

Development of a Strategy Model for Promotion of New Student Admissions at Lumajang Muhammadiyah Vocational High School



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ABSTRACT: Vocational High Schools (SMK) are required to promote schools to the maximum, because no matter how good a school is, if it is not supported it will have an impact on the popularity of the school and the minimum number of students. The Private School Admissions Strategy for New Students (PPDB) is something that requires serious planning and implementation. PPDB activities cannot be separated from improving school performance in the community. In the digital era, sales promotion actions no longer depend on traditional sales promotions and communication strategies, but on digital marketing via the internet. Based on this description, research is needed with the aims of: (1) analyzing the PPDB promotion strategy implemented at SMK Muhammadiyah Lumajang so far; (2) developing a PPDB promotion strategy at SMK Muhammadiyah Lumajang; (3) analyze the feasibility of developing a PPDB promotion strategy at SMK Muhammadiyah Lumajang. The type of research is Research and Development (R&D) to develop new products or improve existing products. Research and development uses the ADDIE model which consists of five stages, namely Analysis, Design, Development, Implementation and Evaluation. Data collection techniques through interviews, observation, documentation and questionnaires. Test the validity of research instruments by experts in the relevant field (expert judgment). Quantitative data analysis and qualitative data analysis are used as data analysis techniques. This research was carried out at Muhammadiyah Vocational School, Lumajang. The results of the research show that promotional activities for PPDB SMK Muhammadiyah Lumajang so far include: (1) presentations to SMP or MTs; (2) print brochures, posters and billboards; (3) holding junior high school or MTs level competitions. The promotional strategy model for PPDB SMK Muhammadiyah Lumajang in the 2023-2024 academic year is implemented conventionally and digitally. The digital marketing method is the development of a promotional strategy model to perfect the conventional promotional model. The results of the feasibility test for developing a promotional strategy model using digital marketing were declared very feasible to implement. Promotions with digital marketing have a 62% influence on interest in registering, conventional promotions have a 10% influence on interest in registering, and the remaining 28% is influenced by other variables not researched.

KEYWORDS: Promotional strategy, PPDB, SMK, Digital marketing

I. INTRODUCTION

The ASEAN Economic Community (AEC) is the implementation of the free market in Southeast Asia to achieve economic integration in the ASEAN region. This is a challenge for Indonesia to prepare quality human resources (HR) according to world qualification standards. Vocational or vocational education, especially Vocational High Schools (SMK), is responsible for providing quality human resources. Vocational school development is aimed at increasing international competitiveness as a basis for building the nation's independence and competitiveness in facing global competition (Listihana, Onasis, & Aquino, 2018). Strong (2015) revealed that the implementation of the role and function of Vocational Schools is much different between dreams and reality, where the dreams are of international standards, while the reality is still oriented towards global demands.

Industrial workforce needs must meet global standards so that they are competitive and not marginalized in their own country. Vocational school graduates are considered to have special skills or competencies that provide added value to industrial workforce needs. Prime (2019) revealed that skilled labor could not meet industry needs or in other words there was a mismatch between the skills taught in vocational schools and industry needs. Central Bureau of Statistics, BPS (2022) shows the open unemployment rate (TPT) based on education as follows:

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Table 1. Open Unemployment Rate Data 2020-2022

Level of education	Open Unemployment Rate Based on Education Level		
	2020	2021	2022
Never/haven't gone to school/haven't graduated or finished elementary school	3.61%	3.61%	3.59%
JUNIOR HIGH SCHOOL	6.46%	6.45%	5.95%
SENIOR HIGH SCHOOL	9.86%	9.09%	8.57%
vocational school	13.55%	11.13%	9.47%
Diploma I/II/III	8.08%	5.87%	4.59%
University	7.35%	5.98%	4.80%

Based on this data, the percentage of vocational school graduates who have been unemployed in the last three years is higher than the percentage of high school (SMA) graduates. Ariyani (2020) believes that the percentage of unemployed who graduate from vocational school has resulted in a decrease in public interest in sending their children to vocational school. This shows that public interest in vocational schools cannot be separated from the level of absorption of vocational school graduates into the world of work.

Middle school graduates face various choices, including: continuing to high school or vocational school, taking courses, looking for work or becoming an entrepreneur. The decision to continue school is not an easy thing because it is influenced by many factors, including; the influence of parents, fellow students, teachers, or interest factors in certain majors at vocational school. Middle school graduates must think about the future so they can pursue what they want to do or choose a higher level of education, whether choosing high school or vocational school. (Farida, 2019).

Parents are an important factor that can influence a child's decision to choose high school or vocational school. Every parent must look for the best school or quality school for their child. Positive impressions from both high school and vocational school are taken into consideration by parents in determining where to continue their child's studies. Poerwanti and Suwandayani (2020) believes that school quality can be seen from the superior programs developed by the school and which are different from other schools. Based on the opinion above, apart from the numerous achievements and skills of graduates, the great interest of the community and parents in their children's education is an indication of the good and bad quality of the school.

Azlina (2021) stated that for every new student admission (PPDB), state schools are the main choice for parents because they are free of charge and have prestige in society. There is public opinion regarding vocational schools, especially private vocational schools which are the last choice for SMP/MTs graduates, that the image of vocational schools is seen as schools that have poor students. Efendi and Muhsin (2019) stated that the societal paradigm still considers that vocational school graduates are targeted to become craftsmen who are ready to work, so that if there are students who want to continue their education to a higher level, it becomes difficult because that is not the aim of vocational school. This perception makes the image of vocational schools less good in society.

Vocational Schools are required to promote schools optimally, because no matter how good a school is, failure to support it will affect its popularity and reduce the number of students. Surapati, Rasyid, and Nurjanah (2020) defines promotion as one of the steps that can be taken to establish relationships between schools and the community. Therefore, Vocational Schools must make special efforts to improve the performance of school promotion management in order to increase public interest in sending their children to Vocational Schools.

Promotional strategies are important in carrying out school promotions. Schools can carry out promotions through various media which function to market the world of education. Activities performed in school promotion including holding open houses, competitions between junior high schools, putting up banners, direct promotions to schools (Tyagita, 2016).

Ariyani (2020) shows that school promotion management can be carried out through: advertising management, personal selling management, publicity management, and sales promotion management. School promotion planning which includes advertising, personal selling, public relations and sales promotion is carried out by the school principal holding meetings to develop a promotion team and promotional strategies that must be followed by the school. The team then carried out school promotions by distributing brochures, placing banners in strategic places, advertising directly to several SMP/MTs, advertising via websites and social media, as well as reaching the community through various activities such as bazaars and social services, etc. School principals and foundation administrators are also actively involved in monitoring school promotional activities, or by participating in promotional activities, request accountability reports from the promotion team, and evaluate these reports to improve school promotion programs in the future.

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School marketing and public relations (PR) are an inseparable unit. Marketing is one of the mandatory tasks carried out by a school public relations officer. Public relations work in marketing can be said to be successful when many interested new students register at the school, so that the number of students increases every year. Good managerial methods, steps and techniques are needed in determining education marketing strategies. Marketing strategies that can be carried out by school public relations can be done by expanding the school network. Building and expanding this network can be done by collaborating with several educational and non-educational institutions related to marketing at the school. Marketing mix during the Covid-19 pandemic is an educational marketing model that prioritizes several aspects and its implementation is carried out online or can be done online in addition to managerial marketing strategies (Trihantoyo, 2021).

Based on the Decree of the Directorate General of Vocational Education, Ministry of Education and Culture Number 22/D/O/2021 Muhammadiyah Vocational School Lumajang Vocational Center of Excellence (CoE) is the Vocational Center of Excellence (SMK PK) in the Creative Economy Sector and the only one in Lumajang Regency. With the branding of SMK CoE and SMK PK, it is hoped that the interest of junior high school graduates in continuing to SMK Muhammadiyah will also increase. Lumajang Muhammadiyah Vocational School was founded in 2012 with the expertise programs currently available, namely broadcasting and film, health services, medical laboratory techniques, and pharmaceutical technology. The following is data on the number of registrants at SMK Muhammadiyah Lumajang since its inception in 2012.

Table 2. Data on the Number of Enrollees at Lumajang Muhammadiyah Vocational School

School year	Number of Registrants
2012-2013	111
2013-2014	128
2014-2015	117
2015-2016	201
2016-2017	196
2017-2018	308
2018-2019	244
2019-2020	288
2020-2021	207
2021-2022	152
2022-2023	224

The world was shocked by the spread of the disease caused by the corona virus or corona virus-19 (Covid-19). The virus, which is said to have initially spread in the city of Wuhan in China's Hubei province, is currently spreading very quickly to almost all corners of the world. Prastiwi and Dwikurnaningsih (2021) show that the Covid-19 outbreak has had a significant impact on all sectors, including education. The government's physical distancing policy means all schools are closed and teaching and learning activities are carried out online.

PPDB activities continue to be carried out in the midst of the Covid-19 pandemic. Sofica, Febiola, Septiani, and Ningsih (2020) believes that PPDB is a program designed by schools as a first step in determining the smooth running of a school's work. Lumajang Muhammadiyah Vocational School carries out PPDB promotion programs both directly into the field (socialization) and publications in print media. The PPDB system, which was originally implemented conventionally, has changed to online via the school website. It is suspected that these changes have had the impact of decreasing the number of registrants at SMK Muhammadiyah Lumajang in the PPDB as in table 1.2.

Minister of Education and Culture Regulation Number 51 of 2018 in article 16 concerning PPDB states that PPDB registration is carried out through three channels, namely: zoning, achievement and transfer of duties of parents/guardians. Sudiwijaya and Amalia (2021) states that the zoning system has a positive effect on the even distribution of students in all schools and increases motivation to study at the school of choice. The negative impact for private schools is a decrease in the number of applicants. The free school policy for state schools also influences parents' interest in sending their children to private schools.

The private school PPDB strategy is something that must be planned and implemented seriously. For Lumajang Muhammadiyah Vocational School, the number of students is the lifeblood of the school's survival. The PPDB strategy that has been implemented conventionally at the Lumajang Muhammadiyah Vocational School is starting the PPDB opening period, printing brochures, billboards, advertisements on local radio or TV, holding competitions for the SMP/MTs level, as well as presentations to SMP/MTs in the Lumajang Regency area and its surroundings..

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PPDB activities cannot be separated from promotions to introduce the school to the community. Promotion is the process of communicating useful information about a product to influence consumers so as to help achieve global marketing goals (Tyagita, 2016). Saputri and Sadjarto (2018) stated several obstacles faced in promotions carried out conventionally, including: inadequate transportation facilities, SMPs not immediately providing definite SMK scheduling related to promotions, SMPs not giving permission for presentations to SMKs, lack of human resources, limited time for presentations, lack of preparation. promotional teams, and promotional teams that are less attractive.

Promotional activities can no longer rely on conventional advertising and communication strategies in the digital era. The use of digital media in Indonesia continues to increase significantly among society, both middle class and urban communities, not only around the conventional mass media industry which has shifted to online, but the trade sector has also transformed into an online shopping industry (Kurnianti, 2017).

Digital marketing has become a very important form of advertising as internet use has spread throughout the world. Websites, blogs, online banner ads, search ads, mailings, youtube and other simple yet powerful digital marketing methods are used by most of the businesses around the world (Yim, 2020). Lumajang Muhammadiyah Vocational School already has several social media accounts, but they have not been implemented optimally for promotional activities. PPDB Muhammadiyah Vocational School Lumajang for the 2023-2024 academic year carried out promotional development through digital marketing.

Marketing through digital media is very important for the delivery of educational services online. This is carried out in the face of competition with other schools and the aim is to attract public interest. Singh (2017) reveals that a digital marketing strategy is effective if the digital planning framework is aligned with customers or consumers, benefits marketing, and targeted advertising of products and services. Singh (2017) adding significantly more revenue, reducing the burden on the marketing department and lowering marketing support costs. Marketing affects schools significantly, implying the need to leverage superior strategies. Saleh and Effendi (2021) stated that digital marketing is not limited to the concept of marketing precise goods and services but covers the entire process from production to customers, thus making digital marketing more interesting for further study.

Previous relevant research regarding PPDB promotion with digital marketing was carried out by Rahima, Junaedi, and Evinovita (2021) found an online promotion strategy during the Covid-19 pandemic using three stages, namely: segmentation, targeting and positioning. Other research was carried out by Saleh and Effendi (2021) shows that conventional marketing strategies are difficult to implement during the Covid-19 pandemic and marketing via social media is a superior strategy because it is fast, effective and efficient.

The aim of the research to be carried out is related to digital marketing. This research is a development of previous research on the stages of online promotion, namely: segmentation, targeting and positioning, by adding creating a school brand which aims to increase new students.

II. LITERATURE REVIEW

A. Strategy Development

Sonatasia, Onsardi, and Arini (2020) explains the definition of strategy as a unified, broad and integrated plan with environmental challenges and designed to achieve the company's main goals. From the two definitions above, it can be concluded that strategy is an integrated planning unit to achieve a goal, and needs to be linked to environmental factors to determine strengths and weaknesses.

Lestari (2018) Revealing a strategy is an attitude towards the actions taken to achieve the main goals and objectives. According to the Big Indonesian Dictionary, strategy can be defined as a mature plan of action to achieve certain goals and objectives. Strategy is an overall approach that refers to implementation, planning and activities within a certain time period.

B. Promotion

Surapati et al. (2020) defines promotion as an action that can be taken to establish relationships between the school and the community. Therefore, Vocational Schools must make special efforts to improve the performance of school promotion management, so that they can increase public interest in sending their children to Vocational Schools.

School promotion is the process of creating and offering educational services by providing satisfaction to customers through activities provided by the school (Trihantoyo, 2021). Promotional activities are carried out in various ways to showcase the potential, uniqueness and excellence of the school as an effort to attract people to study at vocational schools. Strategies in school promotion require good managerial methods, steps and techniques. A well-designed promotional strategy will also be able to produce satisfactory output, namely increasing the number of students (Trihantoyo, 2021).

C. Digital Marketing

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The way marketers interact with consumers has changed dramatically as a result of the widespread adoption of digital technology and social networking sites. Organizations can compete with more objective, relational, and interactive marketing tactics by leveraging a variety of digital platforms and information and communications technology (ICT) resources (e.g., smartphones, social media, mobile apps, electronic billboards, etc.). The adoption of cutting-edge technology and data-based marketing, especially in digital advertising, offers a broad and effective reach. As a result, in both the physical and virtual worlds, customer groups have become more knowledgeable, empowered and connected thanks to digital marketing (Krishen et al., 2021).

D. Acceptance of New Students

Acceptance of new students (PPDB) is an activity where a school accepts new students to screen prospective new students who register at the target school (Farlina & Hudin, 2017). Ningtyas, Badrul, and Sulistyowati (2018) believes that PPDB is a process that takes place every year leading up to the new school year and is carried out by all public and private schools. Wulandari, Hasyim, and Nurmalisa (2018) states that the acceptance of new students is one of the first activities carried out by educational institutions, with the acceptance of new students through selection that has been determined by the educational institution for prospective new students.

Acceptance of new students by educational institutions is very important because it automatically offers the benefits of becoming a new student at the educational institution after registration. In this case, the acceptance of prospective new students will be handled professionally, and the teaching and learning activities carried out will run well, so that learning is a unity between teaching staff and students (Wulandari et al., 2018).

III. RESEARCH METHODS

The research method uses Research and Development (R&D) to develop new products or improve existing products. The R&D research stage with the ADDIE model consists of: analysis, design, development, implementation and evaluation. The ADDIE model is used very effectively in product development. The ADDIE model helps solve complex problems and also develop educational and learning products (Branch, 2009).

Data analysis techniques used in this research include:

1. Quantitative Data Analysis

Quantitative data analysis is used to analyze data collected from questionnaires. Quantitative data was obtained at the content validation research stage. The values obtained for each of these steps were obtained using expert validity analysis data questionnaires (expert lecturers and practitioners) and data analysis questionnaires on student responses to digital marketing promotion methods. To measure the feasibility of the model being developed, namely by using linear regression analysis.

Linear regression analysis is used to determine the direction and determine the influence of the independent variable on the dependent variable. The independent variables in this research are conventional promotions (X1) and digital marketing promotions (X2), while the dependent variable is interest in registering (Y). Hypothesis testing ie feasibility test analysis with parametric statistics in the form of t-test using the SPSS version 22 application.

2. Qualitative Data Analysis

Qualitative descriptive qualitative descriptive analysis is used to process interview results, data from critical questionnaires and suggestions by digital marketing experts and expert lecturers. Data analysis techniques are used to group information from qualitative data in the form of responses, criticism and suggestions for improvement as well as product revisions for promotional strategy development.

IV. RESULTS AND DISCUSSION

A. Analysis Results (analysis)

The analysis stage is the stage of collecting initial data and information on the strategy for accepting new students (PPDB) used so far as well as carrying out an analysis of the things needed to improve the PPDB strategy. At the analysis stage, initial research was carried out through interviews with parties involved in this research. Results of problem identification regarding PPDB promotion strategies that have been implemented using the interview method. The interview was aimed at the school principal, head of PPDB, and the promotion team to find out the problems that have existed in the PPDB promotion process at SMK Muhammadiyah Lumajang so far. Researchers obtained some information related to PPDB activities based on the results of interviews. Every new academic year a PPDB committee for SMK Muhammadiyah Lumajang is formed which consists of the person in charge, chairman, secretary, treasurer, as well as several other sections such as registration, interviews, health tests, digital marketing, uniforms, equipment and others. The selection system for prospective students at the Lumajang Muhammadiyah Vocational School includes a medical test and interview. The health test consists of a height, weight and color blindness test that prospective new students

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pass. Meanwhile, interview tests are carried out with parents and prospective new students regarding the parents' economic conditions. Regarding the selection system for prospective students, there is no difference from the previous year, because the school does not want to make it difficult for prospective students to register at SMK Muhammadiyah Lumajang.

The results of the evaluation of PPDB activities from the previous year include the registration process for prospective new students, committee composition, school promotion targets, and promotion strategies. There are several obstacles to promotional activities that are carried out directly, such as when presenting to junior high schools, schools are still waiting for the schedule given, sometimes several junior high schools also give the same schedule so that schools have to divide the teachers who have to go, especially if the effective day coincides with the teacher's assignment. teach too. Apart from that, the equipment for presentations is also limited if there are several junior high school schedules.

Based on the results of the analysis of problems related to promotion, it is necessary to improve school promotional activities. Promotional activities are not only carried out conventionally, but need to be supplemented with digital marketing promotions in the current era. So for PPDB for the 2023-2024 academic year, apart from conventional promotions, to attract the interest of prospective new students, digital marketing promotional activities are also added through school social media.

B. Design Results (design)

Designing the development of the PPDB promotion strategy model was carried out in several stages which included: selection of promotion and development strategies, preparation of instruments, and design of promotion strategies. In the PPDB for the 2023-2024 academic year, in the committee composition there is an additional digital marketing team as the center for school promotional activities, both directly and indirectly. The promotional strategy used by SMK Muhammadiyah Lumajang through the digital marketing team is promotion through social media and also direct promotion with presentations to junior high schools and through brochures and billboards. Promotional activities via social media are not only carried out during the PPDB period, but at all times we always update the activities at the Lumajang Muhammadiyah Vocational School and the school programs offered to prospective new students such as scholarship programs.

Muhammadiyah Vocational School already has several social media accounts, but so far they have not been utilized optimally in school promotional activities. Several social media accounts owned by schools include YouTube (Figure 1), Instagram (Figure 4.2), TikTok (Figure 4.3), Facebook (Figure 4.4), and websites (Figure 5). All social media accounts are prepared for school promotional activities. The following are several social media accounts of SMK Muhammadiyah Lumajang.



Figure 1. Youtube Muhammadiyah Vocational School Lumajang

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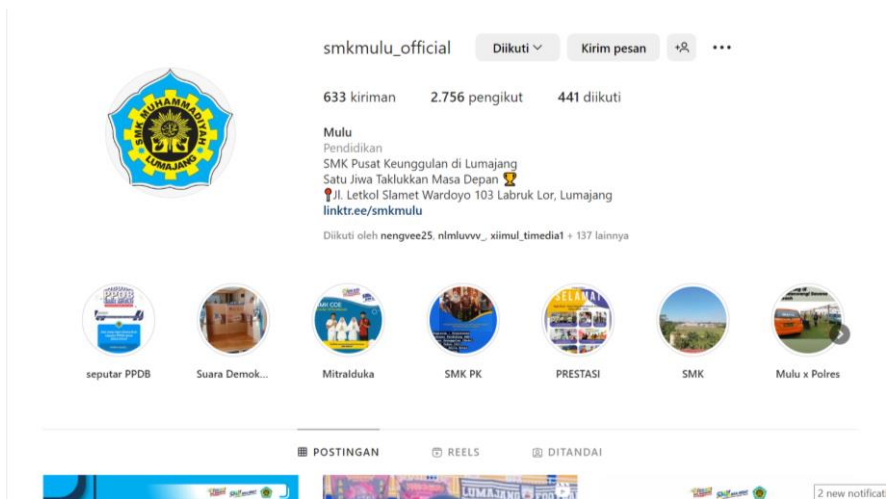


Figure 2. Lumajang Muhammadiyah Vocational School Instagram

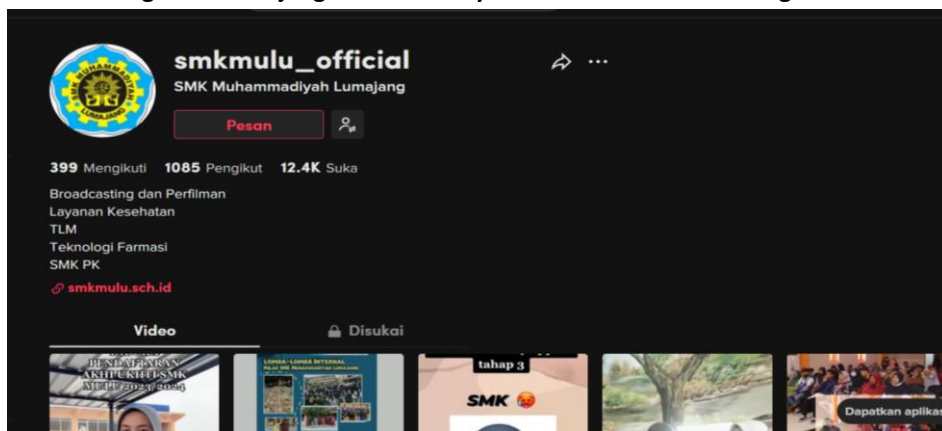


Figure 3. Tiktok Muhammadiyah Vocational School, Lumajang

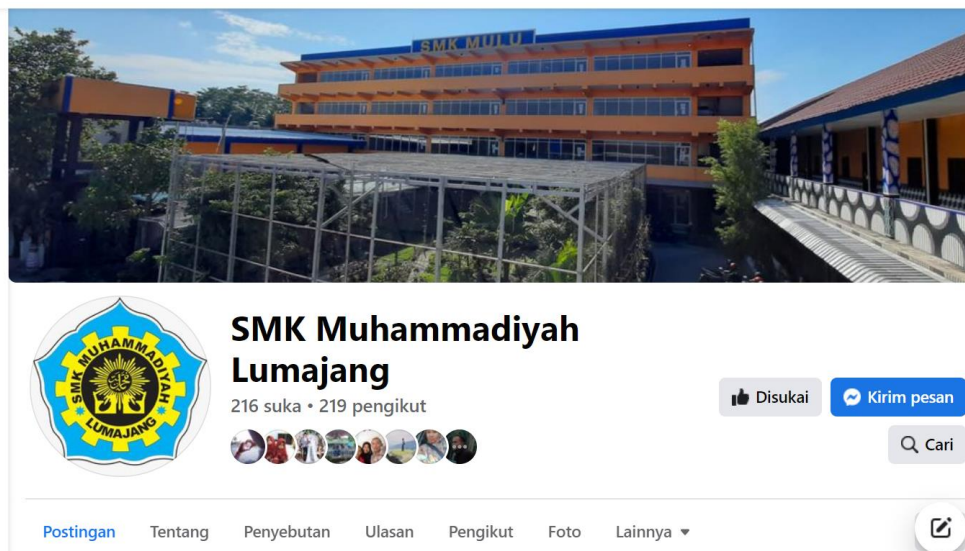


Figure 4. Facebook SMK Muhammadiyah Lumajang

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Figure 5. Lumajang Muhammadiyah Vocational School website

C. Development Results

At the promotional strategy model development stage, a model feasibility test is carried out by validators. In developing a model, there are materials that need to be considered, so that the compatibility between the model and the material remains in sync. The material validators in this research are Novia Ratnasari, M.Pd from Raden Rahmat Islamic University Malang and Alfi Yusrian from Pesendigital.id, the following are the results of validating the feasibility of the model.

Table 3. Feasibility Test Results for Promotional Strategy Model Development

Expert	Aspect		Earned Value	Maximum Value	Percentage
Expert 1	Promotion Model	Strategy	46	50	92%
Expert 2	Promotion Model	Strategy	46	50	92%
Average					92%

Table 3 shows the validation results of the feasibility test of the promotional strategy model. The results from expert 1 on the promotional strategy model aspect were 92% in the very feasible category. Next, expert 2 gave an assessment of the promotional strategy model aspect with a percentage of 92% in the very feasible category. With these results, it can be concluded that the material experts in the research on the results of the feasibility test for developing a promotional strategy model gave an assessment in the very feasible category.

The outline of the development of the strategy model can be continued to be implemented in PPDB activities, however there are several inputs and suggestions from the validators so that the strategy model developed is better. Based on expert validator 1, he provided input and suggestions regarding visiting traffic that must be included in order to answer the functional use of social media at SMK Muhammadiyah Lumajang. To find out whether information can be accepted by the public or not, content information has been conveyed or not, and whether social media platforms have been accessed or not, it is necessary to add insight indicators to each social media. Based on 2 expert validators provide input and suggestions for each content given keywords that represent the contents of the content.

D. Implementation Results

This stage discusses the results of field study research starting from descriptive statistics related to research data (including a general description of respondents, research variables, data quality tests, normality tests, and classical assumptions); results of hypothesis testing and discussion of hypothesis tests which were tested statistically using the SPSS data processing program version 22.0.

Table 4. School origin and number of respondents

No.	Which school are you from	Number of Respondent	No.	Which school are you from	Number of Respondent
1	MTsN 1 Lumajang	1	23	MTs Sunan Kalijaga Senduro	1

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No.	Which school are you from	Number of Respondents	No.	Which school are you from	Number of Respondents
2	Pasirian 3 Middle School	1	24	SMPN 1 Sukodono	3
3	SMPN 1 Tetekung	3	25	Middle School 2 Rowokangkung	1
4	SMPN 1 Rowokangkung	4	26	Jatiroto 1 Middle School	2
5	SMPN 1 Senduro	3	27	MTs Muhammadiyah Randuagung	1
6	Pasirian 1 Middle School	2	28	Ibnu Sina Middle School, Lumajang	1
7	Jatiroto 1 Middle School	2	29	MTs Putri Nurul Masyithoh	4
8	SMPN 3 Lumajang	4	30	SMPN 1 Yosowilangun	5
9	SMPN 4 Lumajang	6	31	Pasirian 2 Middle School	3
10	SMPN 1 Kunir	4	32	MTs Sunan Ampel Sememu	2
11	MTs Sunan Ampel Kandangtepus	6	33	SMPN 5 Lumajang	2
12	Tempeh 1 Middle School	7	34	MTsN 3 Lumajang	1
13	Candipuro 1 Middle School	1	35	SMPN Satap Pejarakan	1
14	MTs Muftahul Midad	1	36	SMPN 3 Yosowilangun	2
15	SMPN 2 Candipuro	1	37	Muhammadiyah Middle School 8 Cakru	1
16	Pasrujambe 2 Middle School	1	38	Pasrujambe 1 Middle School	2
17	SMPN 1 Yosowilangun	5	39	Jatiroto 2 Middle School	1
18	Lumajang Muhammadiyah Middle School	5	40	MTs Syarifuddin	1
19	SMPN 1 Lumajang	2	41	SMPN 2 Yosowilangun	1
20	SMPN 4 Candipuro	3	42	SMPN 2 Lumajang	3
21	Sumbersuko 1 Middle School	2	43	Tempeh 3 Middle School	1
22	Tempeh 2 Middle School	7			
TOTAL RESPONDENTS					110

Table 4 shows the data in the research taken from primary data in the form of questionnaires submitted to prospective students. PPDB activities at Lumajang Muhammadiyah Vocational School for the 2023-2024 academic year have been open since November 2022. For phase one, the first 100 registrants were opened and phase two was opened for 150 community partner pathway quotas. The respondents used in this research were prospective students who had registered in stage one and stage two of the PPDB SMK Muhammadiyah Lumajang for the 2023-2024 academic year.

For an overview of the research variables in this study, such as conventional promotions, digital marketing promotions and interest in registering, a descriptive statistical table is used which shows the median, average (mean) and standard deviation which can be presented in table 5 below:

Table 5. Descriptive Statistics

Variable	Min	Max	Mean	Std. Deviation
Conventional promotion	1	5	3.41	0.691
Digital marketing promotion	2	5	3.74	0.629
Interested in Registering	4	5	4.59	0.376

Source: Primary data processed in 2023.

Based on questions from a questionnaire designed using a Likert scale, the theoretical range of independent variables (conventional promotion and digital marketing promotion) has an instrument with 10 questions, data for the dependent variable (interest in registering) has an instrument with 2 questions, the resulting data is 12 for the lowest amount of data obtained from respondents, 50 for the highest amount of data obtained from respondents, and 30 for the number if respondents answered all questions sometimes or neutrally.

Table 4.7 shows the actual range obtained from data provided by respondents through filling in the questionnaire, showing that for digital marketing promotion the average value (mean) is higher, this shows that digital marketing promotion in PPDB

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activities can be said to have a fairly high influence. Then the average value of conventional promotion is lower than digital promotion, however conventional promotion still needs to be carried out in terms of school promotion.

Seen in the table, the variables in the study have an average value greater than the standard deviation. This shows that the respondents' answers to the variables do not vary too much between one respondent with other respondents.

E. Data Validation and Reliability Test

To test the validity of research data, use Pearson Correlation analysis, where if the total analysis shows a value of <0.01 or <0.05 , then the data is said to be valid. The results of the data validation test can be seen in the following table.

Table 6. Data Validation Test

Variable	Pearson Correlation	Significant	Status
Conventional promotion	0.576** - 0.730**	0.000-0.000	Valid
Digital marketing promotion	0.485** - 0.783**	0.000-0.000	Valid
Interested in registering	0.675** - 0.833**	0.000-0.000	Valid

Based on Table 6, it shows that all variables, including conventional promotion, digital marketing promotion, and interest in registering, are all valid. This can be seen from the significance value of the variables conventional promotion, digital marketing promotion, and interest in registering, which have values below 0.01.

The level of reliability of a variable or research construct can be seen from Cronbach Alpha (α) statistical test results. A variable or construct is said to be reliable if the Cronbach Alpha value is > 0.7 . The closer the alpha value is to one, the more reliable the data reliability value is. The results of reliability testing can be seen in the following table.

Table 7. Data Reliability Test

Variable	Mark Cronbach Alpha	Information
P1	0.734	Reliable
P2	0.712	Reliable
P3	0.692	Reliable
P4	0.692	Reliable
P5	0.702	Reliable
P6	0.704	Reliable
P7	0.717	Reliable
P8	0.697	Reliable
P9	0.706	Reliable
P10	0.691	Reliable
P11	0.731	Reliable
P12	0.723	Reliable

Based on Table 7, it shows that all the question items that represent variables are reliable. This is shown by the Cronbach alpha value of several variables having values above 0.6. The smaller the alpha value indicates the more items are unreliable. The standard used is $\alpha > 0.70$ (sufficient reliability).

F. Classic assumption test

This normality test was carried out using the One Sample Kolmogorof-Smirnov Test. The data is tested for normal distribution if the resulting statistical value is smaller than the Lilliefors table value, namely 0.895 (5%). The results of data normality testing can be seen in the following table.

Table 8. Normality test

Variable	Lol	L table	Information
Conventional promotion	0.108	0.895	Normal
Digital marketing promotion	0.147	0.895	Normal
Interested in registering	0.237	0.895	Normal

Source: Primary Data processed 2023.

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Based on Table 8, it shows that all variables, namely conventional promotions, digital marketing promotions and interest in registering, have statistical values smaller than Lilliefors table values, so the data used in this study is normally distributed.

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not occur. The results of the heteroscedasticity test can be seen in the following table.

Table 9. Heteroscedasticity Test

Variable	Coefficient	t value	Significance
Constant	3,968	16,560	0,000
Conventional promotion	0.011	2,639	0.100
Digital marketing promotion	0.122	0.207	0.837

Source: Primary Data processed 2023.

Based on Table 4.11, it shows that all variables have a significance value of more than 0.05, so that the conventional promotion and digital marketing promotion variables do not have heteroscedasticity problems.

The multicollinearity test aims to test whether a correlation is found in the regression model between independent variables (independent). A good regression model should have no correlation between independent variables. If the VIF value is more than 10 and the tolerance value is less than 0.10 then multicollinearity occurs, conversely there is no multicollinearity between variables if the VIF value is less than 10 and the tolerance value is more than 0.10. The results of the multicollinearity test can be seen in the following table.

Table 10. Multicollinearity Test

Variable	Collenearity statistics		Information
	Tolerance	VIF	
Conventional promotion	0.899	1,113	Multicollinearity Free
Digital marketing promotion	0.899	1,113	

Based on Table 10, it shows that all variables, namely conventional promotion and digital marketing promotion, have a tolerance value of > 0.10 and a VIF value of < 10, so that all variables are free from multicollinearity problems.

G. Hypothesis testing

Hypothesis testing in this research uses multiple regression analysis. A hypothesis is a researcher's temporary answer to a problem that has been formulated. The validity of this temporary answer needs to be tested. Based on the results of the description of the testing and analysis carried out, this research focuses on studying the influence of promotional strategies on the level of interest of prospective students at the Lumajang Muhammadiyah Vocational School, the following research hypothesis is proposed:

- a. Ho: PPDB's promotional strategies, namely conventional promotions and digital marketing promotions, have a positive influence on the level of candidates registering at SMK Muhammadiyah Lumajang.
- b. Ha: PPDB's promotional strategies, namely conventional promotions and digital marketing promotions, have no effect on the level of candidates registering at SMK Muhammadiyah Lumajang.

The following are the results of hypothesis testing in this research:

Table 11. Model Fit and Determination Test

Variable	R Square	Adjust R Square
Conventional promotion	0.011	0.10
Digital marketing promotion	0.071	0.62

Based on Table 11, it shows that the coefficient of determination shown from the Adjusted R Square value is 0.10, which means that the conventional promotion variable is able to influence interest in registering by 10 percent, then the coefficient of determination shown from the Adjusted R Square value is 0.62 for the digital promotion variable. marketing means that the digital marketing promotion variable is able to influence the registration interest variable by 62 percent, the remaining 28 percent is influenced by other variables that were not studied.

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In hypothesis testing, the t test is used to test whether there is a significant influence of each independent variable on the dependent variable. The t test in this research was carried out by looking at the beta value of each independent variable on the dependent variable. The t test in this research was carried out by looking at the beta value in Standardized Coefficients. The t test results can be explained in the following table.

Table 12. Regression Test Models 1 and 2

Variable Model 1	Coefficient Value	t value	Sig.
Constant	4,395	24,248	0,000
Conventional promotion (X1)	0.103	1,074	0.030
Variable Model 2	Coefficient Value	t value	Sig.
Constant	3,991	18,947	0,000
Digital marketing promotion (X2)	0.266	2,866	0.010

Based on Table 12 above, a regression model for the variables in this study can be prepared, namely $Y = 4.395 + 0.103 X1$ and $Y = 3.991 + 0.266 X2$. The conventional promotion variable has a Standardized Coefficient Beta value of 0.103 which has a positive direction with a sig value of $0.030 < \alpha 0.05$, then for the digital marketing promotion variable the Standardized Coefficient Beta value is 0.266 which has a positive direction with a sig value of $0.010 < \alpha 0.05$. So it can be concluded that the hypothesis is accepted. This shows that conventional promotion and digital marketing promotion variables have a positive effect on prospective students' expression of interest in registering. The digital marketing promotion variable has a very strong influence in this model or in other words, digital marketing promotion is very good in school promotional activities.

H. Discussion

1. Promotion Strategy Analysis

New student admission activities (PPDB) cannot be separated from promotional activities to attract the interest of prospective new students. Based on the results of interviews with related parties at SMK Muhammadiyah Lumajang, promotional activities are also always carried out in PPDB activities. Based on an interview with the PPDB chairman, the promotional strategies that have been implemented at SMK Muhammadiyah Lumajang so far include: (1) presentations to SMP or MTs; (2) print brochures, posters and billboards; (3) holding junior high school level competitions. Surapati et al. (2020) also revealed the public relations strategy in promoting Muhammadiyah Vocational School 2 Pekanbaru, namely through parades and exhibitions, distributing PPDB brochures and placing banners and billboards in strategic places, outreach to junior high schools, as well as word of mouth promotion.

Recruitment activities for prospective new students during the pandemic, namely the 2019-2020 and 2020-2021 academic years, were carried out online. Based on the results of interviews, the promotion team also stated that promotional activities during the pandemic could not be carried out optimally as in previous years. The promotion team revealed that most promotional activities were carried out online, due to restrictions on outdoor mobility. Rahima et al. (2021) also revealed that online marketing strategies are important for an institution to carry out during the pandemic to attract large numbers of students and attract the interest of prospective students. The chairman of PPDB and the promotion team stated that for registrants that year there was a decrease in the number of prospective students.

The results of the interview with the PPDB chairman stated that there were several things that needed to be evaluated in PPDB activities, including: the process of registering prospective students, committee composition, school promotion targets, and promotion strategies. Regarding the promotional strategy in PPDB for the 2023-2024 academic year, there are differences from the previous year. In the PPDB activities for the 2023-2024 academic year, a special promotion team was added, namely the digital marketing team. The digital marketing team's duties are focused on promotional activities both through social media and promotions with print media. Apart from that, the digital marketing team also coordinates promotional activities for presentations to SMP/MTs. PPDB's promotional activities for the 2023-2024 academic year, apart from presentations to junior high schools, printing posters, brochures and billboards, also include promotional activities through digital marketing. The promotion/digital marketing team carries out promotional activities not only during PPDB activities, but always updates activities regarding SMK Muhammadiyah Lumajang to attract the interest of potential new students.

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2. Promotion Strategy Development

The promotional activities that have been carried out at Muhammadiyah Vocational School so far have been conventional. Not only promotional activities done conventionally, but needs to be supplemented with online promotions in the current era. So for PPDB for the 2023-2024 academic year, apart from conventional promotions, to attract the interest of prospective new students, digital marketing promotional activities are also added through school social media. Warmayana (2018) also revealed that digital marketing plays a very important role in increasing promotions in the industrial era 4.0 and is a necessity because it is often used whether we realize it or not. Digital marketing applications include websites, social media, online advertising, mobile applications that change industrial paradigms, jobs, ways of communicating, shopping, transactions, and lifestyles (Warmayana, 2018).

Based on the results of the feasibility test for developing a strategy model by experts, it shows that developing a strategy model with digital marketing is very feasible to be implemented in promotional activities for PPDB SMK Muhammadiyah Lumajang for the 2023-2024 academic year. The results from expert 1 on the promotional strategy model aspect were 92% in the very feasible category. Next, expert 2 gave an assessment of the promotional strategy model aspect with a percentage of 92% in the very feasible category.

3. Feasibility of Promotional Strategy Development

The PPDB promotional strategy model for Muhammadiyah Vocational School Lumajang for the 2023-2024 academic year carries out conventional promotions and promotions with digital marketing. The digital marketing method is the development of a promotional strategy model to perfect the conventional promotional model. To measure the feasibility of the promotional strategy model, use linear regression analysis. The independent variables in this research are conventional promotions (X1) and digital marketing promotions (X2), while the dependent variable is interest in registering (Y). The conventional promotion variable has a Standardized Coefficient Beta value of 0.103 which has a positive direction with a sig value of $0.030 < \alpha 0.05$. The digital marketing promotion variable has a Standardized Coefficient Beta value of 0.266 which has a positive direction with a sig value of $0.010 < \alpha 0.05$, so it can be concluded that the hypothesis is accepted. This shows that the variables of conventional promotion and digital marketing promotion have a positive effect on prospective students' disclosure of asking to register. The digital marketing promotion variable has a very strong influence in this model or in other words, digital promotion is very good in school promotional activities. In other research, it was also revealed that one of the marketing tools used by a company or agency is through digital marketing (Sari & Rani, 2021). The use of social media can increase sales volume and have a positive influence on promotional activities (Sari & Rani, 2021).

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the results of data analysis and discussion, the results of this research can be concluded as follows.

- 1) The promotion strategy for the acceptance of new students (PPDB) at SMK Muhammadiyah Lumajang has so far been implemented conventionally. During the pandemic, conventional PPDB promotional activities could not be carried out optimally due to outdoor mobilization restrictions.
- 2) The promotional strategy for PPDB SMK Muhammadiyah Lumajang for the 2023-2024 academic year was developed by a promotional strategy model. Apart from carrying out conventional promotions, PPDB SMK Muhammadiyah Lumajang promotions also implement promotions through digital marketing.
- 3) The validation results of the feasibility test for developing a promotional strategy model using digital marketing were declared very feasible to be implemented in school PPDB promotional activities. Digital marketing promotions have a 62% influence on interest in registering, conventional promotions have a 10% influence on interest in registering, and the remaining 28% is influenced by other variables not researched.

B. Suggestions

- 1) Researchers suggest to Lumajang Muhammadiyah Vocational School to appoint a special digital marketing team so that they do not have double work with the obligation to teach as a teacher, so that promotional activities through digital marketing can be carried out optimally.
- 2) Other schools, especially private schools, can utilize promotional strategy models with digital marketing to attract the interest of prospective new students.
- 3) It is recommended that further research conduct research on which social media is most effective for promotional media with digital marketing and research respondents can also be extended to prospective students in general.

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C. Limitations

This research is limited because it measures the feasibility of promotional strategies with digital marketing in general, and does not specifically measure what social media is most effective for promotional activities. Apart from that, this research only uses respondents who have registered as prospective new students, it does not take respondents who have not registered as prospective new students. Of the 150 copies of the questionnaire distributed, only 110 copies could have their data processed, 20 copies of the questionnaire were not returned, and 20 copies of the questionnaire were not filled out completely, so that the data processed only reached 73.3% of the total number of questionnaires distributed.

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