Implementation of Customer Relationship Management (CRM) in Branding Development of Integrated Islamic Education Institutions

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Abstract. The purpose of this research is to: (1) find out the forms of activities in implementing school branding, (2) find out strategies for implementing school branding, (3) find out the obstacles or problems in implementing school branding, and (4) find out the implementation of Customer Relationship Management (CRM) in developing school branding. Based on the results of the research conducted, the conclusion is that the form of implementation of Customer Relationship Management (CRM) in building institutional branding is in accordance with the theory used in this article.

Keywords: customer relationship management, branding; Islamic educational institutions.

1   Introduction

The existence of Islamic educational institutions in Indonesia in the last decade has become one of the hot topics for discussion in various forums. This is because there are several variations of Islamic educational institutions in Indonesia. The emergence of various variations of Islamic educational institutions cannot be separated from the existence of social religious organizations that have existed before. The hot issue attached to this condition is related to the identity of Islamic education institutions that have existed before and are currently developing.

The development of various interpretations or assumptions in society is closely related to the brand/image/brand of an educational institution that is being seen. Meanwhile, the meaning of the brand itself is "names or symbols that marketers have introduced to make product differentiation concre and different form those offered by competitors" [1]. This opinion is also emphasized by [2] "brand is also regarded as an identification of the source of the product or service, a risk reducer, a signal of quality, a promise to the consumer, and a symbolic image. Hence, it helps in positioning the

product in the minds of consumers and differentiates it in the marketplace, which in return creates brand loyalty. Through this opinion, it is understood that the brand / image / brand of an organization is an effort deliberately made by the organization related to giving names, symbols / logos, services, services, and various things that can be easily / uniquely known by the wider community / target community as a product / organization that is different from the others (different from other competitors) which in turn can create "loyalty" meaning to the consumers targeted by the organization

In connection with this meaning, if it is drawn to the phenomenon of the development of the "image / brand / brand" of Islamic educational institutions that are wrong in the eyes of the community related to the spread of radicalism in the Islamic education environment, then it is a serious concern of all educational institutions, especially Islamic educational institutions that fall into a new category in Indonesia, namely integrated Islamic educational institutions. The essence of understanding the wrong image / brand in the eyes of potential customers can affect many things to the implementation of education that is being run by the institution, one of which is the decline in consumer interest to choose the institution as a place of education for their children, family, or relatives.

Starting from this case, the institution can overcome it through changes in marketing strategy in order to form the right branding (crearing a brand) for the institution in the eyes of the wider community. Recent studies concluded by [3] said related to the effectiveness of marketing techniques and strategies through in-depth research analysis that there is a significant relationship between school staff perceptions of marketing tools needed, parent perceptions, and student perceptions. Principals and teachers in particular can make efforts to "perform school" through "open house" activities and school brochures both online / offline in a strong manner. Making these 2 (two) things into marketing tools that focus on school branding needs. The branding efforts are followed up again by the institution through social networking media, word of mouth, and close relationships that are owned also have a strong impact on the decision-making process. Research results were also obtained that were in line with the concept of institutional image by[4] that there is a significant relationship simultaneously between service quality and academic culture with institutional image. Furthermore, there is also a significant relationship between service quality, academic culture, and institutional image on student satisfaction. The importance of the principal's role in managing this program will greatly affect the improvement of the quality of learning as well, because the principal's role as a leader affects the success or failure of a program at school [5]

On the other hand, according to [6] It is said that the urgency of the image and credibility of an Islamic educational institution will be able to last long when the image is deliberately realized, maintained, and developed by adjusting various conditions from time to time as they change. The ability of the institution to take positioning, differentiation, and branding in particular is the fastest power to realize the image of the institution as expected based on the characteristics of each institution to target consumers. Talking about branding educational institutions, [7] said that Islamic educational institutions must be able to internationalize their institutions because it is a key element that affects the brand in today's new competitive environment. The research conducted

also revealed an ideal definition that a good brand is an ideal general characteristic for universities (which can be interpreted as educational institutions).

Reflecting on existing theoretical studies and cases that occur related to the image of Islamic educational institutions today, the marketing strategy aspect of the institution must be improved again. It is directed to ensure that the brand / image / image of educational institutions that are deliberately created by the institution can arrive in accordance with its intentions to potential customers. Instead of making the meaning of the brand / image / image of educational institutions wrong in the wider community as is the case in Integrated Islamic educational institutions in East Java, especially Integrated Islamic Elementary Schools or more recognize in Indonesia as Sekolah Dasar Islam Terpadu (SDIT), which for some audiences are still considered as a place to sow seeds / radicalism, which is clearly very different from the image that the institution wants to display. Integrated Islamic Schools are essentially schools that implement the concept of Islamic education based on the Qur'an and As-Sunnah, which in the implementation of the implementation of education has the concept of combining general education and religious education into an intertwined curriculum by upholding the principle of Diversity in Diversity (diverse religious understanding).

Seeing the urgency of this phenomenon, researchers are interested in solving the existing problems through an effort to develop a branding model for integrated Islamic educational institutions through the Customer Relationship Management (CRM) approach. CRM is a business strategy that aims to understand, anticipate, and manage the needs of existing and potential customers of an organization. CRM is oriented towards the customer's point of view as the center of organizational services [8].

If drawn in the corridor of educational institutions, at the application level, CRM is applied to marketing activities such as market segmentation, getting new customers, maintaining customer loyalty, developing customers, conducting sales strategies, and opportunity management. The implementation of CRM cannot be separated from the technology side to support the achievement of the mission of an educational institution in an effort to provide brand orientation to consumers. The data collected in CRM will later be used as an institutional branding effort and then followed up with a focus on efforts to fulfill customer / consumer needs as compared to the previous one [9]. Influencing customers, by responding to their precise needs and prefer- ences, broadens a supplier's place in each personal positioning hierarchy. And that is what one-to-one CRM is all about [10], It can be interpreted that through CRM the institution can influence customers by responding to the needs and preferences of consumer needs.

The researcher feels that the development of this branding model is crucial to be carried out. The subject of this research is Integrated Islamic Elementary Schools (SDIT) in East Java. Referring to the existing conditions, the development of an integrated Islamic educational institution branding model through the Customer Relationship Management (CRM) approach in SDIT in East Java is urgent and important to do.

2 Method

The research method used in this article is to use qualitative research methods. The approach taken in this research is a descriptive qualitative approach. Qualitative research seeks to find and describe narratively an activity carried out and also the impact of an action taken on their lives. The data sources of this research are primary and secondary data. The data collection techniques used are interviews and direct observation. The data analysis used is descriptive analysis. The focus of this research is on the implementation of Customer Relationship Management (CRM) in the development of branding of Islamic educational institutions in Integrated Islamic Elementary Schools in East Java. Observation is done directly at the research location and is the main method used to collect accurate and relevant data in accordance with the objectives of this study.

3 Results and Discussion

3.1 Forms of Activites to Implement School Branding

Efforts are made to build school branding by creating various excellent services that are expected to increase the branding of the institution. Through these excellent services, the image of the institution itself will be lifted and indirectly have an impact on the branding of the institution. The efforts that have been made include:

Internal Program. The internal program is a superior program in integrated Islamic elementary schools which is also a superior program that is characteristic of Integrated Islamic Schools or Indonesia called as Sekolah Islam Terpadu (SIT), namely the BPI program or Islamic Personal Development. The BPI program is a program that is characteristic of Integrated Islamic Schools in East Java. BPI is one of the programs designed for teachers, parents and students. Therefore, the BPI program is an integrated program that makes the success of existing programs in Integrated Islamic Schools. In addition to the BPI program, other excellent programs are the Qur'an and good manners or Adab programs. In the Al Qur'an program, Integrated Islamic Elementary School has a program related to the memorization of the Qur'an, while the good manners program is expected that all students have a character that can be practiced anywhere and anytime. The good manners program includes good manners to parents, good manners to teachers, and also good manners to fellow friends or other students. The same thing is also reinforced by [11], [12] who stated that with the BPI program, it would be easy to carry out the evaluation process and character development in students. Apart from that, the BPI program is also a flagship program for all schools that are members of the Joint Islamic School Network (JSIT). Moral development is always strived to be carried out in order to provide understanding to students about things that can or cannot be done, so it is very important to implement moral development from the beginning along with the growth and development of the students themselves [13]

External Program. The external program is a program that is intended with the aim that each teacher can directly communicate or establish friendship with all parents of students. Some of these programs include open house, outingclasses, visiting parents,

P5, and also parenting or parents' school. These programs are expected that each teacher can be closer to the parents of students, as well as a means for teachers to find out the development of each student, especially when they are in a family or community environment. The benefits of the importance of parenting activities as explained by [14] namely an activity that can build communication, both between institutions and parents. Therefore, later the parenting patterns carried out at the institution and those applied by parents at home are in harmony. In addition, parenting activities also make parents able to know the achievements of child development, what basic rights parents must fulfill in the survival of children and also provide knowledge to parents.

3.2. Strategies in Implementing School Branding

The strategy carried out by the Integrated Islamic School is to utilize social media such as WA, Facebook, Istagram, and Tik Tok. Apart from that, the strategy that is also used is to participate in every moment of the school fair organized by related agencies, such as the Education Office or Universities.

Apart from that, the form or effort made by the institution is to publish every activity on the website, both the institution's own website and print or online media outside the institution itself. The purpose of the publication is an effort to broadcast or image the institution so that the public is more familiar with the profile of the institution and also the advantages possessed by the institution.

Another strategy that is no less important is in the form of school communication media with customers or customers such as parents, students, alumni and the community. The form of communication media carried out by the school is through parenting programs or parents' schools, class associations, alumni meetings, social services and also actively participating in activities organized by institutions or agencies outside the school, both at the district, provincial and national levels.

The efforts made by the institution in developing branding is by improving the accreditation of the institution in order to get the best value. The accreditation owned by the institution in this case is an integrated Islamic school under the auspices of JSIT has at least two accreditations, namely accreditation carried out organized by the government and organized by JSIT. The importance of excellence or accreditation as an effort to do branding is one of the factors that can shape the branding of the institution is the value of institutional accreditation. The importance of the marketing approach has a big role in influencing school culture, because this marketing approach is believed to be a flexible adaptive step in a dynamic society [15]

3.3   Barriers or Problems in Implementing School Branding

Based on the research data, it is found that there are two kinds of obstacles in the application of Customer Relationship Management (CRM), namely internal obstacles and external obstacles. The obstacles include:

Internal Constraints. Limited funds to run a program. Funds are very important in running a program. Funds are also the main thing so that the planned program can be realized and implemented. If in an institution there is a problem about funding, then the program will not be able to run smoothly. Therefore, funding is an obstacle in the Customer Relationship Management (CRM) process. The existence of rolling employees

or new employees. With the rolling of employees or new employees, it can affect the institution in conveying information, because the institution needs to re-explain to these employees. Therefore, the rolling of employees or new employees can waste time so that it can hinder the Customer Relationship Management (CRM) process. Miss communication. Communication failures often occur in an institution including educational institutions. Communication failures in the CRM process can occur between institutions and customers or institutions and staff. With the failure of communication in the delivery and understanding of information can cause obstacles to the Customer Relationship Management (CRM) process.

External constraints. The number of competitors of educational institutions. In establishing an institution, including educational institutions, of course, there are many competitors. An institution needs to increase new innovations related to maintaining relationships with customers, so as not to lose to other institutions. Therefore, the number of competitors can also hinder the implementation process of Customer Relationship Management (CRM). Negative Perception. The lack of publication media and also the misunderstandings that have occurred in the community so far because there are still those in the midst of society who consider Integrated Islamic Education institutions to be considered or perceived to be part of a closed or exclusive religious understanding, meaning an attitude that considers or views that only the beliefs, views of thought, of their group are correct. This perception arises due to lack of communication or misunderstanding by some people because it is also caused by antipathy towards institutions that use the Integrated Islamic brand. With the improvement of communication patterns carried out so far, the community finally realized that Integrated Islamic educational institutions are not like what has been perceived by some of the community. Implementation of Customer Relationship Management (CRM) in the Development of Branding of Islamic Education Institutions. Customer Relationship Management (CRM) is one of the strategies carried out by institutions in marketing activities whose main focus is on customers or customers. CRM whose purpose is none other than to establish a mutually beneficial relationship between marketers and consumers, namely by improving performance in terms of serving customers and providing a service by using various approaches to customers which is none other than to create a good relationship with customers. Therefore, in addition to using approaches to customers, marketing of educational services is required to be able to provide the best possible service to customers and must also be able to improve the quality provided to customers in order to create customer loyalty indirectly. In his study [16] explains that to improve good relationships between customers and institutions, institutions must be able to pay attention to three main aspects, namely technology, the applicationof CRM in marketing strategies and global competition. In the development of branding models in Integrated Islamic Elementary Schools, CRM can be implemented by providing excellent service to each customer or parent of students which will create a harmonious relationship with all stakeholders in order to achieve the goals of institutional branding development, namely through the process of achieving increased satisfaction to each customer which will then form a positive image and can become institutional branding.

Customer Relaionship Management (CRM) or in Indonesian better known as Customer Relationship Management is a strategy that can be used by the service provider in an effort to establish a good relationship between the service provider and the service recipient. Therefore, the main purpose of CRM is to target customers who are very important stakeholders in an organization, including in this case an educational institution. Therefore, customer needs must be met in order to achieve increased customer satisfaction. The implementation of CRM as an effort to build school branding in Integrated Islamic Elementary School is focused on an excellent service that is expected to create a harmonious relationship between school community and stakeholders. The strategy in using CRM at the Integrated Islamic Primary School is done through various media, one of which is by using promotional media and publication media.

The suggestions that the authors provide are based on the research findings that have been discussed. Suggestions may refer to a practical action, development of new theories, and/or recommendations for further research.

4   Conclusion

Customer Relaionship Management (CRM) or in Indonesian better known as Customer Relationship Management is a strategy that can be used by the service provider in an effort to establish a good relationship between the service provider and the service recipient. Therefore, the main purpose of CRM is to target customers who are very important stakeholders in an organization, including in this case an educational institution. Therefore, customer needs must be met in order to achieve increased customer satisfaction. The implementation of CRM as an effort to build school branding in Integrated Islamic Elementary School is focused on an excellent service that is expected to create a harmonious relationship between school community and stakeholders. The strategy in using CRM at the Integrated Islamic Primary School is done through various media, one of which is by using promotional media and publication media.

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