

Chart Application Flowcharts Service as a Marketing Strategy of Education in Vocational Secondary School 2 Salahuddin Malang, Indonesia

Asmaul Kusna^{1,*}, Bayu Angga Mahardika¹, Desi Retno Nugraheni¹,

Deva Eriyani¹, Nila Octavia Yulindasari¹, Salsabila Taftania¹,

Vira Maratus Sholihah¹, Desi Eri Kusumaningrum¹

¹ Department of Educational Administration, Faculty of Education, Universitas Negeri Malang, Malang 65145, Indonesia
^{*}Corresponding author. Email: asmaul.kusna.1701316@students.um.ac.id

ABSTRACT

A System flowchart is a chart that shows the overall work flow of the system. This chart describes the sequence of procedures that exist in the system. Through diagrams, it is hoped that a problem in the field of education can be solved by processing and decision steps as the main basis for the work system of the flowchart. So that the purpose of using a flowchart is to explain the sequence of processes whose implementation has many choices or branching. This article examines a strategy that can be used by schools in marketing educational services at Vocational Secondary (SMK) of Shalahuddin 2 Malang because there is any inconsistency between the number of students and the number of teachers which results in an excessive number of teachers. So that a strategy must be made in marketing the school so that the quota of students can be met. The research method used is the descriptive qualitative method.

Keywords: flowchart, marketing strategy, vocational secondary school

1. INTRODUCTION

The body text starts with a standard first-level The system is a procedure stage that becomes a complete unit, which is related to one another. The system is a collection/group of subsystems / parts / components of any kind, both physical and non-physical which are interconnected with each other and work together harmoniously to achieve one particular goal [1]. When viewed from this explanation, a system will work together. Likewise, integrated quality management will work together in implementing a strategy as an effort to increase customer satisfaction as a sign of quality.

In addition, integrated quality management can provide interactive changes in public education, as well as establish a flexible infrastructure that can respond quickly to changing community demands and can help education adapt to limited funds and time [2], [3]. The transformation to an integrated quality school begins with adopting a shared dedication to the quality of the school board, administrative staff, staff, students, teachers and the community [4]. With the implementation of

integrated quality management, it is hoped that schools will develop an integrated quality focus that can help schools adapt to changes in a positive and constructive way in standard processes and educators and education personnel.

One of the tools used in total quality management is a flowchart. Flowchart is a graphic depiction of the steps and sequence of procedures in a program. This can affect problem solving which in particular needs to be studied and evaluated further [5]. The types of flowcharts can be divided into 5 types, namely system flowcharts, document flowcharts, schematic flowcharts, flowchart programs, process flowcharts. The five of them are a form of stages and processes in solving a problem. Including the issue of education, such as what happened at SMK Shalahuddin 2 Malang, there was an unsynchronous where the number of teachers and students was not balanced. In one school there are 22 teachers with 36 students for 3 majors. Whereas according to Government Regulation Number 74 of 2008 Article 17 concerning Teachers states that the ratio the minimum number of students to their teachers for the

SMK level or the equivalent 15 : 1 [6]. This means that in a study group at least 15 students are taught by 1 teacher.

This has become a polemic that must be resolved by the school so that as an effort to increase the number of students is to do promotion or marketing by SMK Saladin 2 Malang. Marketing in the context of educational services is a social and managerial process to get what is needed and wanted through creating offers, exchanging valuable products with other parties in the field of education. Ethics of marketing services in education is to offer quality intellectual services and character building as a whole.

Because education is more complex, which is carried out with full responsibility, the results of education refer far to the future, fostering the lives of citizens, future generations in the future [7]. Five factors that drive the marketing of educational services, namely increased competition, changing demographics, public distrust, media investigations, and limited resources. With the importance of marketing educational services, it is hoped that schools can make specific strategies through one of the tools used in education quality management, namely flowcharts so that the ratio of the number of teachers and students can be balanced.

2. METHOD

The approach used in this study used a qualitative approach. A qualitative approach is a research procedure that produces descriptive data in the form of writing about people or their visible or visible behavior words [8]. The data collection method used the interview method and the subjects in this study were the head of SMK Shalahuddin 2 Malang. The interview is a method used to obtain data by conducting interviews, with sources such as the principal and teachers to obtain information related to research [9].

Interviews in this study came from school sources, namely the principal of SMK Shalahuddin 2 Malang. The data collected is to be selected, grouped, then assessed and finally made conclusions. It can be concluded that this study uses a qualitative approach and data collection using the interview method and research that aims to understand a phenomenon as it is described in the form of words and sentences.

3. RESULTS AND DISCUSSION

SMK Shalahuddin 2 Malang is one of the private vocational high schools in the city of Malang. SMK Shalahuddin 2 Malang, is included in the Saladin Islamic education foundation which includes SMP (High school), SMA (Senior High school) and SMK which are included in the scope of the school. In one school environment there are 2 SMK and 1 SMA, but all three have different marketing services for education. The process of

marketing educational services carried out at SMK Shalahuddin 2 Malang is carried out in various ways, starting from distributing brochures, through websites and by mouth to mouth. It is very unfortunate that even though we have used registration with the lure of prizes during registration, the results obtained from the school are still far from sufficient.

The requirements for a vocational high school group are based on the Regulation of the Minister of Education and Culture Number 17 of 2017 which discusses the Acceptance of New Students in one class at least 15 to at most 36 students. With at least 3 groups and at most 72 groups, with 24 groups per level. Thus SMK Shalahuddin 2 Malang is unable to meet the requirements of Regulation of Ministry of Education and Culture (Permendikbud) Number 17 of 2017, because in one school it only consists of 9 groups and 36 students which are further divided into 3 majors, namely computer network engineering, skin and hair beauty, and multimedia. So it can be interpreted that 1 class only has 4 students. With the number of teaching staff and educational staff as many as 22 people.

This is very out of sync considering the location of SMK Shalahuddin 2 Malang is in the city center. SMK Saladin 2 Malang has also collected affordable fees with sufficient facilities complete. Unfortunately, the marketing of the school in attracting parents of students is still lacking in sending their children to SMK Shalahuddin 2 Malang.

The use of aloe chart system or a chart that shows the workflow or explains the sequence of procedures in the system is the most appropriate flowchart to describe the work sequence of the marketing system to be used in SMK Shalahuddin 2 Malang. The use of flowcharts in the application of service marketing education at SMK Shalahuddin 2 Malang is deemed necessary considering internal matters marketing educational services must be coherent and systematic.

Not only at the marketing stage but also providing an overview of what is the continuation of these students if they are willing to go to school at that school. In addition to preparing the materials, schools also need to prepare steps for use to convince the buyer to buy the goods he has [10], [11]. For example, by offering programs that are able to bring these students out of the country, as well as schools that are capable provide guarantees that are ready to work for graduates or have a similar relationship attractive to graduates after school.

In addition to the programs being offered must be attractive, schools also need to improve various deficiencies that exist in school. For example, in terms of infrastructure, a minimum must be according to standards, besides that it is also balanced with improvements in the quality of school learning [12], [13]. Because the school will not get new students even though

they are promoted in that way if the school is not qualified. Parents of students will look for schools that have names for their children's schools.

Private schools must begin to start student admission (PPDB) due process to ensure from the beginning in the coming school year the existing estimates of the number of students who will enter. Thus certainty about students who will enter means that there is also certainty about the sustainability of educational operations. The entry of new students is related to the entry of funds. However, private schools do have to do more to attract consumers by spending more upfront. The entry of students will cover the funds that have been issued.

In a school, you must use the 4P (Product, Price, Place and Promotion) when marketing educational services. The diagram flowchart that will be used in the educational services marketing strategy will start with the product. Products are output or school graduates and also the quality of services provided by educators. Both are considered successful if the NUN (National Exam Score) scores satisfactory. And it can also be seen from the achievements that have been made. These three things are added value that can be exhibited to attract buyers. The added value ii must have a characteristic that can be used as a school appeal.

The price that must be paid by the parents of students to get services at the school is the second important factor after the product. Because the parents of students always want cheap costs but want good facilities too. Private schools will be less competitive with public schools that receive a free school policy from the government [14], [15]. However, this can also be used as a boomerang for private schools to take into account the many costs that will be incurred by parents of students. Providing scholarships is something that can attract buyers to find schools.

Place or location of a school has a huge influence on the popularity of a school. Supported by the completeness of existing infrastructure in the school to support the effectiveness of learning. Location can also determine how much interest parents send their students to the school.

Promotion or promotion is an effort to offer a product that aims to attract buyers, in selling a service of a quality, competitive price and also a strategic location that will not be of much interest if it is never known by the public. A good promotion will not have much impact if the target is wrong. In carrying out a promotion, planning, goals and objectives of the promotion itself are needed.

The educational service marketing strategy that can be done by SMK Shalahuddin 2 Malang is guided by the marketing mix that can be applied through a flowchart. Strategy of marketing that can be done by SMK Saladin 2 Malang to increase the number of students to enrol:

3.1. Identify the Target Audience

School needs to do the analysis and determine the destination of the goal targeted mainly of learners of junior MTs located in Malang. This is useful in facilitating promotion and knowing the characteristics of each school so that they are interested in continuing their studies at SMK Shalahuddin 2 Malang. In addition, it is also useful in the distribution of teacher duties, especially the public relations division, to spread to various schools.

3.2. Planning

Making a school goal formulation, meaning that in this case the school must think about how the output will be produced when continuing education at SMK Shalahuddin 2 Malang. In addition, it should plan to introduce the school to the community about its advantages. Designing messages, meaning that in this case the school designs a marketing instrument by preparing persuasive messages so that students and the public are interested in continuing their education at SMK Shalahuddin 2 Malang.

3.3. Determining the Budget

In this case the budget is needed for the smooth running of the marketing process where this budget is needed for making brochures, banners, and printing in newspapers. However, what needs to be considered again is the facilities and infrastructure that support the learning process. Where the facilities and infrastructure are factors supporting of the quality of learning. If the quality is good, the resulting output is also directly proportional.

3.4. Choosing Communication Channels

In general, the selection of communication channels can be divided into 2, namely direct communication and indirect communication. Direct communication includes mouth to mouth without the aid of tools. In addition, there is also cooperation with other institutions in improving the quality of graduates. Meanwhile, indirect communication uses tools, for example by using web channels, browsers, banners, radio, and other social media uses.

4. CONCLUSION

In increasing interest in a school, it must be guided by the 4P marketing mix (place, product, price and promotion) which can be used to attract consumers to buy the educational services provided. In carrying out the 4P steps, various existing things must be supported, for example by improving infrastructure, quality of learning and also affordable prices in order to increase the interest of parents in sending their children to school.

Schools that have implemented the 4Ps but are not balanced with improvements are useless, because they only rely on the promotion or marketing of school services without being balanced with improvements therein. So, in order for the marketing of educational services to run according to what has been planned, it would be nice to be balanced with school improvements such as facilities and infrastructure as well as improving the quality of schools.

REFERENCES

- [1] A. Susanto, "Sistem Informasi Akuntansi, Lingga Jaya, Ed." Bandung, 2013.
- [2] I. Gunawan, "Lingkungan Pendidikan," *Jurnal Manajemen Pendidikan Sosioal. Hlm.* 2011.
- [3] F. Kholidia Masitah, "Strategi Pencitraan Dan Komunikasi Dalam Upaya Meningkatkan Jumlah Siswa (Studi Kasus Di Smp Muhammadiyah 1 Surabaya)," *Inspirasi Manaj. Pendidik.*, Vol. 5, No. 1, 2017.
- [4] J. S. Arcaro, "Pendidikan Berbasis Mutu: Prinsip-Prinsip Perumusan Dan Tata Langkah Penerapan," *Yogyakarta: Pustaka Pelajar*, 2007.
- [5] S. M. Indrajani, "Pengantar Dan Sistem Basis Data," *Jakarta Pt Elex Media Komputindo*, 2011.
- [6] P. R. Indonesia, "Peraturan Pemerintah Republik Indonesia Nomor 74 Tahun 2008 Tentang Guru."
- [7] I. Machali, "Kebijakan Perubahan Kurikulum 2013 Dalam Menyongsong Indonesia Emas Tahun 2045," *J. Pendidik. Islam*, Vol. 3, No. 1, P. 71, 1970.
- [8] M. W. Etnografi, "Desain Penelitian Kualitatif Pendidikan Dan Manajemen Pendidikan." Malang: Elangmas, 2008.
- [9] A. T. Indah And H. Al Rasyid, "Penataan Tata Ruang Kantor Guru Pada Sma Negeri 63 Jakarta," *Widya Cipta J. Sekr. Dan Manaj.*, Vol. 2, No. 2, Pp. 169–176, 2018.
- [10] S. Masitoh, "Blended Learning Berwawasan Literasi Digital Suatu Upaya Meningkatkan Kualitas Pembelajaran Dan Membangun Generasi Emas 2045," *Proc. Icecrs*, 2018.
- [11] M. K. F. Raya, "Marketing Jasa Di Institusi Pendidikan (Analisis Pemasaran Dalam Pendidikan)," *Falasifa J. Stud. Keislam.*, Vol. 7, No. 1, Pp. 21–52, 2016.
- [12] I. A. Ridlo, "Panduan Pembuatan Flowchart," *Fak. Kesehatan. Masyarakat, Dep. Adm. Dan Kebijak. Kesehatan.*, 2017.
- [13] A. Mulyawan And I. Sidharta, "Analisis Deskriptif Pemasaran Jasa Di Stmik Mardira Indonesia Bandung," *J. Comput. Bisnis*, Vol. 7, No. 1, Pp. 42–55, 2013.
- [14] S. A. Nugroho, "Strategi Pemasaran Sekolah Berbasis Bauran Pemasaran: Smk N 1 Ngawen, Gunungkidul." Universitas Muhammadiyah Surakarta, 2013.
- [15] G. Tangkilisan, S. G. Oroh, And A. S. Soegoto, "Bauran Pemasaran Jasa Pendidikan Pengaruhnya Terhadap Keputusan Siswa Dalam Memilih Sekolah Di Smk N 1 Manado," *J. Emba J. Ris. Ekon. Manajemen, Bisnis Dan Akunt.*, Vol. 2, No. 4, 2014.
- [16] Gunawan, I. (2019). *Manajemen Pendidikan: Suatu Pengantar Praktik*. bandung: Alfabeta.
- [17] Kusumaningrum, D. E., Sumarsoso, R. B., & Gunawan, I. (2019). *Budaya Sekolah dan Etika Profesi: Pengukuran Pemberdayaan Sumber Daya Manusia Sekolah dengan Pendekatan Soft System Methodology*. JAMP: Jurnal Administrasi dan Manajemen Pendidikan, 2(3), 90-97.
- [18] Kusumaningrum, D. E., Arifin, I., & Gunawan, I. (2017). Pendampingan pengembangan perangkat pembelajaran berbasis Kurikulum 2013. *ABDIMAS PEDAGOGI: Jurnal Ilmiah Pengabdian kepada Masyarakat*, 1(1).
- [19] Gunawan, I., & Sulistyoningrum, R. T. (2016). Menggali Nilai-Nilai Keunggulan Lokal Kesenian Reog Ponorogo Guna Mengembangkan Materi Keragaman Suku Bangsa Dan Budaya Pada Mata Pelajaran IPS Kelas IV Sekolah Dasar. *Premiere Educandum: Jurnal Pendidikan Dasar dan Pembelajaran*, 3(01).
- [20] Gunawan, I. (2011). Evaluasi Program Pembelajaran. *Jurnal Pendidikan*, 17(1).
- [21] Kusumaningrum, D. E., Sumarsono, R. B., & Gunawan, I. (2017). Problematika Pemberdayaan dan Pengembangan Sumber Daya Manusia di Sekolah Menengah Pertama Berbasis Pesantren. *Ilmu Pendidikan: Jurnal Kajian Teori dan Praktik Kependidikan*, 2(2), 139-150.
- [22] Gunawan, I., Triwiyanto, T., & Kusumaningrum, D. E. (2018). Pendampingan penulisan artikel ilmiah bagi para guru sekolah menengah pertama. *Abdimas Pedagogi: Jurnal Ilmiah Pengabdian kepada Masyarakat*, 1(2), 128-135.
- [23] Sultoni, S., Gunawan, I., & Sari, D. N. (2018). Pengaruh Etika Profesional Terhadap Pembentukan Karakter Mahasiswa. *JAMP: Jurnal Administrasi dan Manajemen Pendidikan*, 1(3), 279-283.
- [24] Suminah, S., Gunawan, I., & Murdiyah, S. (2018). Peningkatan Hasil Belajar dan Motivasi Belajar Siswa melalui Pendekatan Behavior Modification. *Ilmu Pendidikan: Jurnal Kajian Teori dan Praktik Kependidikan*, 3(2), 221-230.
- [25] Gunawan, I., Ulfatin, N., Sultoni, S., Sunandar, A., Kusumaningrum, D. E., & Triwiyanto, T. (2017). Pendampingan Penerapan Strategi Pembelajaran Inovatif dalam Implementasi Kurikulum 2013. *Abdimas Pedagogi: Jurnal Ilmiah Pengabdian kepada Masyarakat*, 1(1).
- [26] Gunawan, I. (2009). Hubungan keterlibatan guru dalam musyawarah guru mata pelajaran dan kemampuan mengelola kelas dengan motivasi belajar siswa di SMA Negeri se-Kota Malang/oleh Imam Gunawan (Doctoral dissertation, Universitas Negeri Malang).
- [27] Gunawan, I., Suraya, S. N., & Tryanasari, D. (2016). Hubungan kemampuan berpikir kreatif dan kritis dengan prestasi belajar mahasiswa pada matakuliah konsep sains II prodi PGSD IKIP PGRI MADIUN. *Premiere Educandum: Jurnal Pendidikan Dasar dan Pembelajaran*, 4(01).
- [28] Gunawan, I., Sari, D. A. A., Agustian, S., Marwiyah, S., Bagaskara, N. D., Sa'diyyah, M., ... & Ratnasari, D. P. (2017). Prestasi Belajar Mahasiswa Fungsionaris UKM KSR PMI Unit Universitas Negeri Malang. *Ilmu Pendidikan: Jurnal Kajian Teori dan Praktik Kependidikan*, 2(2), 171-177.
- [29] Gunawan, I. (2016). *Pengantar Statistika Inferensial*. Jakarta: Rajawali Pers.