

# Application-Based Marketing Management Development At Pondok Pesantren Sunan Drajat Lamongan, East Java

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**Abstract**—This research is motivated by the phenomenon of high unemployment, low entrepreneurial spirit and the rise of entrepreneurial programs in Islamic boarding schools. This research is related to the implementation of entrepreneurial management in Islamic boarding schools in Sunan Drajat Lamongan Islamic boarding schools in East Java which in real terms have good entrepreneurial names and activities. This study aims to find out; (1) entrepreneurial management model in Sunan Drajat Lamongan Islamic boarding school, (2) weaknesses that occur in entrepreneurship management in Sunan Drajat Lamongan Islamic boarding school; (3) How the management of relevant entrepreneurship development is developed at the Sunan Drajat Lamongan boarding school, (4) How the effectiveness of the management of entrepreneurship development developed at the Sunan Drajat Lamongan boarding school.

The research uses the Research and Development (R & D) method which is carried out at the Sunan Drajat Lamongan Islamic boarding school Jawa Timur.

The results of this study concluded that: (1) Sunan Drajat Lamongan Islamic boarding school has had an entrepreneurial management model both in terms of operational management and strategic management, (2) Sunan Drajat Lamongan Islamic boarding school only has constraints on the product marketing system, (3) Marketing-based the start-up application turned out to be more effective and relevant to be developed in entrepreneurial management in the Sunan Drajat Lamongan Islamic boarding school.

For future research so that research can be done by analyzing the entrepreneurial indicator variables with a quantitative approach in order to know the effect on each research variable.

**Keywords:** management, entrepreneurship, start up, Islamic boarding school

## I. INTRODUCTION

Islamic boarding schools as Islamic da'wah institutions are seen as ritual institutions, da'wah institutions, moral fostering institutions, are pluralistic in nature and pesantren are perceived as Islamic educational institutions that dynamically experience developments and challenges in contributing to national development. Historically, pesantren are Islamic

educational institutions developed natively by the Indonesian people (Nurcholis Madjid, 2006). Pesantren has experienced rapid, extraordinary and amazing development. This development is not only concentrated in rural areas, but also in urban areas as well as in urban areas. The phenomenon of the rapid development of Islamic boarding schools is reinforced by data from the information system and public relations Secretariat of the Directorate General of Islamic Education of the Ministry of Religion, in 2016 there were 28,194 total Islamic boarding schools scattered both in urban and rural areas with a total of 4,290,626 students (republika.co.id, Jakarta). Among the Islamic boarding schools that exist and are highly competitive to date is the Sunan Drajat Islamic boarding school in Lamongan. In terms of quantity, the Sunan Drajat Islamic boarding school has quite a lot of students or students, in addition to the entrepreneurial activity in the Sunan Drajat Islamic boarding school which is very prominent. According to the Indonesian Ministry of Industry's Public Relations (Thursday, April 5, 2017), the government through the Ministry of Industry (Kemenperin) has implemented the Santripreneur program through training in footwear production at the Sunan Drajat Islamic boarding school, Lamongan Regency, East Java in 2017. As a result, the footwear industry unit in The boarding school is capable of producing more than 4000 pairs of spongy flip-flops per month. The Sunan Drajat Islamic boarding school is different from other pesantren in general. In addition to providing formal and non-formal education, the santri also get education in the field of entrepreneurship, so that students who have left the pesantren have skills in entrepreneurship. From the results of risk analysis based on strategic management, marketing constraints experience problems with the following diagram:

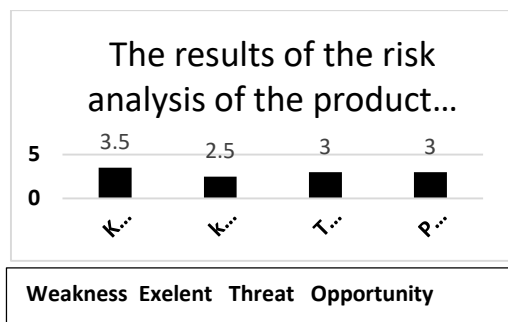


Figure 1. Results Of The Survey On Marketing

Based on the diagram above, the weaknesses of entrepreneurial marketing are still quite safe, namely 2 or the average value, the indicators are still limited marketing resources and supporting facilities. Then the superiority of the product has a value of 2.5 (safe) because here the entrepreneurship of the Sunan Drajat Islamic boarding school has a good advantage besides selling non-local products as well as serving national products. Opportunity has a value of 3 (high), this means that there is a small risk so that the development of marketing is quite good. The challenge has a high enough risk, namely 3, describing the marketing competitors of information technology-based entrepreneurs and startups. While the weakness value of the marketing is 3.5 (high). This means that the marketing system for the Sunan Drajat Islamic boarding school still has high weaknesses. The existence of limited human resources is one of the obstacles that becomes the main problem. Then the researchers continued the survey on the implementation of marketing management, the Islamic boarding school Sunan Drajat faced.

Based on management constraints faced in the marketing sector: weak mix 50%, weak price offered 40%, weak promotion 60%, weak distribution 5%, less desirable products 0%, prices that do not match 0%, weak promotion 65%, distribution cross 5%, lack of information 45%.

Based on the above background, it can be concluded that the Sunan Drajat Lamongan Islamic boarding school has advantages and uniqueness in the management of formal and non-formal education as well as in the management of entrepreneurship in the Sunan Drajat Lamongan Islamic boarding school. The Sunan Drajat Islamic boarding school has proven to be a preneurship Islamic boarding school, which has entrepreneurial branding and entrepreneurial innovations that continue to grow. In managerial terms, the implementation of entrepreneurial management in terms of planning, organizing, actuating, controlling has been carried out well. But in the aspect of marketing management there are still obstacles or weaknesses in the use of IT (still traditional /

conventional), so it is necessary to apply an online application-based marketing management model.

#### The Nature of Management

Terry defines: "management is a distinct process consisting of planning, organizing, actuating, controlling, utilizing, in each of both science and art and follow oin order to accomplish predetermined objectives", from this definition management can be interpreted as a real activity consisting of planning, organizing, directing, and controlling existing resources using science and art to achieve predetermined goals (GR Terry, 2004). Terry's definition shows the following management functions:

#### The Essence of Entrepreneurship

The act of identifying, developing and bringing about that vision which could be innovative ideas, opportunities, better ways of doing things is called entrepreneurship. Druker in Novian (2012) explains that entrepreneurship is the nature, character, and characteristics inherent in someone who has a strong will to bring innovative ideas into the real world of business and can develop them. Someone who has a free spirit and has the ability to live independently in carrying out business activities or business or life is called entrepreneurship. An entrepreneur is free to design, determine, manage, control all of his efforts.

Based on the description above, entrepreneurship can be defined as a creative and innovative ability (create new and different) to create added value for goods and services with courage to face challenges / risks. Factors that influence entrepreneurial actions are property right, competency, and the external environment.

#### The Nature of Marketing

According to Kotler and Keller (2016: 27) marketing is a social process where individuals and groups get what they need and want through creation, bidding, and freering, and are free to exchange products and services of value with others. According to Kotler and Armstrong (2014: 27) Marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing the value of customers in return. From the definition of the experts above, it can be concluded that marketing is one of the main activities that need to be carried out by a company, be it a goods or service company, in an effort to maintain the survival of its business. This is because Marketing is one of the company's activities, where it is directly related to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market for business activities that must be market-oriented or consumer-oriented. A

concerted effort to combine strategic plans that are directed at providing businesses the needs and desires of consumers to obtain the expected benefits through the exchange or transaction process. Consumer desires must also be satisfied effectively. In order for marketing to be successful, the company must maximize sales that generate turnover in the long run.

In the 17th century the term entrepreneur is described as someone who contracts work with the government to supply certain products. This contract uses a fixed price. The profit or loss earned from this work is a reward for entrepreneurial activities. The definition of entrepreneurship is more fully stated by (Schumpeter in Alma, 2011) which states:

entrepreneurs as people who reform the economic order by introducing new products, services and services, through the creation of new forms of organization, or by exploiting new raw materials.

Entrepreneurship is a combination of entrepreneurial character, opportunity, support resources, and action. In short, it can be said that the definition of entrepreneurial work that will be used in this study is someone who: (1) has strong creativity and innovation; (2) has high managerial ability; (3) mastering knowledge of the business world in depth; (4) behave with the aim of forming a business organization.

According to Kotler and Keller (2016: 27) marketing is a social process where individuals and groups get what they need and want through creation, bidding, and freeing, and are free to exchange products and services of value with others. According to Kotler and Armstrong (2014: 27) Marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing the value of customers in return. From the definition of the experts above, it can be concluded that marketing is one of the main activities that need to be carried out by a company, be it a goods or service company, in an effort to maintain its business continuity. This is because marketing is one of the company's activities, which is directly related to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market for business activities that must be market-oriented or consumer-oriented. A concerted effort to combine strategic plans that are directed at providing businesses the needs and desires of consumers to obtain the expected benefits through the exchange or transaction process.

Consumer desires must also be satisfied effectively. In order for marketing to be successful, the company must maximize sales that generate turnover in the long run.

## II. METHODS

### Research Place

This research was conducted at Pondok Pesantre Sunan Drajat Lamongan in East Java.

### 3.2. Research design

This study uses a research and development approach, as stated by Borg & Gall (2003, 772), Educational research and development (R & D) is a process used to develop validate educational products ".

### Research procedure

According to Borg and Gall, there are 10 steps that must be taken in the research and development (R&D) method, namely: research and information gathering, planning, building product pre-plans, conducting preliminary tests, product revisions, product testing, product revisions, testing operations, product revision and deployment, (Winasanjaya, 2005: 133-134). So research and development (R&D) is the process of developing and validating educational products. This research is summarized into three stages, namely: the preliminary study stage, the development stage (including expert and practitioner validation), the evaluation (trial) stage.

## III. RESULTS AND DISCUSSION

### Marketing Management Development Model at Sunan Drajat Islamic Boarding School

The innovation developed in this study is the development of entrepreneurial management in the Sunan Drajat Lamongan Islamic boarding school based on start-up applications. This start-up is aimed at overcoming the obstacles faced in the marketing or marketing sector in managing the entrepreneurship of the Drajat Lamongan Islamic boarding school.

### Marketing Management Model Developed in Pondok Pesantren Lamongan, East Java

The innovation developed in this research is the development of entrepreneurial management in the Sunan Drajat Lamongan Islamic boarding school based on start-up applications. This start-up is intended to overcome the obstacles faced in the marketing or marketing field in the management of cottage entrepreneurship.

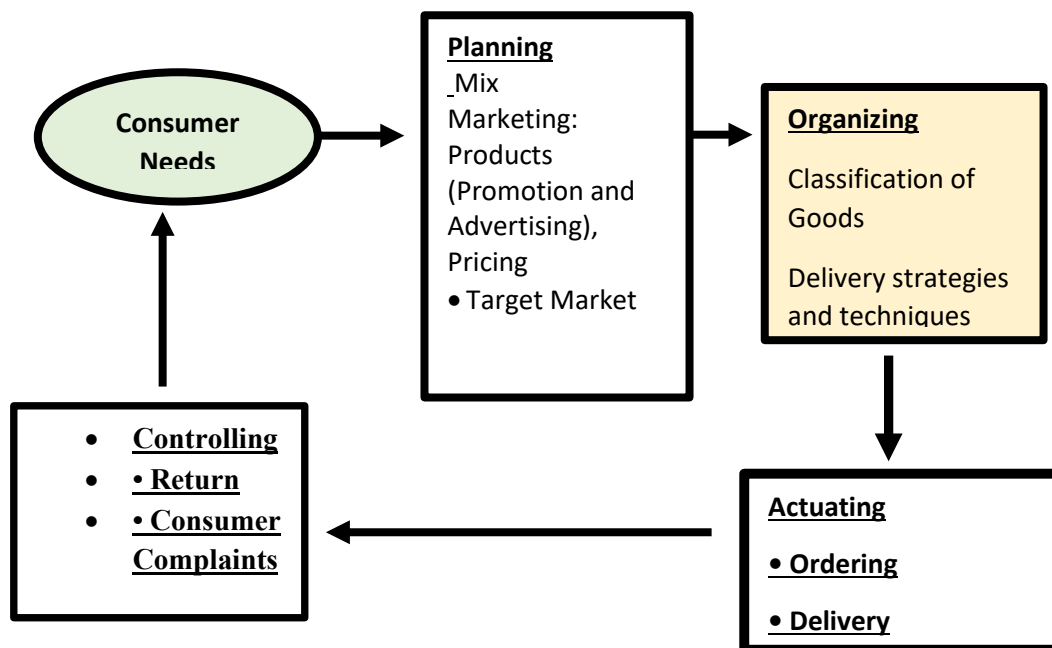


Figure 2. Factual Model of Marketing Management at Pondok Sunan Drajat

Based on the above model, it can be explained that in the implementation of marketing management at the Sunan Drajat Islamic boarding school as follows.

#### 1) Planning

In the planning process of marketing management in the boarding school Sunan Drajat Lamongan, East Java, it has been planned as follows.

##### a. Marketing Mix

The marketing mix includes products, promotions and pricing. The products produced by the Sunan Drajat Lamongan Islamic boarding school are classified as not yet having a name on a national scale, so in marketing planning they still use the branding model. Most of the branding achieved by the management still uses the brand of the Sunan Drajat Islamic boarding school and the big name of Prof. kyai. Dr. KH. Abdul Ghofur. The promotion used in marketing management is still using the branding of kyai and Islamic boarding schools, radio, television and social media (face book, watshap and website)

Pricing is planned not to exceed the price of well-known products. As an example, fresh water drinking water products have prices below the standard of other well-known products.

##### b. Target Marketing

In planning the marketing target at the Sunan Drajat Islamic boarding school, it still focuses on the Lamongan area and its surroundings as well as local santri.

#### 2) Organizing

In organizing marketing management at the Sunan Drajat Islamic boarding school, it consists of: classification of goods, strategies and

techniques for delivery of goods and inventory of goods.

##### a. Classification of Goods

In the classification of goods, management has separated goods based on their types. However, in this case it is still conventional.

##### b. Strategies and Techniques for Delivery

Strategies and techniques for delivery of goods, the marketing management determines by using the delivery technique by car box. Delivery has not used a package-based technique.

##### c. Provision of goods

For the strategy of providing goods, the management has provided a warehouse for storage and distribution of goods. This has been going well, but there is no neat arrangement and is adjusted to the classification of goods.

#### 3) Implementation / Actuating

In the actuating or implementation process, marketing management has used a good ordering and shipping strategy.

##### a. Booking

The ordering process is still based on the telephone between agents and management offices as well as a model with periodic delivery of goods. Periodic delivery has a weakness, there is a possibility that the management does not know the needs of the agent or consumer for the goods needed.

##### b. Delivery

The model of shipping goods that is marketed still uses box cars for urban and out-of-town areas even though the delivery is small.

#### 4) Controlling / Evaluation

The controlling section evaluates the return or return of goods and complaints from agents or consumers. So far, complaints are only verbal,

only some agents or consumers use social media. Based on the results of this evaluation, it will be used to plan for future consumer needs.

#### 5) Consumer Needs

Management also conducts an analysis of consumer needs that will be needed. Any

products desired by consumers or agents will be planned as well as possible by the management. Hypothetical Model of Marketing Management in Sunan Drajat Lamongan Islamic Boarding School

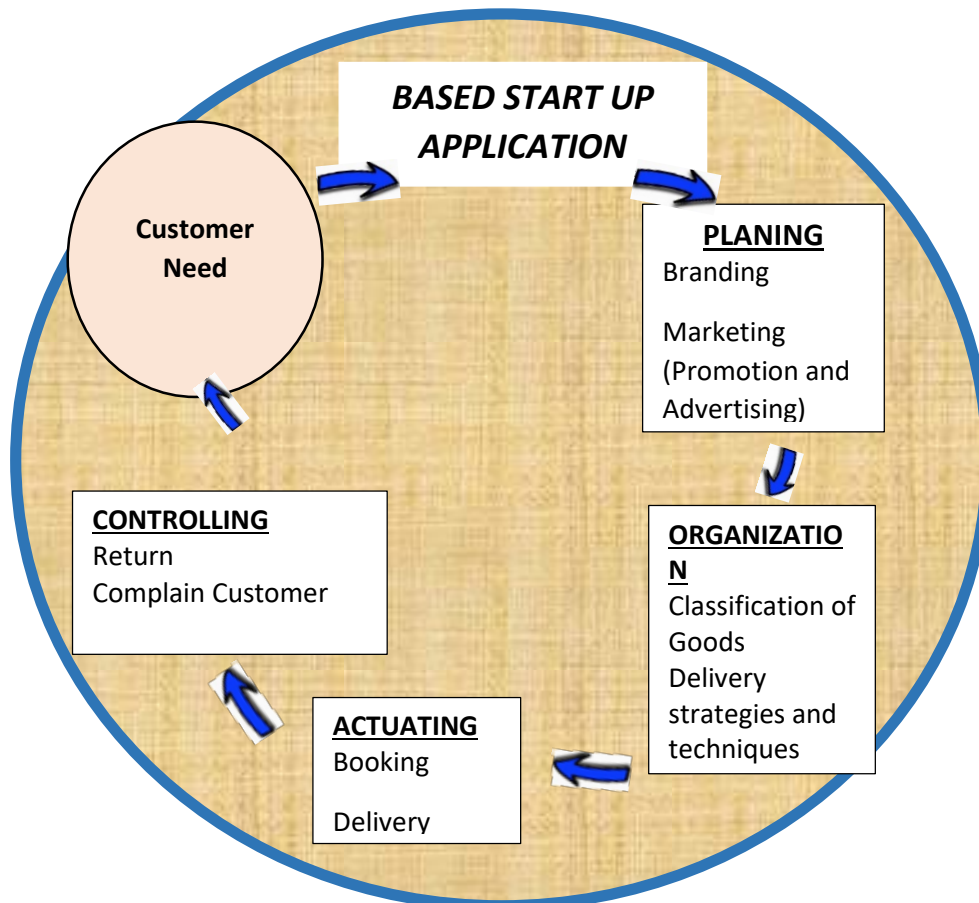


Figure 3. Hypothetical Model of Marketing Management at Pondok Sunan Drajat

Based on the above model, it can be explained that in the implementation of marketing management at the Sunan Drajat Islamic boarding school, the SDAP (Sunan Drajat Application Preneur) start-up application is implemented as an innovation with the following steps.

#### 1) Planning

In the planning process of marketing management at the boarding school for Sunan Drajat Lamongan, East Java, it has been planned as follows. Both the marketing mix and target marketing are based on the SDAP start-up.

##### a. Marketing Mix

The marketing mix includes products, promotions and pricing. The products produced by the Sunan Drajat Lamongan Islamic boarding school are classified as not yet having a name on a national scale, so in marketing planning they still use the branding model. The branding achieved by the management still mostly uses the

items of the Sunan Drajat Islamic boarding school and the big name of Prof. kyai. Dr. KH. Abdul Ghofur. Apart from this step

Promotion used in marketing management is still using the branding of kyai and Islamic boarding schools, radio, television and social media (face book, watshap and website) plus SDAP start-up. Pricing is planned not to exceed the price of well-known products. As an example, fresh water drinking water products have prices below the standard of other well-known products.

##### b. Target Marketing

With the SDAP in planning target marketing at the Drajat Islamic boarding school, it will penetrate the Lamongan and surrounding areas as well as local santri and Indonesian territories.

#### 2) Organizing

In organizing marketing management at the Sunan Drajat Islamic boarding school consists of: classification of goods, strategies and techniques

for delivery of goods and supplies of goods. This will be controlled by the SDAP application.

a. Classification of Goods

In the classification of goods, management has separated goods based on their types. However, in this case it is still conventional.

b. Strategies and Techniques for Delivery

Strategies and techniques for delivery of goods, the marketing management determines by using the delivery technique by car box. Delivery has used delivery techniques based on POS, JNE and other packages.

c. Provision of goods

For the strategy of providing goods, the management has provided a warehouse for storage and distribution of goods. This has been going well, but there is no neat arrangement and is adjusted to the classification of goods.

3) Implementation / Actuating

In the actuating or implementation process, marketing management has used a good ordering and shipping strategy.

a. Booking

The order process is still based on the SDAP application and has begun to be implemented. Through the application, consumers or agents can order or buy the desired goods.

b. Delivery

The model of sending goods that is marketed has been carried out in two ways, namely using a box car belonging to the boarding school and packages.

4) Controlling / Evaluation

The controlling section evaluates the return or return of goods and complaints from agents or

consumers. So far, consumers have complained about using social media. Complaints that occur there are still errors in the delivery of goods and the accuracy of the goods to the consumer. Based on the results of this evaluation, it will be used to plan for future consumer needs.

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Development Outcomes Model

In the marketing management development model in the boarding school of Sunan Drajat Islamic boarding school, a model is broken down where the stage or process of implementation (actuating) has a cooperative or reciprocal relationship in the process of ordering and sending goods purchased by consumers. It should be noted that many e-commerce-based online applications have the disadvantage that there are complaints from consumers about the inequality between the types and quality of goods ordered. In other online media, it also has a weakness, the shop or the service provider cannot control the type of goods purchased according to specifications or not because the resources are not yet reached. This is because the media manages so many sellers. This SDAP start-up is designed so that there is cooperation between the implementation team and is evaluated so as to avoid shipping errors in the form of specifications, colors and quality of goods.

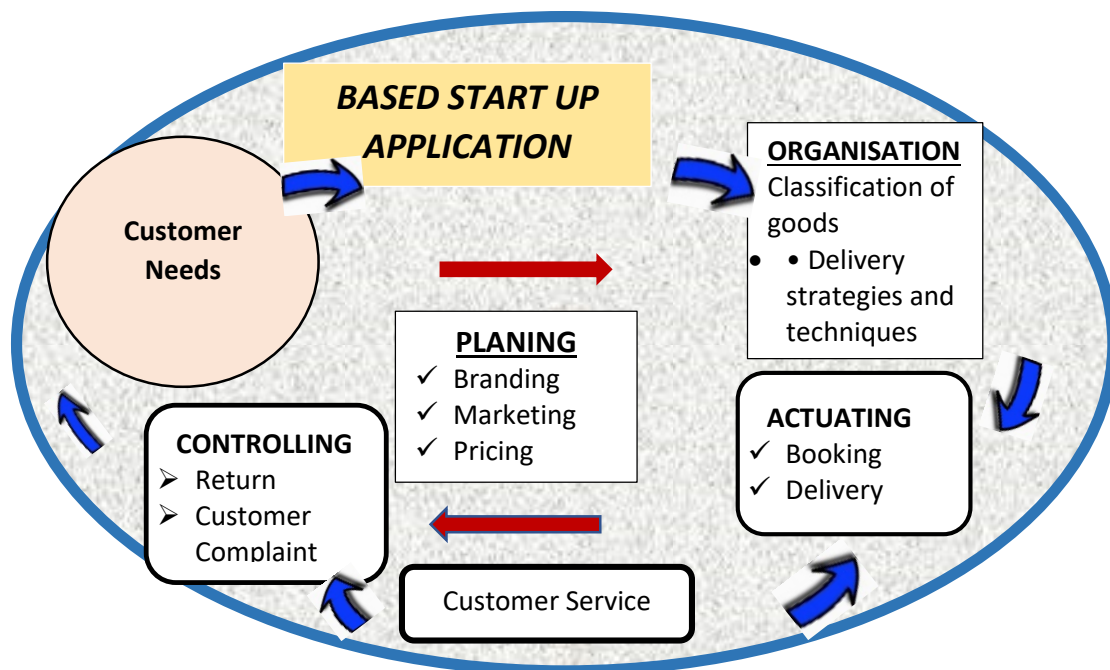


Figure 4. Based Startup Application

follows. Both the marketing mix and target marketing are based on the SDAP start-up.

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The marketing mix includes products, promotions and pricing. The products produced by the Sunan Drajat Lamongan Islamic boarding school are classified as not yet having a name on a national scale, so in marketing planning they still use the branding model. The branding achieved by the management still mostly uses the items of the Sunan Drajat Islamic boarding school and the big name of Prof. kyai. Dr. KH. Abdul Ghofur. Besides this step

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The controlling section evaluates the return or return of goods and complaints from agents or consumers. So far, consumers have complained about using social media. Complaints that occur there are still errors in the delivery of goods and the accuracy of the goods to the consumer. Based on the results of this evaluation, it will be used to plan for future consumer needs.

#### 5) Consumer Needs

Management also conducts an analysis of consumer needs that will be needed. Any products desired by consumers or agents will be planned as well as possible by the management. In developing this management model it was found that in order to get effective and efficient marketing management, to overcome customer complaints and improve service quality, a management model was found by adding activities, namely.

##### 1) Coordination between the Actuating Team and the Controlling Team

It is intended that every item or product to be sent is directly checked by the controlling team or the evaluation team. The evaluation team will provide an assessment of the performance of the delivery team from the process of picking up, packing until the process is received and comments from customers, agents and consumers. as follows: (1) The existence of savings in human resources; (2) Customers, consumers and agents feel served quickly; (3) Profits go up; (3) The management team is easier to identify the problem at hand; (4) Management is easier and faster to know the rate of sales per second, hour, day and so on; (5) Better security. (6) Time and cost efficient.

This has become a reference for the development of marketing management at the Drajat Islamic boarding school, which has been conventional based towards application-based. Implementation of management from planning, organization, actuating, controlling will be assisted by a start-up application, a customer service team as well as mutual coordination between the implementing / actuating (ordering & shipping) parties and the controlling team.

## IV. CONCLUSION

- 1) Entrepreneurship management at the Sunan Drajat Lamongan Islamic boarding school is running well and has applied the basics and modern management theories to the aspects of entrepreneurship management, however,

there are weaknesses or obstacles in the expansion of the marketing area and sales of the pesantren's business products, at the boarding school. Pesantren Sunan Drajat Lamongan still applies traditional or conventional marketing systems.

- 2) To expand the sales area and sell entrepreneurial products quickly, easily, cheaply and safely, a startup application-based marketing management development is required as a solution.
- 3) The buy and pay marketing management development model based on startup applications (SDAP) using Android is declared relevant, effective and efficient to be implemented at the Sunan Drajat Lamongan Islamic Boarding School to expand the marketing network and simplify and serve customers in terms of selling superior entrepreneurial products. is in the boarding school Sunan Drajat Lamongan, East Java.

#### Implications

Based on the results of this study, the following theoretical and practical implications can be stated:

- 1) The development of theoretical entrepreneurship management related to research at the Sunan Drajat Lamongan Islamic boarding school will contribute to the development of management theories, especially in the field of entrepreneurship in the aspects of marketing management and especially in the use of online applications, so that the sale of Pesantren's entrepreneurial products in quantity and quality will get better and improve.
- 2) Practically, the results of implementing startup-based online applications in the field of marketing management will be an inspiration and a model that can be developed in other Islamic boarding schools, given the potential and number of Islamic boarding schools in Indonesia which have strategic value in national development, especially in improving the quality of education and independence. in entrepreneurial development. For pesantren that are not yet entrepreneurial, they can be a driving force for innovation and entrepreneurial creations, and for pesantren that are already entrepreneurial, they can apply startup applications so that they are expected to be more effective and efficient, especially in marketing pesantren entrepreneurial products. The progress of the pesantren world contributes to realizing national development, especially in relation to education output, so that it can compete

competitively, be independent in entrepreneurship.

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