ABSTRAK

Persaingan lembaga pendidikan Islam yang semakin ketat menuntut dayah untuk menerapkan manajemen pemasaran jasa pendidikan yang efektif guna meningkatkan citra dan kepercayaan masyarakat. Dayah Ashhabul Yamin Al-Aziziyah Aceh Utara merupakan salah satu dayah yang mampu mempertahankan eksistensi serta mengalami peningkatan jumlah santri dari tahun ke tahun. Penelitian ini bertujuan untuk mendeskripsikan perencanaan, pelaksanaan, dan evaluasi pemasaran jasa pendidikan dalam meningkatkan citra Dayah Ashhabul Yamin Al-Aziziyah Aceh Utara. Penelitian menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap pimpinan, pengurus, serta guru dayah. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa perencanaan pemasaran dilakukan melalui penyusunan program unggulan, penganggaran, serta pengembangan sarana dan prasarana yang disesuaikan dengan kebutuhan masyarakat. Pelaksanaan pemasaran dilakukan melalui peran kehumasan, pemanfaatan media sosial dan website, publikasi kegiatan serta prestasi santri, peningkatan kualitas layanan pendidikan, dan penguatan jejaring dakwah melalui majelis taklim yang dipimpin oleh pimpinan dayah. Evaluasi pemasaran dilakukan secara berkala melalui rapat internal untuk menilai efektivitas program, kualitas layanan, dan tingkat kepuasan masyarakat. Temuan penelitian menunjukkan bahwa strategi pemasaran yang diterapkan berhasil meningkatkan citra positif dayah yang ditandai dengan meningkatnya kepercayaan masyarakat, bertambahnya jumlah santri, serta semakin luasnya jangkauan informasi dayah. Kebaruan (novelty) penelitian ini terletak pada integrasi antara program unggulan pendidikan, digitalisasi pemasaran melalui media sosial, dan pengaruh karisma pimpinan dayah sebagai strategi pemasaran jasa pendidikan berbasis nilai-nilai keislaman. Penelitian ini menyimpulkan bahwa manajemen pemasaran jasa pendidikan yang dilaksanakan secara terencana, sistematis, dan berkelanjutan berkontribusi signifikan dalam meningkatkan citra Dayah Ashhabul Yamin Al-Aziziyah Aceh Utara sebagai lembaga pendidikan Islam yang unggul dan terpercaya.

Kata Kunci : Manajeme Manajemen Pemasaran, Jasa Pendidikan, Citra Dayah

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ABSTRACT

The increasingly fierce competition among Islamic educational institutions requires Islamic boarding schools to implement effective marketing management of educational services in order to enhance their public image and build public trust. The Ashhabul Yamin Al-Aziziyah Islamic Boarding School in North Aceh is one such institution that has been able to sustain its existence and has seen an increase in the number of students year after year. This study aims to describe the planning, implementation, and evaluation of educational service marketing in enhancing the image of Dayah Ashhabul Yamin Al-Aziziyah in North Aceh. The study employs a qualitative approach using a descriptive research design. Data were collected through observation, interviews, and documentation involving the dayah's leadership, administrators, and teachers. Data analysis utilized the Miles and Huberman model, which includes data reduction, data presentation, and drawing conclusions. The results indicate that marketing planning is carried out through the development of flagship programs, budgeting, and the improvement of facilities and infrastructure tailored to community needs. Marketing efforts were carried out through public relations activities, the use of social media and the website, the publication of student activities and achievements, improvements in the quality of educational services, and the strengthening of da'wah networks through majelis taklim led by the dayah's leadership. Marketing evaluations were conducted periodically through internal meetings to assess program effectiveness, service quality, and community satisfaction levels. The research findings indicate that the implemented marketing strategies have successfully enhanced the Islamic boarding school's positive image, as evidenced by increased public trust, a growing number of students, and a broader reach of information about the school. The novelty of this study lies in the integration of flagship educational programs, the digitization of marketing through social media, and the influence of the school leadership's charisma as a marketing strategy for education services grounded in Islamic values. This study concludes that the management of educational service marketing, when carried out in a planned, systematic, and sustainable manner, contributes significantly to enhancing the image of Dayah Ashhabul Yamin Al-Aziziyah in North Aceh as an excellent and trustworthy Islamic educational institution.

Keywords : Marketing Management, Educational Services, Dayah Image

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