Branding Management in The Excellent and Islamic Schools

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Abstract: This Education plays an essential part in human life and becomes an inseparable part of civilization. Each school competes with each other in showing its brand to each prospective student. This leads to branding management needed to make the school's best brand can be recognized by the public. This research is conducted with a qualitative research method and aims to describe brand management in Madrasah Tsanawiyah Yayasan Pondok Pesantren Modern Islamiyah (MTs YPPMI). The research procedure is carried out with interviews, observations, and documentation. The results show that MTs YPPMI has carried out brand management by planning, organizing, supervising, and evaluating three branding indicators. Their goals are to maintain a brand that has been strong, excellent, and unique in public and even increased from time to time. This is proven by the increasing number of students, and achievements from various levels of the Olympics; the excellent and Islamic branding amid society is maintained.

Keywords: Branding Management, Islamic Superior School.

I. INTRODUCTION

Education is essential for every human being in achieving the progress of civilization. [1][2]School is where humans develop knowledge for sustainability. [3][4] Islamic educational institutions are a complete package in which human beings gain religious knowledge and general knowledge, as well as skills at the same time. Those are the advantages found in Islamic education. [5][6] Islamic schools have sprung up everywhere, and it is reasonable that every school wants its institution to have many enthusiasts. By improving the quality, every educational institution must make efforts in carrying out brand management [7][8] to create a good brand to attract public interest. [9][10]

A brand is a brand, so when viewed from the concept of business in marketing. A brand is something that can help people identify a company, or product of an individual [11]. In another definition, a brand is known as marketing. A brand can be applied in many aspects including in the world of education. [12][13] There are three indicators of a brand. The first is having strength, meaning that a product can be remembered and received strongly by customers; the second is having an excellent and positive outlook according to what the customer needs; and the third is being unique, meaning to attract the attention of customers because of the uniqueness or interesting difference from other products. [14]

School brand still becomes a hot topic in the public, especially before the new school year. It is when parents are looking for a higher education level for their children. At that time, every parent will try to choose the best school [15][16]. Some common criteria that can make the school an excellent school are having good achievements, presenting good morals, and having graduates accepted in excellent higher schools [17]. It is reasonable that prospective users of educational services will choose educational institutions according to their necessity, and belief that the best education is a way for every parent to give the best life for their children. [18][12]

Based on the explanation above, the researchers aim to find out how the management of the three branding indicators was carried out by *Madrasah Tsanawiyah Yayasan Pondok Pesantren Modern Islamiyah* (Mts YPPMI). Branding management is an important concept to be considered by the school so that the existence of the school can continue to be maintained in the view of the public. [19] In addition, the existing analysis shows that there is a gap between idealistic thinking and reality that occurs in the field. On one hand, ideally, schools that have many enthusiasts should keep trying to carry out branding management so that the school continues to receive attention from the public. In another hand, reality shows that some schools have not done branding management, even though schools with a certain brand are one of the important things that parents consider in choosing a school. Schools with good credit will have an impact on the decisions of prospective users of educational services, and they do not need other options for that. [10][20] Generally, parents will choose that kind of school for their children. [21][22]

Arjasa Sub-district is one of the sub-districts on Kangean Island, located in Sumenep Regency, East Java Province. Islamic education is an option with high interest in the public of the Arjasa Subdistrict [23]. The researchers focus more on discussing branding management carried out by *Madrasah Tsanawiyah Yayasan Pondok Pesantren Modern Islamiyah* shortened to MTs YPPMI. This school is a school that is relatively old but still exists and has branding in public. It is also because this educational institution remains the choice of most parents [24].

The reason for choosing MTs. YPPMI is due to several reasons. First, MTs YPPMI has made many achievements in both academic and non-academic fields, which is excellence in public. Secondly, this school has also been accredited by A and has an increasing number of students every year, meaning that the public knows well the *brand* built by MTs. YPPMI. It is kind of a strong image in the public. The last is that amid the diversity of moral values, MTs.YPPMI continues to maintain Islamic values, such as continuing to perform prayers for *dhuhur* during school hours and having the 0th hour filled with recitation before class hours begin. Those are some uniqueness of MTs. YPPMI. The three brand indicators are being successfully built by MTs.YPPMI. Hence, this institution suits the research topic.

II. METHOD

Researchers in this study use a qualitative method approach. This study aims to explain descriptively [25] how the strategy for building a brand in MTs. YPPMI is seen from how the function of brand management runs. They are planning, organizing, implementing, and also evaluating [26]. The location of this study is at MTs.YPPMI, which is located at Jalan Raya Kalikatak, Arjasa District, Sumenep City, East Java. [27] MTs.YPPMI is chosen as the object of study as this institution is a representation of excellent Islamic schools in the Kangean Islands. In addition, this school has successfully built a brand with 3 indicators: strength, excellence, and uniqueness as proven by many parents choosing this Islamic educational institution over other schools. [14]

As for techniques in collecting data, the researchers conduct interviews, observations, and also document analysis. [28] Interviews are conducted with the principal and vice principals of the public relations department at MTs YPPMI, and with the public. Meanwhile, the researchers conduct observations in public relations activities in carrying out brand management at MTs. YPPMI is an excellent and Islamic school. It is expected, from observations, more information about how the public is related to the branding built by MTs.YPPMI. Then, documentation is carried out by looking at photos of various activities from the past three years. The source of primary data is information obtained from the main source, which are the headmaster, the vice principal, and the public. Furthermore, the sources of secondary data are complementary data that researchers get from observations, literature studies, and documentation related to the research topic under study. [29] The data are analyzed by data reduction, which is the stage of collecting and selecting data that can be used and unused. The appearance or presentation of data is the stage of compiling data into information displayed in descriptive sentences. Then, the researchers conclude and verify the

analyzed data. [30]

In examining the validity of data in this study, the researchers use Triagulation. It aims to test the credibility of the information obtained from several informants by comparing information as well as data obtained from the principal and the public relations department employees. It means that the data must support and strengthen each other so that they can be used as the result of correct and existing research. [31][32] Once the data has been tested it will then be presented as a result of the study.

III. RESULTS AND DISCUSSION

MTs. YPPMI performs branding management to be able to maintain the branding in the public. It will even continue to strive to improve its branding in the public. As an Islamic school that was established in 1983, MTs. YPPMI continues to improve its quality both in terms of achievement and morality. This morality is very important in supporting achievements and branding schools as being impeccable people is one of the goals of National education [33][34]. It results in a kind of difference between Islamic and public school graduates, and even with other Islamic schools. In addition, MTs.YPPMI alumni can continue their studies at the prestigious high school/ *Madrasah Aliyah* level. Also, MTs. YPPMI continues to maintain the morals of students by consistently praying *dhuhur* together. This is the strength and uniqueness of the brand built by MTs.YPPMI.

The stages in managing three branding indicators run in MTs. YPPMI, as follows:

A. Manajemen Branding from Stong Indicator

Firstly, planning from strong indicators consists of setting targets. It is by being an excellent and Islamic school with many enthusiasts, and analyzing needs including human resource needs, budget needs, and facilities and infrastructure need. The determination of this resource includes two public relations staff, two personal computers, and a budget of one million rupiahs. Planning is necessary to do because it is an activity of selecting and connecting the necessary facts to achieve the desired results. [35] Organizing includes the allocation of resources provided by two public relations employees, two personal computers connected to the net network, a budget exceeding one million, and task assignments. Task assignments are based on competencies possessed. Then, determining procedures is specific public relations actions so that the school continues to have a strong brand in the public, by predetermined planning, and gets an increasing number of students. These need to be done because organizing is the process of dividing work into small tasks and charging those tasks to each person according to his abilities to effectively achieve goals. [36]

The implementation consists of implementing a date to start accepting new students and carrying out activities in which the public can know and participate, such as the elementary school/ *madrasah ibtidaiyah* Olympics, annual camps, and other various activities held by the sub-district officials. This implementation is a kind of form of any plan arranged to achieve the objectives of the plans themselves. [37] Evaluation is a corrective action carried out by adding new employees and adding computer units. Other effective actions are recruiting new employees or transferring old employees to the public relations department to overcome human resources deficiencies. The evaluation is only carried out at the time when a committee will be formed for each activity, not at the time of closing the committee. Evaluation is important to perform to analyze the nature and characteristics of the implementation [38]

B. Manajemen Branding from Excellent Indicator

Secondly, planning from the excellent indicators consists of starting to set goals which are becoming an excellent Islamic school that has excellent achievements, and analyzing what is needed including human resources, budget needs, and facilities and infrastructure needs. The determination of human resources includes eight public relations staff, as well as an unplanned budget. Planning is an important thing to do because it is an activity of choosing and connecting realities that are considered necessary to achieve the desired results. [35] Next is the organization which includes the allocation of provided resources. They are eight guidance assistance teachers, and budgets that cannot

be planned. Task assignment is based on the competencies possessed. Meanwhile, determining procedures is specific public relations actions to make the school an excellent image in the public which is under predetermined planning, and to get a champion in any competitions. The organization is the process of dividing work into small tasks and charging those tasks on each person according to their ability to effectively achieve the goals. [36]

The implementation is carried out by conducting a selection stage in determining the field of each student. It continues to conduct Olympic guidance 5 times every week, even though the Olympic season is still far away. This is the excellence of MTs. YPPMI in mentoring. Student pays 20,000 each week for that. It is the real form of well-conceived plans, concepts, ideas, and ideas to achieve goals. [37] Evaluation is a corrective action activity carried out by adding a team due to the increasing field of guidance subjects for students. Meanwhile, unplanned budgets result in funds not being planned properly. It is also because the information on the types of competitions is diverse, and schools always want to participate in various competitions. In addition to that, the evaluation is only carried out at the time when a new activity committee will be formed, not at the time of the closing of the committee. Evaluation is important to be carried out to analyze the nature and characteristics of the implementation. [38]

C. Manajemen Branding from Unique Indicator

Lastly, planning of unique indicators begins with starting to determine the goals or targets of becoming an excellent and Islamic school with students who have maintained morals and worship and analyzing needs including human resource needs, and facilities and infrastructure needs. The determination of resources includes six picket teachers. Planning is necessary because it is an activity of selecting and connecting the facts that are estimated to be necessary to achieve the desired results. [35] Organizing represents the allocation of provided resources, such as six people who are expected to picket every 0th hour at 06.30 – 07.00 am. It is necessary to do this because organizing is the process of dividing work into small tasks, and assigning those tasks to each person who is capable to obtain the effectiveness of achieving goals. [36]

The implementation consists of carrying out the implementation process in activities before teaching and learning activities begin. They are reading the Quran at the 0th hour which is 06.30-07.00 am and praying together in the mosque before return to home. This implementation is a translation of all planned forms, concepts, ideas, and ideas that have been prepared to achieve the goal. [37] The evaluation consists of an evaluation of the success that has been declared unsuccessful. The corrective action taken is to evaluate because there are only two active morning picket teachers so far. According to the vice principal of the student, there has been no action from the principal because they have performed the duties of four picket teachers who were not present. Evaluation is important to be carried out to analyze the nature and characteristics of the implementation that has been planned and implemented. [38]

Furthermore, the results of interviews with the public, who are the students' parents, show that MTs. YPPMI is a school that has been guaranteeing that its students will be able to compete with students from other schools with achievements and will not have difficulty continuing school to a higher level. Also, the students will still get general knowledge as well as religious knowledge. This is in line with the goal of parents who choose education based on their excellence [23][39][40]. It means that MTs. YPPMI has succeeded in building a brand and reached excellence in the public.

The strong branding carried out by MTs.YPPMI is very dominant in branding indicators. It is proven by the increase in the interest of student guardians in choosing MTs. YPPMI. It is supported by parents' belief that their children will be able to compete with students from other schools and maintain Islamic values. That MTs.YPPMI experiences an increase in the number of students proven by data on the number of students MTs. YPPMI [41][42][43]. The student data that the researchers got from school data is as follows:
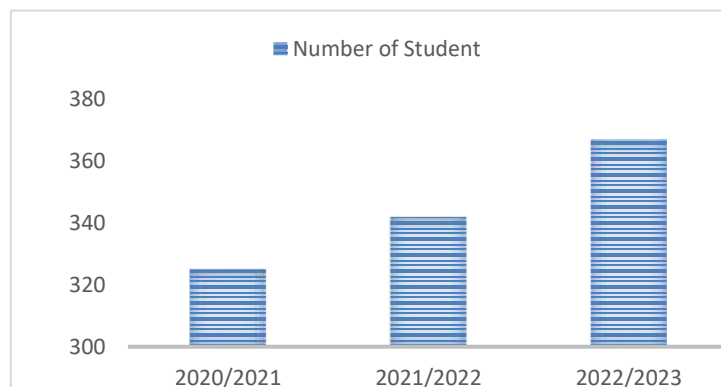
MTs. YPPMI already has an excellent brand in the public, branding must always be done so that it can still attract the attention of prospective students. [37][44]

IV. CONCLUSION

MTs YPPMI already has a brand in public as an excellent and Islamic school, has a strong, superior, and unique brand with high demand, excellence in achievement and maintaining Islamic values in declining morality. According to these three indicators, MTs. YPPMI is known for its strong indicators in the public. This is proven by this school still having a fairly increasing number of enthusiasts every year. Another proof is that student data that has increased throughout the year. However, with it all, it does not make MTs. YPPMI stop doing brand management. Some are carried out by improving achievements and moral quality while still doing branding management. It is carried out in the form of planning as an effort to maintain the excellent and Islamic brands, organized by finding the right human resources in carrying out coaching programs and annual events, implementing, and evaluating. In addition, guardians of students feel reassured that their children study in MTs.YPPMI will be able to compete and maintain its Islamic values

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