

## ANALYSIS OF MARKETING STRATEGIES IN INCREASING THE NUMBER OF STUDENTS OF MARKAZ TAHFIZH TODDLERS AND CHILDREN (MATABA) DAARUL HUFFAZH IN THE CITY SERANG BANTEN

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### Abstract

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Competition between tahfizh schools in Indonesia is getting tighter, especially with the emergence of various tahfizh institutions for toddlers and children. This study aims to analyze the marketing strategy used by Markaz Tahfizh Toddlers and Children (MATABA) Daarul Huffazh in Serang Banten in increasing the number of students. The purpose of this research is to analyze MATABA's marketing strategy, how segmentation and positioning are carried out, as well as the obstacles faced in the marketing process. The research uses a descriptive qualitative approach with case studies. Data collection was carried out through observation, interviews, and document review. The results of the research by analyzing the ongoing marketing strategy, namely direct and indirect marketing strategies, STP and 7P marketing mix show that MATABA's marketing strategy is unique through the Tabarak and Tahsin Tilawati tahfidz methods with learning program innovations designed by the curriculum team which is a differentiation so that it has its own attractiveness, even though there is no special marketing team that is an obstacle in expanding Promotional reach. Customers are generally satisfied with the services and programs offered by MATABA, but a more structured marketing strategy is needed to increase the number of students on a sustainable basis.

### **Keywords:**

Marketing Strategy, Educational Marketing, Early Childhood Education, Marketing Mix, Differentiation.

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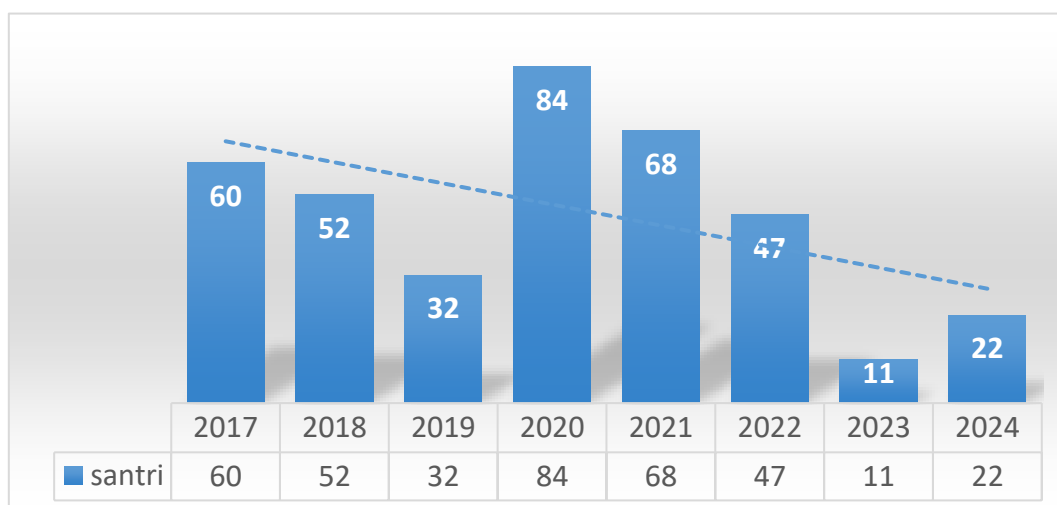
## INTRODUCTION

The interest of parents to make their children a hafidz opens up opportunities for education practitioners to establish tahfidz schools. The presence of tahfidz-based Islamic PAUD/TK as well as tahfidz institutions for toddlers and children that offer superior facilities, attractive learning programs, and affordable costs, also strengthens competition in the world of education, especially in the tahfidz sector for toddlers and children. It is undeniable that the competition between tahfidz schools is getting fiercer. This is a positive signal for tahfidz school managers to improve the quality of their education. This is evident from the various creative efforts made by tahfidz education providers in exploring the uniqueness and excellence of their schools so that they remain in demand by the community (Musnaini et al., 2023).

Along with the emergence of various new educational institutions, Islamic educational institutions must face stiff competition to remain relevant and attract the attention of students and parents. Competition in the world of education has become commonplace, so many educational institutions may be ignored by consumers. Therefore, education providers are required to be more creative in finding their uniqueness and excellence so that they remain in demand by the community. The emergence of new educational institutions on the one hand shows the high attention of the government and the public to education, but on the other hand, the competition between educational institutions is increasingly competitive (Wijaya, 2022).

Because of this phenomenon, the author feels the need to conduct research on how the marketing strategy applied to one tahfidz educational institution to increase the number of students, In this case the author chose MATABA Daarul Huffazh as the first tahfidz institution in Banten which has a uniqueness with the Tabarak method and the Tilawati tahsin method as a support for the program. The author conducted a study entitled "Analysis of Marketing Strategies in Increasing the Number of Students of Markaz Tahfidz Toddlers and Children (MATABA) Daarul Huffazh in Serang City, Banten."

Since its establishment in 2017, MATABA Daarul Huffazh has experienced fluctuations in the quantity of its students. The number of students per batch is based on the information obtained by the author from Mr. Suryadi, S.Kom, as the Head of TU. MATABA Daarul Huffazh is as follows:



Graph image of the number of new students MATABA

The graph above shows that the number of new students enrolled in MATABA from 2017-2019 has decreased. In 2020 it increased by 162.5% but then decreased again in 2021 and 2022 even decreased by 76.5% in 2023 and increased again in 2024 by 100%. Based on the graph, it appears that the trend line of the number of students is decreasing, therefore the author feels the need to conduct research on how marketing strategies should be applied by MATABA Daarul Huffazh Serang to increase the number of students and what obstacles are experienced to find solutions.

Although there have been many similar studies on marketing strategy analysis, the gap in this research exists in the subject of the study, namely the tahfizh markaz of toddlers and the analysis model used is reviewed from several analysis models, namely indirect direct marketing strategy, STP analysis, 7P marketing mix, and customer satisfaction analysis which provides strong accuracy in providing an assessment of the success rate of the ongoing marketing strategy in Mataba Daarul Huffazh.

This research offers novelty by integrating two important aspects, the first aspect of the teaching method applied by Mataba Daarul Huffazh with the Tabarak tahfizh and tahsin Tilawati methods which are innovatively packaged, then the aspect of service to customers in the form of interactive communication to student guardians and serving students with visual, auditory and kinesthetic learning styles. This is a uniqueness of Mataba so that it attracts the interest of the community and can increase the number of students.

The objectives of this study are to: 1) To find out how the marketing strategy carried out by Mataba Daarul Huffazh Serang in increasing the number of students. 2) To find out how Mataba Daarul Huffazh segments the market and positioning in the midst of existing competition. 3) To find out the level of satisfaction of students / parents of students with Mataba Daarul Huffazh programs and services. 4) To find out what obstacles Mataba Daarul Huffazh faces in marketing his school, then a better strategy can be found so that it can increase the number of students.

## **METHODS**

This research uses a descriptive qualitative approach (Yuliani, 2018) with the case study method. Data collection was carried out through observation, in-depth interviews with MATABA managers, teaching staff, and student guardians, as well as reviewing documents related to the educational programs carried out (Sarosa, 2021).

The data analysis technique used is the Miles & Huberman model which includes three stages: data reduction, data presentation, and conclusion drawn. This study also analyzes the marketing strategy of MATABA Daarul Huffazh Serang with an STP (Segmentation, Targeting, Positioning) approach and a 7P marketing mix.

### **Data Collection Techniques**

#### **Observation**

The data collection technique is carried out through observation accompanied by recording the condition or behavior of the target object to be targeted. Direct observation will be carried out at the MATABA Daarul Huffazh Serang location to directly understand the operational process and interactions that occur in it. These observations will provide additional insights into how

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marketing strategies are implemented in day-to-day practices, as well as capture nuances and contexts that may not be able to be expressed through interviews or document analysis.

**Interview**

Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find the problems that must be researched. Based on the results of the interview that will be conducted regarding the method, cost and excellent service of Mataba Darul Huffazh, the interview will produce information on the feasibility of MATABA Daarul Huffaz and the excellent service it provides in order to find the right marketing strategy.

**Document study**

Document studies are carried out to obtain data in the form of notes, transcripts, books, minutes, agendas, data bases and so on. Documentation studies are used to obtain documents that will be collected to complete the research data so that there is an overview of the object being studied.

Table 1. Presentation Data collection techniques

Evaluation Components	Aspects Evaluated	Data Collection Techniques	Type of Instrument Used
Marketing Strategy	Social media campaign effectiveness	Observation, interview	List of questions and cellphone
Customer Satisfaction	The level of customer satisfaction with the service and quality of teaching at MATABA	In-depth interviews	List of questions and cellphone
Brand Awareness	Customer awareness and knowledge of the MATABA brand	Observation, interview	List of questions and cellphone
Product Preferences	Choices and reasons for customers to choose MATABA products over competitors	Semi-structured interviews	Questionnaire

Price Reception	Customer perception of MATABA education fees	Live interviews	List of questions and cellphone
Product Quality	Relevansi dan kualitas program tahfizh dan tahsin	Observation, interview	Notes, Question List and HP
Infrastructure facilities	The condition of the learning facilities, the security and comfort of the learning room	Observation, documentation	Notes and cellphones

#### Metode Tahfidz Tabarak

The Tabarak Program/Method is a method originating from Egypt developed by Shaykh Kamil el Laboody who works as a lecturer. After he succeeded in escorting and educating his first child, Tabarak, so that he successfully achieved the target of becoming the youngest hafiz who then was also successful for his second child, Yazid. He did not want this success to be enjoyed personally, so from here he established an institution for children from the age of 3-7 years, with the target of developing and optimizing the achievement abilities that exist in children, especially in their golden age, in order to be able to memorize the Qur'an. And he named this institution with the name of the Tabarak Project. This institution has also been officially registered with the relevant ministries in Egypt (Masyhud, 2017).

Markaz Tabarak has a shi'ar "*Laa tathibu laa hayaatu illa bikitaabillaah* (this life is not good except with the book of Allah)". The Tabarak project consists of seven levels, the first level of talqin juz 'amma in its entirety starts from Surah An-Naba' and learning hijaiyah letters with harakat and tanwin, this level one learning is carried out in the classroom using a special program on the computer / television and accompanied by a facilitator .

Teaching and Learning Activities of the Tabarak Method as explained in the book entitled "3 Hafizh Cilik Shakes the World" by Fathin Masyhud & Ida Husnur Rahmawati include: a. Prayer at the beginning of learning, b. Kurrasah al mutaba'ah (connecting book), c. Thabur (queue culture), d. Riyadah badaniyah (sports), e. Ats-Tsawab wal'Iqab (Reward & punishment), f. Al-Iktibar (exams), Rihlah (recreation) and g. Student guardian forum. During the first level, parents will always receive a liaison book from the markaz containing directions and instructions on what the family should do at their home periodically at certain times so that the family is aware of the importance of this first level so that the family can take part and be responsible for the running of the program at home (Hidayah, 2017).

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Picture of Book 3 Hafizh Cilik Shakes the World

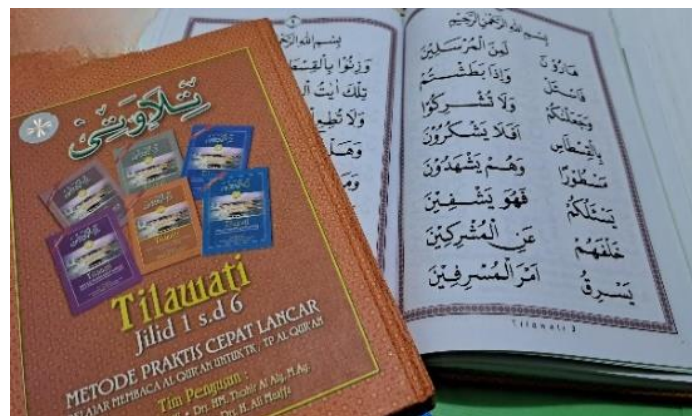
### Metode Tahsin Tilawati

#### Methods Of Tilawati Features

The Tilawati tahsin method is one of the learning methods to read the Qur'an which is equipped with a learning strategy with the truth of reading through individuals with the technique of reading and listening. The Tilawati method has several characteristics, namely:

1. Classical and individualized learning

In classical learning, all students follow together, while in individual learning, students are guided directly by the teacher to improve their reading of the Qur'an.



Pictures of Tilawati Books volumes 1-6

- Learning uses rostr tones. The rostr song is a song used to help students in reading the Qur'an with tartil and fluency.
  - Learning is divided into several volumes, each volume consists of several letters and verses.

### History of the Tilawati Method

In 2002, a team consisting of Drs. H. Hasan Sadzili, Drs. H. Ali Muaffa, and others compiled the tilawati method, the further development was carried out by the Nurul Falah Surabaya virtual pesantren. The Tilawati method in Serang was developed by the management of the Tilawati

Banten Regional 2 Branch which is located in Perum.Safira Regency which is located quite close to MATABA Daarul Huffazh.

### Stages of the Tilawati Method

Ngaji tilawati method is one of the learning methods to read the Qur'an that emphasizes hands-on practice and using rhotic songs. This method designed to make it easier for beginners to learn to read the Qur'an, especially for children, has several stages:

1. Introduction to hijaiyah letters

At this stage, students are introduced to hijaiyah letters and how to read them, teachers use tilawati props to make it easier for students to understand these letters.

2. Introduction to tajweed

At this stage, students are introduced to tajwid, tajweed is a science that learns how to pronounce hijaiyah letters correctly and fluently.

3. Reading practice

After students understand hijaiyah, punctuation and tajwid, they then practice reading the Qur'an. Reading exercises are carried out gradually, starting from letter by letter, syllables, words, sentences, to verses.

4. Valuation

At this stage, the student's ability to read the Qur'an is assessed by the teacher. Assessments are carried out periodically to determine the development of students' abilities. All these stages will be taken by those who recite using the tilawati method. With the application of the Tilawati Method in Mataba Daarul Huffazh Serang, students are greatly helped in mastering the reading of the Qur'an so that it is easier in the process of memorizing the Qur'an.

## RESULT AND DISCUSSION

In this research, the author found the marketing strategy applied by Mataba Daarul Huffazh through several analysis methods, namely:

- Direct Marketing Analytics:

1. Print media: Mataba DH has done direct marketing through the distribution of printed forms, brochure distribution, banner installation, billboard installation but the number is still limited/insufficient.
2. Word Of Mouth Marketing: Based on the findings of the research, Mataba DH has succeeded in marketing by word of mouth through taujih at the Taklim Council by Ustadzah Tini Rochmawati Lc, M.Ag in several Taklim Councils that she fosters and also those carried out by the guardians of students to their acquaintances and relatives so that they attract their interest and register their children/grandchildren to Mataba DH.

- Indirect marketing:

  - Digital Marketing:

Mataba has carried out promotions through digital marketing on the Instagram platform, PPDB Flyer, Youtube, Facebook, whatsapp school admins, but all of them have not been scheduled and socialized massively to the community because of the constraints of human resources who are still holding dual positions as conveyed by Mr. Suryadi as the Head

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of TU Mataba DH during the interview was as follows: "There is no special personnel to manage school social media in particular, so so far there is still no focus so those who have free time are asked to help, because they are still dual positions". Even so, Mataba has followed the trend of digital marketing (Saefullah, 2024).

o STP Strategy Analysis

In an effort to attract new students to choose Mataba DH as an option to attend school for toddlers and children, Mataba has made efforts to promote activities in accordance with STP theory (Lavianto, 2022):

1. Segmentation

Mataba has segmented covering 3 sub-districts closest to the location, namely Serang district, Kec. Cipocok and kec. It is not from a total of 6 sub-districts in the city of Serang. Here is an effective strategy that has been carried out with WOMM (Word Of mouth Marketing), namely through a meeting in a study at the Ta'lim Council fostered by Ustadzah Tini Rochmawati in several mosque complexes (Taman Graha Asri, Griya Permata Asri, Widya Asri, Graha Metro also at the Sari Asih mosque) which has been proven to increase the number of students as previous research conducted by (Lilla Hirra Masiga, 2022) entitled: Promotion Strategies in Increasing the Number of Students at SMK Sabilurrasyad Kendal.

2. Targetting

Mataba also targets through:

Education to the congregation of the ta'lim assembly as the target is the children, grandchildren/relatives of the pilgrims who are toddlers and children up to 12 years old. Mataba has established a partnership with Kamilan Kindergarten for education and socialization of the Mataba DH program to schools and guardians and this partnership has succeeded in increasing the number of students for Mataba DH. This is in line with research conducted by (Zubair, 2024).

Furthermore, share various information on activities/KBM and directions in the Mataba Daarul Huffazh kelbes group in the hope that they can convey it back to their acquaintances/relatives so as to attract interest and increase students. This is in line with previous research conducted by (Sephy Lavianto, 2022) that the marketing model whose application involves 3 stages, namely segmenting the market, targeting the segment that is believed to be the most profitable and positioning the product sold in the most valuable way (Lavianto, 2022).

3. Positioning

In this case, Mataba DH positions itself to face competitors with learning program innovations that have uniqueness in the form of:

- The Tabarak tahfidz method with its programs is: tahfidz assistance for 4 full hours from Monday to Friday, Parenting/3 months and Rihlah/6 months.
- The Tilawati tahsin method every day as a companion to tahfidz learning with the classical system, read the simak and munaqosah for each volume increase.



- Morning study on Monday - Thursday which includes Tadabur Asmaul Husna activities, Dhuha prayers.
- Friday morning studies include Islamic Education Development (BPI) activities and dhuha prayers.
- Services to 30 poor students with a 50% discount and 1 student free of charge (SK applies).

These programs are a novelty in this study which is Mataba Daarul Huffash's differentiation strategy in facing its competitors in an effort to increase the number of students.

o 7P Marketing Mix Strategy Analysis:

Mataba Daarul Huffazh has carried out a good 7P marketing strategy, namely Products (tahfidz tabarak method, Tahsin Tilawati method), Place (strategic location is on an alternative route that is crowded and easy to reach), Price (affordable prices for the middle class and discounts for dhuaffa orphans), Promotion (Direct: WOMM & Indirect: digital marketing, brochures/flyers, billboards), People (Facilitators with quality memorization and certified Tilawati shahadah and always receive coaching), Physical evidence (permanent building with facilities that support and constantly make improvements, and an innovative learning process that is packaged so attractively by the Mataba Daarul Huffazh curriculum and student affairs team that it attracts the interest of the community and can improve students. This is in line with previous research conducted by (fadhillah, 2021).

o Customer Satisfaction Analysis

Based on the findings of this study, Mataba DH has provided good services to students and guardians in the form of interactive communication and interesting learning programs for students such as: (fostering Islamic education, services to a variety of visual and auditory children's learning styles, but can also be followed by kinesthetic children with the help of facilitators for their assistance, the easy and fun Tilawati method) so as to provide satisfaction to customers and can improve students as previously conducted by Munir with the title: "Customer Satisfaction in the Selection of Educational Services", with the results of the analysis are: "Regarding customer satisfaction and the selection of educational services, the results of the analysis can be described that in educational institutions, customer satisfaction as in other product marketing activities, customer satisfaction in education has a great influence on the selection of institutions education" (Munir, 2020).

1. Marketing Strategy:

MATABA uses marketing methods through digital media (Instagram and Facebook) and word-of-mouth (WOMM) promotion. However, the effectiveness of promotion through social media is still not optimal because the number of followers on digital platforms is still small.

2. Segmentation

MATABA targets the geographical market from the Serang, Cipocok, and Taktakan areas, focusing on parents who want their children to learn the tahfizh of the Qur'an from an early age. This segmentation is supported by promotional activities carried out in the taklim council and local communities.

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1. **Positioning:**

MATABA positions itself as a unique tahfizh institution through the application of the Tabarak tahfidz and tahsin Tilawati methods. This program is designed to make it fun and easier for children to read and memorize the Qur'an.

2. **Customer Satisfaction:**

Based on interviews with parents and students, the level of satisfaction with services and learning at MATABA is very high. They considered the method used to be effective in helping children memorize the Qur'an.

3. **Marketing Constraints:**

One of the main obstacles faced is the lack of specialized human resources in the field of marketing who can better manage and develop marketing strategies. This results in a poorly structured and irregular promotional strategy and also limits MATABA's ability to reach a wider audience.

The empirical results of the study show that Mataba Daarul Huffazh has implemented various effective marketing strategies, although there are still obstacles to overcome, especially related to human resource management. This research contributes to a deeper understanding of marketing strategies in the context of education and provides recommendations for future improvement.

## **CONCLUSION**

The marketing strategy that runs in Mataba Daarul Huffazh until now is direct and indirect marketing, direct marketing in the form of print media and WOMM, but based on the findings of print media marketing research is still limited and needs to be improved, while WOMM is Mataba's mainstay marketing model which is quite successful in increasing the number of students related to the activities of Ustadzah Tini. R. As a missionary in Serang City, in his study he also educated his worshippers about the importance of Qur'an education for children under five so that he then attracted the interest of the worshippers and increased the number of students. In indirect marketing, Mataba has promoted through digital marketing on the IG, FB, You tube and Whatts App Kelbes Mataba platforms, but all of them have not been scheduled and socialized massively to the community due to the constraints of human resources who are still concurrently holding positions. Mataba conducts geographical segmentation covering 3 sub-districts closest to the location, namely: Serang District, Cipocok District and Taktakan District from the total number of 6 sub-districts in Serang City, where in the 3 sub-districts Ustadzah Tini Rochmawati, Lc, M. Ag. who is also the founder of Mataba conducts coaching at several Ta'lim assemblies whose congregation is mothers who have the opportunity to target their children, grandchildren/nieces and nephews by providing education related to the importance of learning the Qur'an for children under five. Another target is also carried out by establishing a partnership with TKIT Kamilan which in 2024, thank God, has succeeded in adding students for Mataba DH.

Mataba DH has succeeded in providing satisfaction to customers with services to students with various learning styles (visual, auditory, kinesthetic), Mataba also provides satisfaction with an interactive communication style between facilitators, committees and guardians so that it allows parents to participate in promoting the existence of Mataba Daarul Huffazh in Serang City which can then increase the number of students. The success of Mataba Daarul Huffazh in implementing

direct & indirect marketing strategies, STP strategies, 7P Marketing Mix and customer satisfaction strategies in an effort to increase the number of students can be seen in the data provided by Mr. Suryadi, namely that the number of new students in 2023 is 11 children then in 2024 it will increase by 100% to 22 children. Although the marketing strategy carried out by MATABA Daarul Huffazh is quite good, the obstacles in the form of the availability of special human resources in the marketing field need to be overcome immediately to be able to compete better in a competitive market. By increasing structured and planned marketing efforts, the institution has the potential to increase the number of learners in the future.

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