

¹⁷ Agustiarman, Iskandar, dan Said Alwi, "Strategi Pemasaran Pendidikan Dalam Meningkatkan Kuantitas Peserta Didik Di Smp It Az Zahra Kabupaten Aceh Tengah," *MATAAZIR: Jurnal Administrasi dan Manajemen Pendidikan* 4, no. 2 (2023): 91–103.

educational institution. In addition, partnerships with external organizations further enrich the student experience, encouraging practical learning and community involvement. The commitment of the leadership and all stakeholders ensures that the marketing strategy not only enhances its academic reputation but also strengthens its role as a moral anchor in society. Ultimately, MAN 1 Musi Banyuasin demonstrates a comprehensive approach that not only attracts prospective students but also strengthens its identity as a leading madrasah rooted in Islamic values.

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