

Strengthening the Use of Information Technology in Management Practices and Effective School Promotion Strategies

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ABSTRAK

This study aims to investigate the management practices and promotion strategies implemented by the principal at Karungan 2 elementary school. A qualitative approach was used in this study, with data collection through interviews, observations and document analysis. Using qualitative methods makes it easier for researchers to process the data taken. The first objective is to describe school management practices, and the results of the analysis show that teacher resource management still needs to be improved, while curriculum planning and the organisation of extracurricular activities have been done well. The second objective was to identify the promotional strategies implemented, and the findings showed success in co-operation with the school committee and participation in community activities, although there was a need to improve parental involvement and communication with the surrounding community. The discussion of the findings involved expert opinions and a review of journal articles, underlining the importance of judicious budget allocation and parental involvement in effective school promotion. This research provides valuable insights for the improvement and development of school management and promotion practices at Karungan 2 elementary school.

Introduction

Schools are educational institutions that have various dimensions that are related to each other and support each other in which there are teaching and learning activities to improve the quality and development of students' potential (Minsih et al., 2019). According to BPS (Central Bureau of Statistics) in 2022 the quality of Indonesian education, especially in primary schools, is still low. This is due to the lack of public awareness of the importance of education for the nation's children, moreover the lack of government participation in improving the quality of education is an obstacle to the quality

of education in Indonesia. Education is the most important element in the development of a nation (Azizah, 2020). As a form of government breakthrough in making various efforts to improve the quality of education, for example by improving school governance, purchasing books and learning tools, improving facilities and infrastructure, improving teacher skills, developing curriculum at the local and national levels (Wiratman, 2021).

Education has a central role in the development of society and producing a quality generation. It also acts as a bridge that connects us to a society of learners, where we continue to

learn throughout life. As a result, there is a basic reference that reflects the noble task of education in improving the quality of life of the nation (Muhklis et al., 2023). The quality of education depends not only on the curriculum and physical facilities of the school, but also on the management and promotion capabilities of the school principal (Christidamayani & Kristanto, 2020; Susetyo et al., 2022). In this context, this study directs the spotlight on "School Management and Promotion by the Principal of Karungan 2 elementary school." School management is a determining factor for the success of the learning process, which includes strategic planning, organising resources, effective leadership, and continuous supervision. Meanwhile, school promotion is a vital element in attracting the attention of the community and prospective students, as well as building strong relationships with stakeholders. The principal, as the main leader in the school, has an important role in managing and promoting the school (Fadhil & Sabic-El-Rayess, 2021).

An important focus of this research can be found in the statement of an education expert. As according to (Noviarini, 2018) School principals play an important role in the successful implementation of school-based management. Therefore, school management needs to be carried out to manage schools through planning, organising, directing and supervising schools in order to achieve educational goals and improve the quality of education that has been determined. This statement emphasises the importance of the principal's role in managing and promoting the school, creating a significant impact on the learning environment.

In order to improve the quality of education, school principals must have a good strategy. Strategy is an important tool to achieve competitive advantage with other schools (Yumnah et al., 2023). One of them is by introducing the school to the surrounding

community through marketers conducted by the principal. According to Abdurrahman, (2015) promotion is a set of processes in the organisation by creating a means of infrastructure to be communicated, informing the advantages and uniqueness to potential customers as well as for management, customer relations so that organisational goals can be achieved. Muhsin, (2014) states that promotion is a process that occurs in the social environment of society and leadership used by a person and group to get something that is desired and needed through the exchange of goods or services that are considered of equal value.

With the introduction or promotion of schools carried out by school principals, it is able to increase public interest in entrusting their children to the school. This is based on the principal being the main actor in managing school management so as to improve school quality. As according to Sumarsono et al., (2019) school principals must apply the principles of transparency and accountability for the implementation of activity programmes, by always providing written reports to all parents, committees, parent associations, and other school residents. In order to foster parents' trust in school management, so that parents' participation in improving school quality will arise. The principal's proper management makes parents trust and be interested in Karungan 2 elementary school. The decision-making process of choosing a school consists of evaluating children's needs, collecting or searching for information and evaluating all alternatives obtained (Kristiani, 2016).

Based on previous research by Aminati et al., (2022) stated that parents are very influential on children's academic achievement as well as the choice of school for their children. Looking for references from several schools or asking for information from colleagues, relatives or trustworthy parties is one of the efforts to choose quality education for children. Choosing

a quality school for children must be done selectively because this concerns the development and growth of children. If the school chosen is quality, the children who are in the environment will also be quality.

The keywords that are the focus of this research involve important concepts such as school management, school promotion, school principals, as well as key elements such as coordination, resources and learning environment. The principal plays an important role in managing the school which includes planning, organising, leading and supervising. According to Wiratman (2021) School management is the most important factor in organising education and teaching in schools whose success is measured by the achievements obtained, therefore in carrying out leadership, must use a clear strategy adopted in an efficient system, meaning that in the implementation of education in schools in which there are related components such as teachers, TU staff, parents, communities, government, students, and others must function optimally which is influenced by the policies and performance of the leadership. School management must also promote the school to be recognised by the community. According to Adam, (2015) school promotion is also one of the sources of information obtained.

Various studies have been conducted in the domain of school management and promotion, but not many have specifically explored the context of Karungan 2 elementary school. Such as the previous study by Jannah et al., (2018) stated that the principal of Tegalmuncar elementary school needs to improve the quality of education, one of which is by presenting interesting programmes such as religious programmes and extracurricular programmes. Furthermore, research by Didik et al., (2023) Sendang Agung 1 elementary school has succeeded in creating a positive impact on the school's reputation through the promotion strategy of new student admissions. However, from previous research, no research has been

conducted specifically regarding school management and promotion at Karungan 2 elementary school.

With the increasing spread of educational institutions with various advantages, as well as the presence of private elementary schools that offer a variety of facilities, increasing the competitiveness of education, it is important to implement marketing strategies for educational services by school principals in order to improve the quality and interest of the public in schools (Fathorrozi & Muhith, 2021). Like the problem faced by the principal of Karungan 2 elementary school, namely the lack of ability to attract the public to entrust their children to Karungan 2 elementary school. Karungan 2 elementary school is a school that is located not far from the researcher's house so that the researcher knows the students at the school and makes it easier for the researcher to carry out the process. data processing.

Therefore, the objectives of this study are Firstly, to examine and describe the practice of school management by the principal at Karungan 2 elementary school. Secondly, to examine and describe the promotional strategies implemented by the principal to improve the image and attractiveness of the school. This research is expected to provide in-depth understanding and concrete solutions related to school management and promotion in the context.

Method

This research will be conducted at Karungan 2 elementary school. According to Pahleviannur et al., (2022), the appropriate type of research to study school management and promotion is qualitative research. Creswell states, "Qualitative research provides an in-depth understanding of social phenomena, allowing researchers to explore meaning and interpretation from the perspective of the research subject." In qualitative research it is compound and dynamic, so that nothing is

consistent and repetitive as before (Bungin, 2003).

Data collection will be conducted over a period of one month to ensure the research covers various aspects of school activities. The main research subjects are the Principal, teachers, and administrative staff at Karungan 2 elementary school. Voluntary participation from both the community and individuals will be acknowledged, and the confidentiality of research subjects' identities will be safeguarded in accordance with research ethics. Data collection will use a combination of three methods: in-depth interviews, participatory observation, and document analysis. An in-depth interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a certain topic, in accordance with the approach described by (Hikmawati, 2017). In addition, data triangulation will be used to ensure data validity. Triangulation is a data collection technique that combines various existing techniques and data sources, as expressed by (Soegiyono, 2011).

Qualitative data analysis will use a thematic approach. Braun et al., (2017) state that thematic analysis "involves identifying, analysing, and reporting patterns (themes) in the data." Systematic steps will be taken to categorise and interpret the data, ensuring the reliability of the research findings. By applying this research method, it is expected that the results of the study will provide a comprehensive understanding of the practice of school management and promotion by the Principal at Karungan 2 elementary school, as well as contribute to the development of concepts and practices in this area.

Result and Discussion

Based on the results of this study, it shows that the principal of Karungan 2 elementary school has implemented good management

practices and promotion strategies to improve the quality of education in his school. Principals are appointed teachers who are assigned to be school leaders to skyrocket the achievement of school goals (Kadarsih et al., 2020). Here the principal plays a very important role in advancing the school in managing and promoting the school.

School principals hold an important responsibility in improving the quality of students to build competent and civilized humans (Suri et al., 2023). By creating students who behave politely, have good character, are obedient to Almighty God, and have achievements so that they are able to attract people to send their children to Karungan 2 elementary school. Management practices include the implementation of the school's vision and mission, good planning, organising, extracurricular activities, mobilising and supervising teacher performance. Good school management is when the vision, mission, goals, school programmes, learning plans run as planned. Learning planning here, the principal and class teachers must attend training to deepen in-depth knowledge about the latest learning (Amalia, 2022; Silwana et al., 2021).

a. School Management Carried Out by The Principal of Karungan 2 Elementary School A

Karungan 2 elementary school has good management because of the guidelines of the school's vision, mission and goals that support the realisation of a superior school able to compete with other schools. The vision of Karungan 2 elementary school reads "realising students who excel, creating students who obey God and love the environment". The mission is to be able to realise and create students who obey worship, have polite behaviour and good character, can create a new atmosphere in learning that is fun and creative and create students who excel. From the vision and mission of Karungan 2 elementary school, this school

has a goal for students who have achievements in academic and non-academic fields in participating in various competitions from sub-district and district levels, being able to increase the acquisition of USBN and US scores.

The principal of Karungan 2 elementary school carries out the vision and mission of the school in collaboration with the school committee and student guardians. The role of the principal in implementing the school management programme includes planning the vision, mission and goals of the school, supervising, functioning as a liaison between schools, acting as an innovator and role model, and being responsible as the main thinker to direct the development of the school in the future (Muzayana Mahiroh & Abidin, 2023). Karungan 2 elementary school also adds lesson hours and extracurricular activities to achieve the school's vision, mission, and goals. However, the results of this study also found that there are still some aspects that need to be improved in resource management, especially in terms of developing school facilities, improving the quality of teachers, implementing the school's vision, mission and goals.

1. Development of School Facilities

Effective school facilities that are responsive to changes in the education programme should at least provide a physical environment that is comfortable, safe, accessible, well-lit and well-ventilated (Tim & Widjajanti, 2018). The lack of facilities and infrastructure available at Karungan 2 elementary school so that it still cannot support the teaching and learning process activities of students. From the results of interviews with the school principal, it was stated that the facilities and infrastructure owned by Karungan 2 elementary school were classrooms, teachers' rooms, places of worship, libraries and sports facilities. This statement is reinforced by school

documents that researchers obtained, including the following.

Table 1. Karungan 2 State Elementary School School Facilities

No	Facility	Volume
1.	Classroom	6
2.	Teacher's Room, Principal	1
3.	Art room	1
4.	Library	1
5.	Sports facilities and fields	1
6.	School Park	1
7.	Prayer room	1
8.	WC	5
9.	Parking facilities	2
10.	Warehouse	1
11.	School canteen	1
12.	UKS	1

2. Teacher Quality

In Indonesia, teachers are required to be professional and have a strong positive character (Mansir, 2018). Karungan 2 elementary school has professional teachers but there are still some teachers who may be old so they are less able to keep up with the times. Because at SDN Karungan 2 most of the teachers cannot do IT because they are old. According to Syafrizal (2017) the quality of teachers greatly affects student learning outcomes and supports the achievement of school goals. In addition, it also has a qualified intellect, this is in line with when the government made a policy that a teacher must have certification as proof that he is appropriate and has met the legal requirements as a professional educator and is ready to provide teaching (Mansir et al., 2020).

3. School vision, mission and goals

The lack of understanding of the school's vision, mission and goals to be implemented simultaneously by all school members, causes

the goals to not be achieved, therefore all school members are required to understand the vision, mission and goals of the school. Vision is the ultimate goal of the school that is achieved in the long term. While the mission is a medium-term goal which is then usually detailed in school objectives that must be achieved every school operational year (Sukaningtyas, 2017).

It is important to note that resources are an important factor affecting the quality of education. Adequate school facilities can support an effective and enjoyable teaching and learning process. High quality teachers can improve teachers' competence, motivation and performance in teaching. A clear and consistent vision, mission and goals can provide direction and guidance for all school components in achieving educational goals.

To implement school management, the principal of Karungan 2 elementary school is assisted by class teachers, the school committee, the community, and school guards. Each party that helps realise school management has its own role.

- a) Class teachers are responsible to the principal for teacher administration, analysis, training, report cards, and active and efficient learning activities.
- b) The school committee helps improve the quality of education in the school both inside and outside the school.
- c) The community participates in their children's education such as choosing a school for their children, educating morals, overseeing the school's vision, mission and goals.
- d) School guards play a role in securing the school, recording school events, keeping the school clean and beautiful.

The principal should be the driving force for the school programme and set the policy direction for school development and education (Rifki Solana & Mustika, 2023). As in developing or improving the quality of learning

in schools, the principal also plays an important role (Fathonah & Ayuni, 2022). This shows that school management is a process that involves co-operation and coordination between various stakeholders.

b. Promotional Strategi That Have Been Carried Out by the Principal of Karungan 2 Elementary School

Education marketing is a systematic processing of values that is deliberately carried out to promote the school's missions based on satisfying the social needs of the community. Promotion plays an important role in increasing sales. However, promotion of service products does not play such an important role, it can actually have the opposite effect. This means that schools that only emphasize promotions without any other strategies will experience a decline in interest (Fradito et al., 2020). Marketing of education services is not aimed at commercialising education services or ignoring the humanistic aspects of education management. However, marketing education services is a form of responsibility to the wider community (Rahmawati, 2023). Karungan 2 elementary school strives to present a comprehensive school, offering academic and non-academic services, along with soft skills on entrepreneurship supported by promotional activities using information and communication technology.

The principal at Karungan 2 elementary school has implemented a school promotion strategy that has increased parental involvement and more effective communication with the surrounding community. According to Akmal et al., (2023) promotion must be managed properly through harmonious relationships with audiences or the public, considering that school promotion is a reflection of the school's identity. Muadin (2017) The promotional strategy process needs to follow the following steps, first, analyze the results of marketing activity achievements. Second, determining promotional

goals (objectives). Third, determining the promotional strategy for the 7P promotional mix strategy (Product, Price, Place, Promotion, People, Physical Evidence, Process) or in Indonesian, namely product/service, price, place, promotion, people, infrastructure and process.

Some forms of promotion that have been carried out by the Principal of Karungan 2 elementary school are making banners, introducing the school through social media, visiting or staying in touch with parents, and introducing the school profile and advantages to the community.

"The forms of promotion that we do for Karungan 2 elementary school include promotion through print media using banners, through social media such as YouTube, Instagram and Instagram, this is well managed, we also go to the house to stay in touch with the parents of students"

1. Make a Banner Here

A banner is a piece of cloth or plastic material made of vinyl or other materials that is usually used to display a specific message or image. Banners are usually printed with digital technology to produce sharp and clear images or text. Karungan 2 elementary school uses banners in several places that are easy to see so that people can find out that Karungan 2 elementary school accepts new students.

2. Through YouTube, Instagram, and website

Karungan 2 elementary school has social media that is used as a form of promotion to the community which can be accessed through the following links:

- <https://youtu.be/lEEhohUZrAE?si=VjsZbMqLRF5dF9LD>,
- <https://www.instagram.com/reel/CruVBHOJTEe/?igsh=bHRwMW5vaXZnd2o2>,
- <https://sekolah.data.kemdikbud.go.id/index.php/chome/profil/c0e2ef56-2df5-e011-9468-45d652ffccde>.

3. Visiting Students' Parents' Homes

How to attract people to send their children to Karungan 2 elementary school is also done by visiting students' homes. This method is quite effective in introducing the profile and excellence of Karungan 2 elementary school.

This is in accordance with the principles of school promotion, which state that school promotion should adjust to the characteristics of the target, use appropriate media, deliver clear and interesting messages, and evaluate its effectiveness. Imam Faizin (2017) Concluded in his research that in order to improve the existence and image of a school, education managers should be able to apply the concept of promotional strategies for educational services. Faizin also explained the objectives of promotion in education including; (a) provide information to the public about school products, (b) increase interest so that the public is interested in school products, (c) differentiate the products of educational institutions from other educational institutions, (d) provide more assessment to the public about the products offered, and (e) stabilize the existence and image of the school in society.

The planning carried out by the Principal of Karungan 2 elementary school includes the introduction of school excellence, such as a good school building, a school garden, a large and clean school yard, habituation of muroja'ah before learning, memorisation of short letters, dhuha prayers, dzuhur prayers in congregation, extracurricular activities, habituation of manners at school, and social services on certain days. This shows that the principal of Karungan 2 elementary school has a clear and strategic vision in developing her school. The school excellence offered is not only physical, but also related to academic, spiritual, social and cultural aspects. This can increase the competitiveness of the school in the midst of increasingly fierce competition among schools.

The Principal of Karungan 2 elementary school has also promoted the school to the surrounding community and even outside the area, so as to attract students from outside the area of Karungan 2 elementary school. This shows that the school promotion conducted by the Principal of Karungan 2 elementary school has succeeded in creating a positive and attractive image of the school in the eyes of the community. It also shows that the school has a strong attraction and is able to compete with other schools. The following is data on the number of students accepted at Karungan 2 elementary school over the last 5 years (2017-2022):

Table 2. Number of students at Karungan State Elementary School 2 in the last 5 years

No	Academic Year	Amount Accepted
1.	2017-2018	5
2.	2018-2019	8
3.	2019-2020	17
4.	2020-2021	14
5.	2021-2022	22

From the results of this study, the factors that influence parents to send their children to Karungan 2 elementary school include a good school building, the presence of a mosque in the school area, discipline in school activities, and teacher professionalism. This shows that parents have rational and comprehensive considerations in choosing a school for their children. Parents not only look at the school facilities, but also the quality of education, the school environment, and the values instilled in the school.

Conclusions

Overall, this research provides valuable insights related to school management and promotion by the principal at Karungan 2 elementary school. The results show that school management carried out by the principal includes planning, organising, implementing, and monitoring. School promotion conducted by the principal includes internal and external

promotion. Factors that support school management and promotion are the involvement of all school members, collaboration with external parties, and the utilisation of information technology. Factors that hinder school management and promotion are limited human resources, facilities and infrastructure, and budget. This article provides suggestions for school principals to continuously improve their performance and creativity in school management and promotion. The findings provide a basis for further improvement and development in an effort to improve school quality and image. On this occasion, the authors would like to express their gratitude to all those who have supported and contributed to the smooth running of this research. Hopefully, these findings can make a positive contribution to the world of education.

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