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## Efforts To Increase Student Numbers and Retain Students To Improve The Quality Of Globe National Plus School

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### Abstract

This study aims to determine the strategies applied to increase the number of students at Globe National Plus School by using a marketing mix promotion strategy. This study used qualitative research which initially made observations of the school environment to collect data, interview the school, and carry out documentation to become evidence of observations in the school environment. The main informants in this study were the Globe National Plus school foundation, the vice principal of the Globe National Plus school, the Globe National Plus subject teachers, the Globe National Plus students and parents. The data processing procedure starts from collecting data, presenting the observed data, and presenting the data by forming a conclusion. The strategy used in this school to improve marketing efficiency for Globe National Plus School is to promote schooling with social media by paying attention to the conditions of the school environment. With this research, it is hoped that all members of this school will participate in the promotion of the Globe National Plus school by enhancing the image of the school which makes the school better known to the public.

**Keywords :** *Promotion, Social Media, School*

### Introduction

According to (Fitri Ayu and Nia Permatasari, 2018), the Human Resources Management Study Program at Batam International University aims to prepare good marketing through this practical work by introducing the school field. The problem discussed in this practical work is the problem of student decline over time so that this practical work solves what happened at this Globe National Plus school. Introduction to

Field Schooling or practical work is an academic program from the government that must be implemented by all undergraduate students. As an advanced stage of the Introduction to School Field, it is intended to strengthen academic competence in education and fields of study through various forms of activities in schools. The Introduction to School Field Activities is carried out after students take the Introduction to School Field, which is

the initial stage of student apprenticeship through the observation process. At this stage of the Introduction to the School Field, students are given the opportunity to analyze and collect data from direct teaching practice experience, in order to implement the knowledge, skills and teaching abilities of students that have been learned during lectures. After that, teach and encourage children to be more courageous in creativity so that they become more advanced children of the nation even though they are studying at this time full of the corona virus and paying attention to environmental conditions. The problem that occurs in this study is the decline in students in the Globe National plus school so that this study looks for ways to improve the competence of a teacher so that it becomes more effective which makes school marketing higher and promotes schools by utilizing current technology, namely promoting using social media so that make schools closer to the community. This school every year there is a decline in students whose reasons have not previously been known so that this research makes the school know what the real causes of students are getting less. With this, it is hoped that it can help a school run better and better.

### **Methods**

The research method is a science that studies the structure of a research method and the science that is related to a study. To support the writing of this research, we must pay attention to what influences this research with objective or real data collection and collection techniques so as to provide good results. Based on the problems raised in this study, this study uses

qualitative research, namely research that is taken based on written or oral so that the results of the data are in the form of real observations. According to (Idris & Zulaeha, 2017), observation is part of a study that is observed deliberately by researchers and systematically in regulating the observation activity on an object under study. The types of observation such as structured observation, unstructured observation, participant observation or non-participant observation are hereby the researcher chooses participant observation so that it collects data with the full support of the school environment. Then conduct interviews with the school environment which means according to (Sapti, 2019), so as to collect data in a complex manner and will be summarized through in-depth interviews with the school, namely foundations, principals, deputy principals, teachers, parents and students of Globe School National Plus. In this interview usually contains opinions so that the researcher will summarize or summarize the whole into one which is used as a topic and discussion in this research. Then, there is support for Bibliography that comes from sources such as research journals whose function is according to (Ardyawin, 2017), thus making this research easier to find ways to solve these problems related to the object of this research because references are very important in a study. because there are references to make this research more reliable because there are many sources or real support that are mentioned from various studies so that it can make it easier for people who research things related to a problem. The last is documentation, according to (Sudarsono, 2017), the records of events in a study are used

to inform that this research is real research conducted and observed by researchers in the form of photos or videos in the Globe National Plus School.

The way to solve problems in this school is to use social media methods such as tik tok to bring schools closer to the community because the tik tok application is now being recognized by the public because it uses interesting video videos so researchers use tik tok to create interesting content that attracts people's attention by making the name proud schools and building a good school image so that Globe National Plus schools can also be more advanced and more tech-savvy. With the Tik Tok, the National Plus School also created a competition by making brochures whose brochures would be distributed to school children to take part in this competition. The challenge is to think about the amount that must be spent in making the competition so that with the prize it becomes more attractive because the child becomes more enthusiastic in participating in this competition because he wants to win the race to get a large number of prizes and discuss with the school carefully. The children at this school are also trained to be more self-confident because these school children have very little experience so that this competition will make the children more courageous to appear and make the name of the school better known because the public knows that Globe National Plus school also has the same abilities. good at her children's talents. In this research, it also helps teachers to ease their duties in making reports such as modules and journals

so that teachers can spend the rest of the time to improve competence in themselves.

### **Schedule of activities**

21/08/2020 made a request to the Globe school foundation to carry out a good marketing implementation

9/9/2020 Conducting direct observation for 1 month on children and the environment

9/10/2020 discussing with teachers the strengths and weaknesses of the environment

15/10/2020 Providing solutions for better marketing by doing social media marketing

11/11/2020 implementation and costs for creating teacher's day competitions and advertisements

1/12/2020 Implementation has been set to take place in January so as to attract public attention

### **Results and Discussion**

The target of this activity is to find a way to overcome the decline that has occurred in Globe National Plus schools. Various ways are done by observing the school environment from the facilities in the classroom and the competence of teachers and then making easier marketing, namely bringing the school closer to the community with social media such as tik tok because technology is now very advanced and very close to the community which makes it easier for us to access and see whatever.

According to (Faizin, 2017), activity output is a target that must be achieved by someone to make something successful. This target is also measured from the start of this

activity until the activity is completed. By paying attention to this, the success of an activity becomes easier to achieve because it is noticed by researchers and evaluated for each activity that makes these activities run effectively and gives results to research applied to a school, namely the field of education.

According to (Kustian et al., 2018) , in this study regulates the application of marketing with a promotional strategy, namely the marketing mix so that education has excellent marketing. The method used in this strategy is a qualitative method so that this strategy can increase the quantity in a school by using the management function of a school properly which is applied to the current research object, namely the Globe National Plus School. The marketing mix strategy is also a combination of several factors that are gathered into one to solve marketing problems in a company or institution. Factors such as price, place, promotion, products that provide the best service to make a marketing achieve that success.

According to (Meilinda, 2020) , by using a marketing mix promotion in which various factors can easily collect data using interviews, observations, and documentation involving various parties in the school environment, namely teachers, parents, and students in a school. This marketing mix strategy is applied to overcome marketing problems in schools so that schools still have good strength and are known by the community. Schools can also use current technology to encourage schools and school students to get to a

better perspective so that schools have good accreditation.

According to (Hawi, 2017), educational institutions are very important to serve the general public, namely students and parents whose children attend school with full support by their parents to educate the nation's children and have a broad and always developing education and student abilities so as to help the world progress. . The world of education must be regulated professionally, especially in each school to attract the attention of the community to send their children to that school. Because of the increasing competition in the world of education, namely between schools so that schools improve the quality of education with creative and positive efforts to attract public attention, thus the school becomes superior and has its own unique power in running the school which makes public interest high in the school.

The data collection technique in this report uses observation techniques in the school environment by entering and teaching children's zoom, conducting interviews with several parties, and carrying out documentation, namely photos to provide an overview of the shape of this school from the classroom and teaching methods so that it has a clear source. Involving teachers and children from Globe National Plus schools.

At first the researchers examined the state of the school environment by tracing the school environment, namely the facilities by checking the conditions of school management,

then going to the school parking lot to the teacher's office, class, and school conditions. Researchers also examined very clearly and thoroughly the completeness of school classrooms such as class cabinets or lockers, tables and chairs that fit in the classroom and other accessories such as air conditioning, lights, and fans to support the implementation of learning that occurs in schools.

Due to the existence of the corona virus, the current completeness is a learning application provided by the school, namely zoom and Microsoft team to facilitate learning between teachers and students. The school prepares an id for each student so that students have that account to carry out efficient lessons. Students can also study calmly and happily with applications that make it easier for these students to carry out learning and collect assignments in a timely manner and according to the rules. Researchers also look for problems that cause school decline, namely the creativity of a student to carry out competitions and events within school and between schools.

To advance the globe school, researchers will do marketing by making videos to advertise the globe such as TikTok showing students promoting the globe school from the building. Then, by making an inter-school competition according to the attached image below which makes globe children attract attention to make interesting tiktok videos that can increase the children's abilities, courage, and creativity so that and from that the globe school is also spread among the community because

of having children. Which is a very positive increase in pupils at Globe National Plus school with pride. Total prizes were also given to children who had worked hard with the amount of fifteen million rupiahs to encourage children's creativity so that the children could increase their enthusiasm to continue working with the full support of Globe National Plus School because the child made the school's name fragrant and well known in the name of society. The school also creates advertisements involving students such as National Teacher's Day and Chinese New Year which are attached below.

**SEKOLAH GLOBE NATIONAL PLUS PROUDLY PRESENT**

## TIK TOK COMPETITION

**TOTAL HADIAH Rp 15.000.000,-**

**Syarat dan Ketentuan**

- Umum**
  - Pelajar Kota Batam Usia 9-18 Tahun
  - Peserta Individu/Kelompok
  - Karya Orisinal belum pernah dikirimkan dalam lomba lainnya
  - Edukasi yang diberikan bertema "KALAU SAYA JADI GURU Sekolah Globe National Plus Saya akan?" (Motivasi semangat belajar).
  - Mempunyai Rp. yang siap dan rapi, bahasa yang sopan dan edukatif
  - Mengikuti Sosial Media
- Instagram : @sgnp.batam**
- Tag 5 teman kamu di Instagram**
- Youtube : Sekolah Globe Channel**
- Tik Tok : @sgnp.batam123**
- Facebook Fanpage : Sekolah Globe National Plus Batam**
- Menyertakan
  - #tiktokglobecompetition
  - #tiktokglobe2021
- Internal**
  - Siswa Sekolah Globe National Plus
  - Peserta Individu/Kelompok
  - Karya Orisinal belum pernah dikirimkan dalam lomba lainnya
  - EDUKASI YANG DIBERIKAN BERTEMA "Kreatif dan Bahagia belajar di Sekolah Globe National Plus. (Motivasi Semangat Belajar).
  - Mempunyai seragam Formal Sekolah Globe

**HADIAH**

Internal Siswa Globe	
1 Penghargaan tertinggi menang menang seluruh	Sekolah Globe National Plus 1 Rp. 1.000.000
	Sekolah Globe National Plus 2 Rp. 1.000.000
	Sekolah Globe National Plus 3 Rp. 1.000.000
<b>Jumlah Final Sekolah Cabang</b>	
Juara 1	Rp. 3.000.000
Juara 2	Rp. 2.000.000
Juara 3	Rp. 1.000.000

**UMUM**

Juara 1	Rp. 3.000.000
Juara 2	Rp. 2.000.000
Juara 3	Rp. 1.000.000

**Link Pendaftaran**  
[bit.ly/pendaftaranUMUM](https://bit.ly/pendaftaranUMUM)  
[bit.ly/pendaftaranINTERNAL](https://bit.ly/pendaftaranINTERNAL)

**Biaya Pendaftaran**  
 Umum **20K**

**Hubungi**  
 Ms. Rita (0823 8691 6600)  
 Mr. Ivan (0895 2356 7806)

**Pendaftaran** = 15 Januari 2021 - 15 Februari 2021  
**Penilaian Video** = 28 Februari 2021  
**Pengumuman** = 05 Maret 2021

**TikTok @sgnp.batam123**

Figure 1.1 Brochure of the Globe National Plus School Tik Tok Competition 1



Figure 1.2 Photo of Student Participating in Globe National Plus School Competition

At the beginning of the activity, he made a request to the Globe National Plus school foundation to do practical work. The researcher discussed with the foundation what problems this school was facing and after that the problem was that there was a decrease in students at this school because the school registration fee was in accordance with the costs of other schooling in Batam City so finding out the cause of the decline in this school was the lack of organizational activity between schools like having the courage to take part in the competition because with the competition you can approach the community by introducing that there is this school in the city of Batam and the community will pay attention to this school because they see that children who go to school in this place have great potential so that many parents are interested in sending them to school. his son at the school.

After that, discussing with the authorities, namely by expressing the opinion of the researcher that

holding a tik tok competition whose application is trending is very good for globe school children so that they include globe children in this competition with attractive prizes in the form of money totaling seven million rupiah, thereby arousing enthusiasm. children and from this Tik Tok the people who are watching also know this school because they see the children who go to school here are very creative and diligent. With this competition, it will make school children here become more diligent and courageous to appear so that children in this school have very high self-confidence because it is their starting point to face everything because they have experience. Globe school children will also be recognized by the community as positive children because they provide positive things to society. With this competition, this school will be known by the public and when big holidays such as national teachers' day and Chinese New Year, researchers make edits to the advertising video which will be attached in the form of photos below as part of the documentation in implementing good marketing in schools This makes the public know what is in this school such as that children participate in activities and there are various foreign languages that are learned in this school such as English and Mandarin which are taught by highly competent teachers who can make reports well.

After that, the teacher will make a report, namely a daily journal and a

module that provides information on this school so that researchers make it easy and comfortable in this journal, namely making this journal into one page so that it saves paper usage and saves time for writing only important things in teaching in this class. With this, teachers can take advantage of the extra time to do other important things so as to ease the work of a teacher which makes a teacher's ability to increase and be more efficient.

Figure 1.3 Globe National Plus School Teacher Daily Journal

Figure 1.4 Globe National Plus School Teacher Module 1

The result of the implementation is the building of a good image at this school through social media and there are also brochure advertisements that

are supported by a good school environment such as teachers who are competent in teaching their students so that students understand in learning then a strategic location close to the community and the complex so that it is attractive the surrounding community. All ward members participate in promoting schools such as teachers who help in editing advertising videos and students who take part in tik tok competitions and participate in advertisements celebrating Chinese New Year so that they have a positive impact on the school because they have activities that foster self-confidence and creativity in oneself.

The Globe National Plus Primary School also has teachers who are very complete in their fields so that with full teacher competence, these teachers can give maximum results to students in this school so that teachers who have extensive knowledge can share with children so that children understand. This school is also supported with complete facilities such as air-conditioned toilets and classrooms so that the classroom conditions are comfortable and cool in any weather conditions. With the existence of promotional videos on social media, the people of Batam city attract attention to this school because people think that children who attend this school are very creative because they have their respective talents to be radiated. The community also knows this school by exploring and seeing this school is very good in teaching and a safe and peaceful environment



that provides comfort in studying here.

### Conclusion

Globe National Plus School is a well-known school in the city of Batam which teaches several languages to their children so that they can understand several languages. This school also provides insights for school children to be more creative by participating in advertisements and competitions to make the name of the school more famous and more educational which has good courtesy so that the school is very supportive of its students to further develop themselves who can also make their name proud. school by way of implementation of making a tik tok competition which functions to make these students more active and active in learning and expressing themselves so that someone becomes more courageous and confident. The teacher also helps students so that their talents can be more developed in this school so that the school can be recognized as one of the best schools in the eyes of the community. Researchers are very grateful for the support of members of the school environment.

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