

Need Analysis of Primary School Promotion Media

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ABSTRACT

Background: In an increasingly competitive world of education, the importance of school promotion is increasingly felt. Schools must be able to compete to attract prospective students and parents.

Purpose: This research aims to determine the needs of schools in carrying out promotions.

Design and methods: This study used qualitative research methods. Needs analysis is based on the Hutchinson & Waters model which focuses on aspects necessities, lacks, and wants. Interviews were conducted with four PPDB administrators including teachers, PPDB Chair, and School Administrative Staff. The analysis technique used is thematic analysis, while validation is carried out using member checking.

Results: The results of the study show that schools need promotions in printed form. With this, schools can achieve their promotional goals in a more widespread and efficient manner.

Keywords: needs analysis, school promotion, media

Introduction

In an increasingly competitive world of education, the importance of school promotion is increasingly felt. Schools must be able to compete to attract prospective students and parents. Educational institutions must be able to maintain their existence, because this will have an impact on the number of students and the image of the school (Mukmin, 2020).

The process of recruiting students is known as New Student Admission (PPDB). In implementing PPDB, there are system differences between state schools and private schools. Public schools follow the rules set by the government, while private schools follow the rules set by the foundation that oversees the school (Tasmun, 2020).

The system differences between public schools and private schools are also related to institutional ownership. Public schools are part of the state education system which is managed and funded by the government, so that ownership is under the control of the regional or central government (Karsono dkk., 2021). Public schools also implement a zoning system which requires them to accept a minimum of 90% of the total students who live in the zone radius closest to the school (Perdana, 2019).

School promotion is an effort made by an educational institution to attract new students. Schools have the opportunity to introduce their advantages, such as unique curricula, modern facilities, and extracurricular programs through promotional activities (Sholeh, 2020). School promotion is not just a marketing effort, but is also an important strategy that ensures school sustainability (Efferi, 2014).

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Promotion helps schools to introduce their advantages. Promotion is intended to show the school's profile and excellence to the community (Sholicha, 2018). With school promotions, the public can find out more in-depth information regarding the programs offered.

Promotion includes various types according to the needs and goals of each educational institution. Advertising is one of the most commonly used types of promotion, advertising can use mass media such as television, radio, newspapers, magazines, etc *platform digital* (H. Santoso, 2022). Then, there are types of promotions called direct marketing which involves personally delivering promotions via mail, email or text message (P. Y. Santoso, 2018). Next, there are types of promotions namely sales promotion which is a sales promotion with various promotional tools such as coupons, discounts, premium gifts (Irfaannumilah, 2017). The use of various types of promotions is part of the promotion process.

The promotion process involves a series of forms and strategies that will be implemented. In terms of school promotion, promotion can be done through various media such as brochures and banners (Rochman dkk., 2020), through direct promotional activities such as student performances or *workshop* (Manurung dkk., 2023), as well as through electronic media, such as advertisements on radio, television, or through social media (Dwitama dkk., 2024). Apart from that, alumni involvement is also an effective way to communicate their positive experiences while studying at the institution (Faizin, 2017).

School promotions have an impact in attracting potential new students. The impact of school promotion can be felt directly in increasing the number of registrants, improving the school's image, and increasing public trust (Fradito dkk., 2020). Thus, school promotion not only has an impact on aspects of student enrollment, but also on the reputation of an educational institution.

A number of studies related to school promotion have been previously carried out by (Pratidina dkk., 2023). This research reveals the forms of promotion implemented by a number of schools in Bogor. Meanwhile, promotion through the media is carried out using social media, *websites*, billboards, banners, pamphlets, brochures and documentation as well as video photos.

Research related to a similar topic has also been carried out to determine school promotion management to increase community interest at SMK Ma'arif 1 Temon Kulon Progo (Ariyani, 2020). Other research was conducted by (Saputri & Sadjarto, 2018) at SMK PGRI 1 Salatiga. The research results show that (1) The promotion strategy carried out by the school is: Forming a PPDB committee, and adding new departments. (2) Promotional mix carried out: Advertising through distributing brochures, putting up pamphlets, putting up banners, having a car with the words SMK PGRI 1 Salatiga. From the promotional strategy carried out there are shortcomings that must be corrected, namely the PPDB team and inadequate vehicles.

Based on the description above, this research aims to analyze needs in the context of school promotion media. This research adopts the framework proposed by Hutchinson and Waters (1987) by distinguishing needs analysis into three parts, namely, needs, lacks and wants.

Methods

This research is qualitative research. Qualitative research aims to produce an in-depth and contextual understanding of the topic under study. The instruments used in this research are based on Hutchinson and Waters. The research was conducted at four educational institutions including SDIT Bening, SD Ibnu Hajar Islam, DTA Misbahul Falah, and SDIT

Al-Khairiyah. Data was obtained through interviews with four parties involved in the PPDB process, including class teachers, PPDB heads, and school administration staff.

The analysis technique used in this research is thematic analysis. Thematic analysis involves the process of coding and grouping data to identify patterns of themes or motifs that emerge from the interview material. The researcher read and understood the data thoroughly, then identified the main themes that emerged consistently. After that, the data is coded and grouped to produce a deep understanding of the research topic.

The validation technique in this research uses *member checking*. *Member checking* is a validation method in which research results are checked again by participants or parties involved in the research to ensure the accuracy and appropriateness of data interpretation. This helps ensure that research findings accurately reflect respondents' views.

Findings & Discussion

Findings

Interviews were conducted with several parties involved in the PPDB process from four different educational institutions. The following is a summary of the findings from this research.

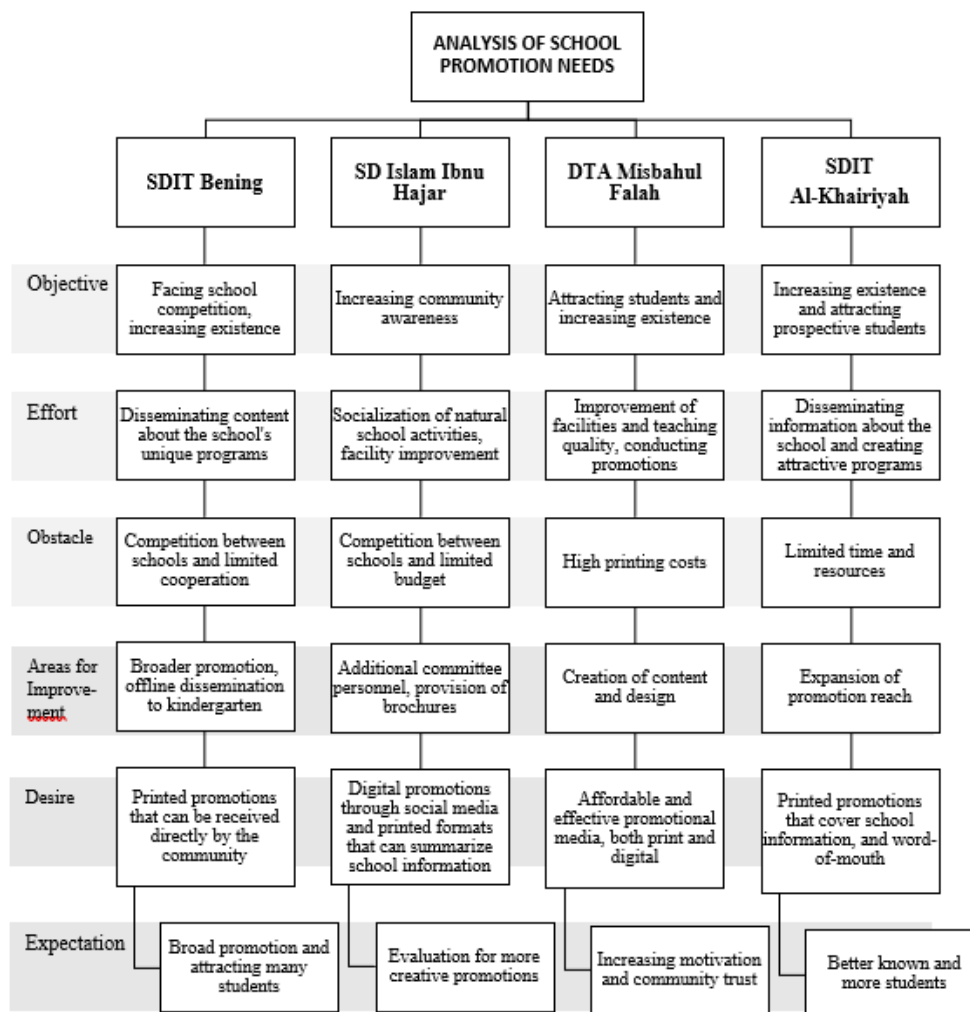


Figure 1 Summary of Research Findings

Figure 1 shows highlights the key objectives, efforts, and challenges faced by four different schools in their promotional activities. Each school aims to increase its visibility and attract more students through various strategies.

Necessities

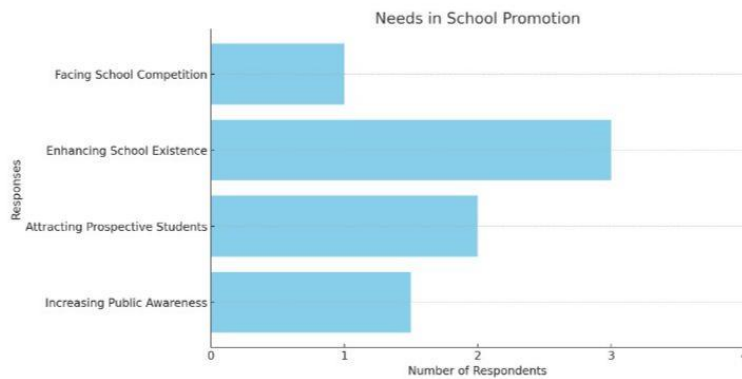


Figure 2 shows the needs in terms of promotion. The majority of respondents felt the need to carry out promotions to increase the existence of the school. Apart from that, attracting prospective students is also an important goal.

Lacks

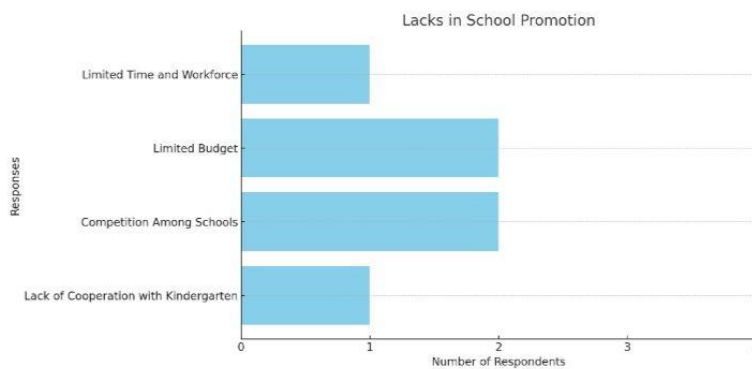


Figure 3 shows the obstacles faced by schools in carrying out promotions are mostly related to limited costs. Apart from that, competition between schools is also a challenge for schools in carrying out promotions. Other obstacles are limited time and human resources as well as a lack of collaboration with TK/PAUD.

Wants

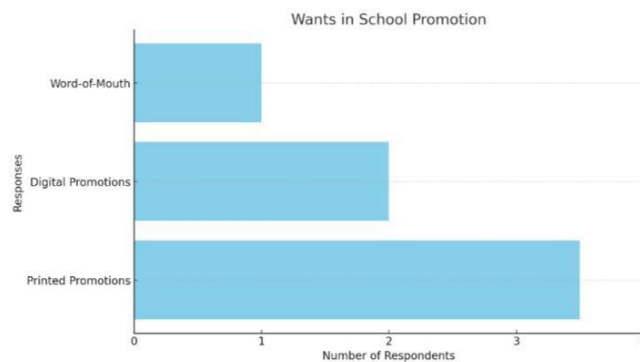


Figure 4 depicts the clear preferences of schools regarding promotional formats. The majority favor printed promotions, with digital promotions also receiving significant attention. In contrast, verbal promotion is less preferred among schools.

Discussion

Based on research findings, the school highlights the need to increase existence. A school that exists is a school that is able to adapt to various changes and is able to compete with other educational institutions (Rohmad, 2019). Schools that have a strong presence are also known to have a good reputation, either because of high academic achievements or superior teaching quality.

The school needs more recognition and recognition by society. Schools that have a good quantity and quality of students will be seen as favorite schools (Pamungkas et al., 2023). Therefore, efforts to improve a school's reputation are important to maintain its existence and face competition between schools.

Competition between schools makes it difficult for some schools to attract new students. In one area, a distance of several meters, there are two to three educational institutions of the same level and type, in some cases, these schools are even located in the same place (Efferi, 2014). This gives rise to a high level of competition between educational institutions.

Competition between educational institutions is an inevitable phenomenon. This competition arises because each school has a different identity, characteristics and focus in providing education. Although all schools have the goal of providing quality education to students, the implementation of this goal differ from other schools.

In an effort to maintain the existence of a school, the use of promotions becomes an unavoidable necessity. Promotion helps schools expand their reach and gain support from the community (Sudirman et al., 2024). Common promotions carried out by schools include placing banners, using websites, and distributing brochures.

Promotion itself requires costs that need to be paid by each educational institution. The range of promotional costs varies depending on the type of promotion carried out. For example, the cost to print a brochure can range from several thousand to several hundred thousand rupiah depending on the size, materials, design and method chosen. The school is responsible for the allocation of promotional costs (Widhiyarti, 2017).

Print promotions are still considered relevant for some schools. This is caused by several reasons. First, print promotions have a physical presence that can be felt and seen directly. Second, print promotions have a distinctive character, namely clear and detailed information (Suyasa & Sedana, 2020). On the other hand, the media *online* offers higher distribution speed and fast updates. However, a device connected to the internet is required to access it.

Print promotions also allow the information conveyed to be stored and accessed again easily. Commonly used forms of print promotion include the use of posters, banners, *flyers*, brochures, and *leaflets*. *Flyers* and brochures are usually used to disseminate detailed information about school programs (Novitasari et al., 2022). Posters are usually used to highlight school events or programs. Banners are usually found in strategic locations close to schools.

The majority of schools say that they need promotion through print media. Schools want promotions that are concise, widespread with cost efficiency. Printed promotions can summarize school information such as brochures or *flyers*. With this, schools can achieve their promotional goals efficiently.

Conclusion

This research reveals several findings regarding needs, necessities, and wants in the context of school promotion media. Based on the analysis carried out, it can be seen that schools need widespread and efficient promotion, as increasing their presence is a top priority to ensure continuity. However, schools face several challenges in their promotional efforts, including limited budgets, competition between institutions, and constraints on time and

human resources. Despite these obstacles, schools express a desire for concise and widespread promotions that are cost-effective. The majority of schools prefer promotions in print media. Overall, this research contributes to understanding the dynamics of school promotion and provides guidance for decision-making in the field of education to design more effective and sustainable promotion strategies.

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