

ONLINE-BASED PROMOTION MODEL IN RECRUITING OUTSTANDING NEW STUDENTS

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Abstrak

Di era globalisasi yang sangat kompetitif ini, pemasaran diibaratkan sebagai denyut jantung bagi kelangsungan lembaga pendidikan yang bergerak dalam bidang layanan jasa. Promosi merupakan salah satu kegiatan penting yang harus dilakukan oleh lembaga untuk mempertahankan kelangsungan hidupnya untuk berkembang dan mencapai tujuan yang diharapkan. Hasil dari penelitian ini menunjukkan bahwa: Pertama, Rancangan awal model promosi dalam bentuk pengiklanan dalam penjangkaran peserta didik baru berprestasi berbasis online di Madrasah Aliyah Negeri (MAN) 2 Pamekasan ini berawal dari rapat untuk membentuk panitia yang ditunjuk untuk mempersiapkan segala sesuatu dalam pelaksanaan. Kedua, Pengimplementasian fitur-fitur iklan promosi online yang dilakukan dalam penjangkaran peserta didik baru berprestasi berbasis online ini menggunakan media website dan whatsapp dalam proses pendaftarannya. Dan menggunakan media website, facebook, instagram, whatsapp, dan youtube dalam mempromosikannya. Ketiga, Hasil dari promosi dalam penjangkaran peserta didik baru berprestasi berbasis online di Madrasah Aliyah Negeri (MAN) 2 Pamekasan ini mendapatkan siswa/i yang terbaik sebanyak 222 siswa, dan akan ditempatkan sesuai peminatan siswa/i itu sendiri. 222 siswa/i tersebut dinilai dari banyaknya kejuaraan yang diraih dan tingkat kejuaraan yang dimiliki.

Kata Kunci: Model Promosi, Penerimaan Peserta Didik Baru, Prestasi, Online.

Abstract

In this very competitive era of globalization, marketing is likened to the heartbeat for the continuity of educational institutions engaged in services. Promotion is one of the important activities that must be carried out by an institution to maintain its survival in order to develop and achieve the expected goals. The results of this study indicate that: First, the initial design of the promotion model in the form of advertising in the selection of new high achieving students online at State Islamic Senior High School (MAN) 2 Pamekasan started with a meeting to form a committee appointed to prepare everything in implementation. Second, the implementation of online promotional advertising features that are carried out in the selection of new outstanding students based on online using website media and WhatsApp in the registration process. And using website media, Facebook, Instagram, WhatsApp, and YouTube in promoting it. Third, the results of the promotion in selecting new outstanding students based online at State Islamic Senior High School (MAN) 2 Pamekasan got the best students as many as 222 students, and will be placed according to the interests of the students themselves. The 222 students were judged by the number of championships won and the level of championship they had.

Keywords: Promotion Model, Admission of new students, Achievement, Online

INTRODUCTION

Education is a fundamental need for humans in developing and continuing their lives. Education can determine and guide the future and direction of human life. Although not everyone thinks like that, education remains a major human need. One's talents and skills will be formed and honed through education. This is in line with Law No. 20 of 2003 concerning the national education system which is contained in the educational evaluation textbook by Yessy Nur Endah Sary that national education functions to develop capabilities and shape dignified national character and civilization in order to educate the nation's life, aiming to develop potential students to become human beings who believe in and fear God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become citizens of a democratic and responsible state.¹

Education takes place from, by, and for humans throughout their lives. Therefore the concept of education will always be related to the dignity of being a human being. The issue of education is understood not only as a process, but also as a result. At the process level, education is a series of human interactions with the environment that are carried out intentionally and continuously. While education as a result refers to the results of human interaction with their environment in the form of changes and improvements in cognition, affective, and psychomotor that can be obtained at schools/madrasas according to their level.²

In this very competitive era of globalization, marketing is likened to the heartbeat for the continuity of educational institutions engaged in the field of marketing services, which must be based on the needs and desires of customers by estimating and determining the needs and desires of customers as well as the delivery of satisfactory goods and services.³ Marketing is one of the important activities that must be carried out by an institution to maintain its survival in order to develop and achieve the expected goals. Marketers use various ways to get positive responses from the people who have become their targets. The method or tool in question forms a marketing mix. The marketing mix is a set of marketing tools that the institution uses to continuously achieve its marketing objectives in the target market.⁴ The concept of the marketing mix was first put forward by McCarthy who was quoted by David Wijaya argued that there are four main elements in the marketing mix that we are familiar with 4P namely, product is everything that the institution offers to meet the needs and wants of customers, price is an attribute that sees closely related to the existence of a product, place is the process of distributing goods to consumers or markets, promotion is the marketing mix variable used by institutions to communicate with their markets.⁵

Along with the development of science in the era of globalization, it is undeniable that competition between educational institutions in Indonesia, especially in Pamekasan Regency is currently very tight. With the sharp competition between madrasas / schools/ madrasas, marketing for educational institutions should be maximized. Educational

¹ Yessy Nur Endah Sary. *Buku Mata Ajar Evaluasi Pendidikan* (Yogyakarta: Deepublish, 2018), 5.

² Rulam Ahmadi, *Pengantar Pendidikan* (Yogyakarta: Ar-Ruzz Media, 2015), 7.

³ Fatkuroji, "Desain Model Manajemen Pemasaran Berbasis Layanan Jasa Pendidikan pada MTs Swasta Se-Kota Semarang," *Jurnal Pendidikan Islam*, Vol.9, No.1 (April 2015), 72.

⁴ Agustinus Hari Budi Darmawan, "Pengaruh Promosi Terhadap Jumlah Pendaftar Calon Siswa Baru" (Skripsi, Universitas Sanata Dharma, Yogyakarta, 2007), 9.

⁵ David Wijaya, *Pemasaran Jasa Pendidikan* (Jakarta: Bumi Aksara, 2016), 68.

institutions with one another are competing to improve quality in order to develop their educational institutions and also to win the competition. With the marketing of these educational services, the existence of our madrasas/schools/madrasas/ educational institutions is no longer in doubt by the public and customers of educational services (guardians of students, students, and other related parties).⁶

It is very important for a country or an educational institution to find the right strategy. The partnership marketing strategy is a marketing strategy used by schools to increase the number of new student enrollments. Through the strategies chosen and developed, it can attract new students' interest. Through this strategy the school seeks to establish good relations with the community, embracing them to be involved indirectly in marketing school education services.⁷

In the world of education, customer satisfaction in educational services is one of the determining factors for the success of educational competitions. All activities carried out by marketers of educational services ultimately lead to the value that will be given to customers of educational services for the satisfaction they feel. Many benefits will be received if madrasas/schools/madrasas achieve customer satisfaction in education services. Satisfaction of education service customers increases customer loyalty of education services and prevents the turnover rate of education service customers, reduces the level of sensitivity of education service customers, reduces educational operational costs due to the increasing number of education service customers.⁸

At present the paradigm in viewing education is starting to shift, initially, education is seen and studied from a social aspect, but now people see education more in a corporate. That is viewing education as a production organization that produces educational marketing that can be accessed easily by consumers. If producers are unable to market their products, then the products offered will not sell.⁹

Student management is a combination of the words management and students. Management is a typical process consisting of actions in the form of planning, organizing, actuating, and controlling carried out to determine and achieve the goals that have been formulated. Students as an input component in the education system are then processed in the educational process so as to produce quality human beings in accordance with national education goals.¹⁰ It is through student management that students develop themselves as optimally as possible both in terms of individual, social, aspirations, and other potential aspects that students have.

Effective madrasas/schools/madrasas are not solely determined by academic performance, but also include a number of madrasah/school/madrasah goals that are non-

⁶ Ibid., 13

⁷ Gresi Alun Meidianto, Ismet Basuki, and Sri Setyowati. 2022. "STRATEGI PEMASARAN KEMITRAAN PADA SEKOLAH VOKASIONAL SWASTA DI MASA PANDEMI COVID-19 UNTUK MENINGKATKAN PENDAFTARAN PESERTA DIDIK BARU (PPDB) TAHUN AJARAN 2021/2022". *Re-JIEM (Research Journal of Islamic Education Management)* 5 (1), 13 - 31. <https://doi.org/10.19105/re-jiem.v5i1.6291>.

⁸ Ibid., 182

⁹ Neneng Nurmalasari, and Imas Masitoh. 2020. "MANAJEMEN STRATEGIK PEMASARAN PENDIDIKAN BERBASIS MEDIA SOSIAL DI MADRASAH ALIYAH YAYASAN PONDOK PESANTREN BABAKAN JAMANIS PARIGI PANGANDARAN". *Re-JIEM (Research Journal of Islamic Education Management)* 3 (2), 120-28. <https://doi.org/10.19105/re-jiem.v3i2.3908>.

¹⁰ Jaja Jahari, Heri Khoiruddin, Hany Nurjanah, "Manajemen Peserta didik," *Islamic Education Manajemen* 3 (2) (2018) 170-180, DOI:1015575/isema.v3i2.5009.

academic in nature. Effective madrasas/schools/madrasas are madrasas/schools/madrasas that are able to optimize all inputs and processes for the attainment of educational outputs, namely madrasah/school/madrasah achievements, especially student achievement which is marked by having all abilities in the form of competencies required in the learning process.¹¹ In educational institutions, students are a core element of educational activities. Not a few madrasas/schools/madrasas have disappeared due to a lack of students. There are even heads of educational foundations who say that finding students is far more difficult than finding new teachers. This illustrates that in the implementation of education in this era of competition, students are the main element that must be managed and respected in dignity, not much different from buyers/customers in the business world.

Learners are members of society who seek to develop their potential through a learning process that provides certain paths, levels and types of education.¹² Meanwhile, student management is the arrangement and regulation of activities related to students from when students will enter the school/madrasah until they leave the madrasa / school/madrasah. Student management refers to the activities of recording students from the admissions process to the time students leave the madrasa/school/madrasah because they have graduated from attending education at the madrasa/school/madrasah.¹³

Management of the process of accepting new students must be implemented by schools/madrasas. The initial action on accepting new students is to hold a meeting of the head of the madrasa/school/madrasah with the teachers regarding the duties and responsibilities in accepting new students. Planning the publication of the acceptance of new students by holding meetings with the deputy head of the student affairs section, deputy head of infrastructure, deputy head of public relations, counseling guidance teacher, program heads and subject matter teachers.¹⁴

The current development of information technology has a very strong impact on the complexity of education management. In addition, information technology is increasingly needed by educational institutions, especially in improving the smooth flow of information within educational institutions, quality control, and creating alliances with other parties that can increase the value of the educational institutions concerned.¹⁵ Madrasas/schools/madrasas as educational service providers need to improve themselves and learn so that they have initiatives to increase customer satisfaction. Therefore, in the field of educational services, it is necessary to devise the right promotion strategy to win a competition between madrasas/schools/madrasas so as to increase the interest of prospective students and also to increase the acceleration of improving the quality and professionalism of madrasah/school/madrasah management.¹⁶

In order to advance education, especially madrasas in an era of rapid development of information technology, various conducive infrastructure facilities are needed, various

¹¹ Arifin Suling, "Sistem Penerimaan Siswa Baru di Sekolah Efektif", *PROSIDING* (Agustus, 2015), 503.

¹² Mulyono, *Manajemen Administrasi & Organisasi Pendidikan* (Jogjakarta: Ar-Ruzz Media, 2010), 178.

¹³ Badrudin, *Manajemen Peserta Didik* (Jakarta: PT INDEKS, 2014), 23.

¹⁴ Muhammad Halim Kusuma, Sabar Narimo, Wafrotur arohmah, "Strategi Pemasaran Penerimaan Peserta Didik Baru di SMK Muhammadiyah 2 Jatinom Klaten," *Naskah Publikasi* (2016), 4.

¹⁵ Nurdian Ramadhani Ansar, Ratmawati T, Andi Wahed, "Implementasi Manajemen Penerimaan Peserta Didik Baru Berbasis Online di SMK Negeri 6 Makassar," *Jurnal Dinamika Manajemen Pendidikan*, Vol.4, no. 1 (2019), 65.

¹⁶ Ardiyanto Wardhana, "Strategi Promosi Penerimaan Siswa Baru (Studi Kasus SMK Kesehatan Cipta Bhakti Husada Yogyakarta)," *CHANNEL*, Vol.6, no.1 (April 2018), 96-105.

information needs of students, teachers, parents and the community. State Islamic Senior High School (MAN) 2 Pamekasan is one of the madrasas that has high IT compared to other madrasas/schools/madrasas. With that, State Islamic Senior High School (MAN) 2 Pamekasan organizes an online-based selection of new outstanding students (academic, non-academic, and tahfidz). With this, prospective students and student guardians can access information about admission of new students (PPDB) through the website starting from the registration process to the announcement of student admission results.

From the background above, the researcher has an interest in conducting a research with the title of the promotion model in selecting new outstanding students at State Islamic Senior High School (MAN) 2 Pamekasan, so the researcher formulates the problems that are the object of study in this research so that they are focused and in accordance with what has been planned. The focus of these problems are: first, how to design a promotion model in selecting new students for online-based achievement pathways at State Islamic Senior High School (MAN) 2 Pamekasan; second, How is the implementation of online features in the implementation of selecting new students for online-based achievement pathways at State Islamic Senior High School (MAN) 2 Pamekasan; third, what are the results of the promotion model in selecting new students for online-based achievement pathways at State Islamic Senior High School (MAN) 2 Pamekasan.

RESEARCH METHODS

This research uses a qualitative approach and is descriptive in type because the data collected is in the form of words, pictures, and not numbers. The research report will contain data excerpts to illustrate the presentation of the report. The data may come from interview scripts, field notes, photographs, notes or memos.¹⁷ This research uses a qualitative approach because it aims to present the social world, and its perspectives in the world, in terms of concepts, behaviors, perceptions and issues about the human being studied. In addition, with this approach it is hoped that researchers will be closer to the research subjects to be studied and will be more sensitive and will interact more in adjustment.

This research seeks to examine in depth the promotion model in selecting new participants with online achievements at State Islamic Senior High School (MAN) 2 Pamekasan. There are three data collections used in this study, namely: observation, interviews, and documentation. In this study, researchers used non-participant observation where researchers were only observers. The researcher is an outsider of the group being studied, watching and taking field notes from a distance. The interview used was a type of unstructured interview, this was intended so that researchers could ask more in-depth questions about the research being carried out. Documentation is used to strengthen the data from the interview and documentation processes. In this case the researcher will be more specific in making observations of the promotion model in selecting new participants with online achievements at State Islamic Senior High School (MAN) 2 Pamekasan.

¹⁷ Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: PT. Remaja Rosdakarya 2014), 11.

There are two data used in this study, namely, primary and secondary data. The researchers obtained primary data from school principals who are leaders, deputy student heads who concurrently become admission of new students (PPDB) executive heads for the 2022/2023 school year.

RESULTS AND DISCUSSION

Design of a Promotional Model in Admission of New Students with Achievements Based on Online at State Islamic Senior High School (MAN) 2 Pamekasan

Acceptance of new students is one of the first activities in schools/madrasas, both at the elementary school/madrasah level to the tertiary level. With the admission of new students (PPDB) achievement path, prospective students who have achievements will more easily be accepted at other levels of schools/madrasas. To enter the category of achievement path, each student must comply with the various requirements that have been requested. Usually, this achievement path has requirements such as ranking at school/madrasah, standard report card scores, having won competitions in non-academic fields, and so on. With the advancement of technology and also because of the demands of the times, it seems that it is normal for schools/madrasas to use social media accounts as a means of promotion. One of them is by holding a selection of new outstanding students based on online, which can be accessed by prospective students anywhere and anytime. With this, all parties involved will be facilitated in the process.

The initial design of admission of new students (PPDB) on the online-based achievement path at State Islamic Senior High School (MAN) 2 Pamekasan was by holding a meeting, at which the meeting discussed the admission of new students (PPDB) committee, admission of new students (PPDB) schedule, determining capacity, creating video content, and photos for publication on social media State Islamic Senior High School (MAN) 2 Pamekasan namely website, instagram, whatsapp, facebook, and also youtube. This is in accordance with the statement which states that the procedure for accepting new students begins with the formation of a new student admissions committee, meetings for determining new students, making, posting or sending announcements, registering new students, determining new students who are accepted, and Announcement of accepted students and re-registration for accepted students.¹⁸

As Ali Imron's statement in the School-Based Student Management book states that the procedure in admission of new students (PPDB) has steps such as a). Form a admission of new students (PPDB) committee; b). admission of new students (PPDB) committee meeting; c). Making, sending/installing announcements; d). admission of new students (PPDB) Registration; e). admission of new students (PPDB) selection; f). Deliberation to determine students who are accepted; g). Registration (re-registration) . So in the admission of new students (PPDB) design at MAN 2 Pamekasan, namely formulating registration requirements that are in accordance with what the institution wants. Providing registration forms is important in admission of new students (PPDB) design. The form is intended to find out the identity of prospective students. The final procedure is the announcement of admission of new students (PPDB) graduation through

¹⁸ Nurdian Ramadhani Ansar, Ratmawati T, Andi Wahed, "Implementasi Manajemen Penerimaan Peserta Didik Baru Berbasis Online di SMK Negeri 6 Makassar," *Jurnal Dinamika Manajemen Pendidikan*, Vol.4, no. 1 (2019), 67

the achievement path. This is also in accordance with the statement that Acceptance of new students is a process of one of the data collection activities and services for students who have just entered school/madrasah, after they meet the requirements set by the school/madrasah ahead of the new school year.¹⁹

Effective promotion of schools/madrasahs, especially during this pandemic, is urgently needed by all schools/madrasahs in implementing admission of new students (PPDB). It is not uncommon for school/madrasah managers to make changes to the way they promote their schools/madrasahs, such as doing promotions using the internet network (online). This is very important, considering that school/madrasah promotion is a way of getting new students for a school/madrasah. With proper and effective promotions, schools/madrasahs can get students according to the original plan and the capacity of the school/madrasah. State Islamic Senior High School (MAN) 2 Pamekasan is one of the schools/madrasahs in Pamekasan which is known for having high IT, therefore the school/madrasah conducts an online-based selection of new outstanding students.

The selection of new students is essentially a search process, determining students who will later become students in the relevant school/madrasah institution. The steps of these activities are; (a) form a committee, (b) determine the registration requirements for prospective students, (c) provide registration forms, (d) announcement of candidate registration, (e) providing a registration book, and (f) determining the time of registration.²⁰

The next step in the admission of new students (PPDB) design at State Islamic Senior High School (MAN) 2 Pamekasan is to formulate registration requirements. Which of these requirements are (1) class IX in the 2021/2022 academic year, (2) photocopy of semester 3-5 report cards with a minimum score equal to the Minimum Completeness Criteria (KKM), (3) photocopy of academic and non-academic achievement certificates at a minimum district level, (4) attach a certificate or statement of hafidz, and (5) submit 2 sheets of 3x4 photos. And we also provide free re-registration fee facilities for prospective students who are students from superior classes and or ranks 1 to 10 in regular classes, hafidz Quran at least 1 juz, students with academic non-academic achievements 1st, 2nd and 3rd place at the district level and free of re-registration fees and uniforms for prospective students whose academic achievements (KSM, KSN, and the like) win 1st, 2nd, or 3rd place at least at the district level, hafidz Quran at least 5 juz, and non-academic achievements 1st, 2nd, 3rd place and hope 1st, 2 minimum provincial level. This has been scheduled, registration starts from 21-26 February 2022, announcement of graduation on 28 February 2022, and students who graduate are required to re-register on 2-7 March 2022.

Implementation of Online Features in the Implementation of Online-Based Selection of New Students with Achievements at State Islamic Senior High School (MAN) 2 Pamekasan

Online-based admission of new students (PPDB) is admission of new students (PPDB) which is carried out online where registration can be done anywhere and anytime using a laptop computer or smartphone as long as it is connected to the internet. Even

¹⁹ Badrudin, *Manajemen Peserta*, 23.

²⁰ *Ibid*, 32-33

better if online admission of new students (PPDB) is carried out systematically starting from the registration process, data analysis, to announcements. State Islamic Senior High School (MAN) 2 Pamekasan uses its website account as a registration medium until its announcement. The implementation of online-based new student admissions is an implementation of the new student admissions design. Implementation is an effort to move or mobilize members of the organization and utilize existing facilities to carry out work together.²¹

The process of implementing online-based acceptance of new students for socialization/promotion through WhatsApp, Facebook, Instagram and YouTube media is carried out by all teachers, employees, alumni and students. Not only involving the admission of new students (PPDB) committee and the head of the Senior High School (MAN) 2 Pamekasan madrasa, but all of them are engaged in implementing online-based new students so that the community and prospective new students tend to be interested in registering at State Islamic Senior High School (MAN) 2 Pamekasan. This is in line with the results of Solekhan's research which explains that good school/madrasah social media accounts are not only easy to recognize from the name of the account address, but must also be supported by qualified features.²²

The implementation stage of accepting new students from this takes place with the admin or operator in admission of new students (PPDB) entering data on prospective new students who wish to register for new student admissions. The supporting facility for this online-based admission of new students (PPDB) achievement is the Google form, namely the address www.man2pamekasan.sch.id/, apart from that you can also use WhatsApp. Information presented in online media in general is any type or format of media that can only be accessed via the internet which contains text, photos, video and sound. In this general sense, online media can also be interpreted as an online communication facility. With this general understanding of online media, websites, WhatsApp, Facebook, Instagram, and YouTube fall into the category of online media.²³

This online-based new student selection technique emerged because of technological advances and also because of the demands of the times. Seeing the increasing number of internet users in Indonesia, it feels like a loss if schools/madrasas don't utilize online media as a means of promoting schools/madrasas, one of which is by holding an online-based admission of new students (PPDB). By utilizing website, Instagram, Facebook, whatsapp, and YouTube accounts, State Islamic Senior High School (MAN) 2 Pamekasan insists on holding promotions to implementing online-based admission of new students (PPDB).

The results of Solekhan's research explained that a good school/madrasah website (school/madrasah social media account) is not only easy to recognize from the name of the account address, but must also be supported by qualified features. Features that should be on the school/madrasah website are: (1) School/madrasah profile and timeline, the school/madrasah website address contains a school/madrasah profile. The existence of

²¹ Ara Hidayat dan Imam Machali, *Pengelolaan Pendidikan: Konsep, Prinsip dan Aplikasi dalam Mengelola Sekolah dan Madrasah* (Bandung: Putaka Educa, 2010), 27.

²² Solekhan, Rancang Bangun Website Sekolah Sebagai Media Interaksi Yang Lebih Komprehensif Antara Sekolah Dengan Masyarakat, *jurnal sains dan teknologi*, vol 5 no 2, Desember 2012.

²³ Angelina F. T Antow, "Pengaruh Layanan Online Shop (Belanja Online) Terhadap Konsumerisme Siswa SMA Negeri 9 Manado", *E-jurnal Acta Diurna*, vol 5 no 3, 2016.

this school/madrasah profile can provide an overview of the school/madrasah to the general public. Then what is presented is the timeline. This feature shows the journey and growth of schools/madrasahs from year to year. (2) School/madrasah News and Programs column for school/madrasah news and programs on the website as a medium of information and promotion of school/madrasah news about school/madrasah achievements in academic – non-academic fields, success in participating in competitions, or others, which can be displayed with upload photos that support the content of the news. (3) Application Form (Apply Online) The online application feature or registration form must be available on the school/madrasah website. This feature makes it easy for prospective students and parents, because the feature supports online registration which is officially provided on the school/madrasah website. (4) Online Support This online feature connects visitors or the general public with the school/madrasah. It is also easy to interact with each other via e-mail or other social media accounts owned by government agencies.²⁴

Admission Of New Students (PPDB) online is student admission which is carried out online where registration can be done anywhere and anytime using a laptop computer or smartphone as long as it is connected to the internet. Even better if online admission of new students (PPDB) is carried out systematically starting from the registration process, data analysis, to announcements. State Islamic Senior High School (MAN) 2 Pamekasan uses its website account as a registration medium until its announcement.

Results of the Promotional Model in Screening New Students with Achievements Based Online at State Islamic Senior High School (MAN) 2 Pamekasan

Promoting schools/madrasahs can be done in various ways, from conventional methods to online methods or even by combining the two. Even so, during this pandemic, the online method was the most effective way of promoting schools/madrasahs because there were several offline methods which are currently very difficult to implement. Given that the learning process is also limited, it cannot be done face-to-face.

Good cooperation from all parties, starting from the head of the madrasa, the admission of new students (PPDB) committee team, other institutions, alumni, and even the community determines whether this promotion process works or not. The success of the promotion model in selecting new students at State Islamic Senior High School (MAN) 2 Pamekasan can be seen from the increase in the number of applicants at State Islamic Senior High School (MAN) 2 Pamekasan every year. After State Islamic Senior High School (MAN) 2 Pamekasan carried out a promotional model in the form of advertising in the selection of new students with outstanding achievements in the 2022/2023 academic year, 222 of the best students were obtained. Which of the 222 students will be recapitulated and totaled according to the number of achievements and championship level.

In implementing this admission of new students (PPDB), schools/madrasahs select students who will study at the schools/madrasahs they implement. A possible strategy to do is to improve services for students and other education stakeholders. Service improvement This is possible because currently students and parents, especially in urban

²⁴ Solekhan, Rancang Bangun Website Sekolah Sebagai Media Interaksi Yang Lebih Komprehensif Antara Sekolah Dengan Masyarakat, *Jurnal Sains Dan Teknologi*, vol 5 no 2, Desember 2012.

areas, often conduct studies of the services provided by schools/madrasas as the basis for determining whether they will enter the school/madrasah so that the level of trust students and parents have in the school/madrasah becomes main reference.²⁵

The supporting factor for the implementation of the promotion model in selecting new outstanding students based on online is that State Islamic Senior High School (MAN) 2 Pamekasan already has good branding and image in the community which is one of the state madrasas that offers complete facilities ranging from extracurricular infrastructure facilities to more than 20 fields taught. by educators and education experts in their fields. When carrying out activities, of course, along the way, you will encounter several obstacles as well as when the two Pamekasans carry out a promotional model in the selection of new online-based students, these obstacles are signal factors that are sometimes unstable, and there are also some students who do not understand the implementation of features prepared online.

The implementation of this online-based admission of new students (PPDB) achievement cannot be separated from several obstacles, including signal factors that are sometimes unstable, and there are also some students who do not understand the implementation of the online features that have been prepared. And all of this is countered by supporting factors such as the institution already having IT which is arguably very good, cooperation between teachers and the surrounding community.

CONCLUSION

The results of the research above can be concluded, first, the initial design of the promotion model in the form of advertising in the selection of new high achieving students based online at State Islamic Senior High School (MAN) 2 Pamekasan started with a meeting to form a committee appointed to prepare everything in the implementation which includes registration requirements, registration forms, announcement, registration book, registration time, and the number of candidates to be accepted until graduation announcement. Second, the implementation of online promotional advertising features that are carried out in the selection of new outstanding students based on online use website media and WhatsApp in the registration process. And using website media, Facebook, Instagram, WhatsApp, and YouTube in promoting it. Third, the results of the promotion in selecting new outstanding students based on online at State Islamic Senior High School (MAN) 2 Pamekasan get the best students as many as 222 students, and will be placed according to the interests of the students themselves. The 222 students were judged by the number of championships won and the level of championship they had.

Based on the results of the research described above, the researcher then submits suggestions that may be useful for the parties concerned with the results of this study. The suggestions are as follows: first, for State Islamic Senior High School (MAN) 2 Pamekasan it is hoped that it can improve and maintain the implementation of the promotion model in new students achieving online-based and helping each other in carrying out their duties so that they are maximized so that all programs that have been planned can run in accordance with desired and can increase the number of students in

²⁵ Dadang A. Sapardan, *Pendidikan dalam Pusaran Pandemi Covid-19*, (Bandung NEWSROOM, 2022), 30

the future. Second, for researchers it is hoped that they will not only focus on the promotion model in new online-based outstanding students, but can improve other things through the management function. So that further research can find new theories that are feasible to be developed in further research.

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