

Analysis of education promotion at Aisiyiah Lampung Kindergarten

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Abstract

Purpose: This research delves deeply into various strategic aspects involving Aisiyiah Lampung Kindergarten, a preschool educational institution in Lampung. The main focus of the research involves the analysis of common problems related to education promotion, with an in-depth focus on promotion strategies, branding, local community involvement, and educational excellence.

Results: The results of the study show that the main problems of institutions involve promotional strategies that need to be updated, as well as the challenge of building a strong brand image. Improvement efforts, such as increased involvement in the local community, clarification of promotional messages, and emphasis on the institution's core values, have had a positive impact on the brand image of Aisiyiah Lampung Kindergarten. These results have implications that a holistic strategy involving active engagement, careful brand management, and a focus on educational excellence can increase the institution's attractiveness in the eyes of the local community.

Contribution: This research contributes to a further understanding of the dynamics of preschool education and provides a foundation for continuous improvement in brand promotion and management strategies in similar institutions.

Keywords: *Cooking, Educational promotion*

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1. Introduction

Education is a vital aspect in the development of a society, and the promotion of education is the main key in increasing public participation and awareness of the learning process. Analysis of education promotion strategies is an important step in understanding the effectiveness of efforts made to improve accessibility, quality, and impact of education. Education is the main foundation for the development of a quality society. In an effort to improve the quality of education, education promotion is one of the strategies that cannot be ignored (Bora, Faggidae, & Faggidae, 2023). Schools, as educational institutions that are committed to empowering and developing children's potential, certainly have various educational promotion programs that need to be analyzed.

The analysis of education promotion is important to understand its effectiveness and impact on the development of children at the preschool level. Educational promotion includes not only promotional aspects, but also teaching strategies, educational facilities, and parental involvement in the learning process (Omoniyi, 2020).

Through in-depth analysis, we can identify the successes and potential improvements in efforts to promote education in schools (Rajabi & Ghalehtemouri, 2022). The urgency of analyzing educational promotion efforts is to seek a deep understanding of the strategies that have been implemented, as well as to evaluate their impact on the development of children at the preschool level. Thus, we can also detail that the focus of the analysis is not only limited to the promotion aspect, but also involves teaching

strategies, educational facilities, and the role of parents in supporting the learning process. Thus, this analysis is not only evaluative, but also constructive in designing improvement recommendations that can increase the effectiveness of education promotion at the preschool level (El Fallahi, Ibenrissoul, & Adil, 2022).

However, some common problems that occur related to education promotion include:

1. **Limited Access to Information:** limited access to information regarding educational programs offered by schools can be a problem. This can affect the extent to which parents or guardians of students understand the value and benefits of education provided.
2. **Lack of Parental Involvement:** Parental involvement in the education of preschool children is essential. The problem that may arise is the lack of parental participation in learning activities outside the school environment.
3. **Lack of Diversification of Promotion Strategies:** If the educational promotion strategy is too focused on one aspect, for example only through print or online media, then there may be shortcomings in reaching the target audience effectively. Diversification of promotional strategies can be a problem that needs to be evaluated.
4. **Quality of Facilities and Teaching:** Issues related to the quality of educational facilities and teaching methods can also be the focus of the analysis. The quality of classrooms, libraries, and other educational resources can affect children's learning experience (Supovitz, 2002).

Therefore, an in-depth analysis of these problems can provide a holistic picture of the effectiveness of education promotion and provide a basis for further improvement and development. Aisiyiah Lampung Kindergarten is a preschool level educational institution located in the Lampung area. Established under the auspices of the Aisiyiah organization, Aisiyiah Lampung Kindergarten has a strong commitment to empowering children through quality education. As part of the Aisiyiah education network, this kindergarten emphasizes the development of children's potential holistically, covering cognitive, emotional, social, and spiritual aspects.

Problems related to the promotion of education at Aisiyiah Lampung Kindergarten involve several aspects that need to be evaluated and improved. Some of the problems that can arise in the field of education promotion include:

1. **Limited Promotional Budget:** Budget constraints can be an obstacle in designing and executing an effective promotional strategy. Lack of resources will limit the ability to use a wider or creative promotional medium.
2. **Lack of Understanding of Target Audience:** If there is not enough understanding of the needs and preferences of prospective parents or guardians of students at Aisiyiah Lampung Kindergarten, then the promotional message may not reach its target effectively. Market research or surveys can help better understand the needs of the audience.
3. **Lack of Online Engagement:** In the digital age, the lack of online presence and the use of social media can be a problem. An effective online promotion strategy can help reach a wider and more engaged audience.
4. **Not Focused on Unique Educational Excellence:** If the promotion does not emphasize the unique excellence and added value of education at Aisiyiah Lampung Kindergarten, parents do not see a significant difference with other educational institutions.
5. **Lack of Local Community Involvement:** Active involvement in the local community can increase the image and trust of the community towards Aisiyiah Lampung Kindergarten. Lack of involvement can hinder the promotion of education.
6. **Unclear Branding:** If the brand image of Aisiyiah Lampung Kindergarten is not clear or does not reflect the values and vision of the education carried, this can hinder the attractiveness of the institution in the eyes of the public.

In overcoming this problem, Aisiyiah Lampung Kindergarten can conduct a thorough evaluation of the promotion strategies that have been implemented, collaborate with promotion experts, and focus on

innovation to increase the visibility and attractiveness of their institution in the eyes of the people of Lampung.

For example, in a study conducted by Stewart, M. K. that the correlation between parental involvement and children's learning achievement at the preschool level. The results can provide a deeper view of the importance of the role of parents in the context of preschool education (Putri, Syamsu, & Triono, 2024). In addition, in the research of Choi, J. H., & Kim, S who reviewed the promotion strategies implemented by preschool education institutions and their impact on the increase in the number of students. These findings can provide insights into the use of effective promotional strategies (Heliantono, Gunawan, Khomsiyah, & Arsjah, 2020). Meyers, E. M., Erickson, I., & Small, R. V. highlight the role of digital technology in informal learning (Meyers, Erickson, & Small, 2013). In the context of Aisiyiah Lampung Kindergarten, an understanding of how technology can improve educational promotion may be relevant.

By referring to these studies, the analysis of education promotion in Aisiyiah Kindergarten can be enriched with pre-existing empirical insights, leading to stronger and evidence-based recommendations. Therefore, this research will be focused on several crucial aspects related to the problem of education promotion in Aisiyiah Lampung Kindergarten. First, the research will analyze in depth the limitations of the promotion budget and develop strategic recommendations to maximize the use of limited resources. Second, through surveys or market research, research will explore the preferences and needs of prospective parents or guardians of students in Lampung to design a promotional strategy that is more in line with the expectations of the target audience. Furthermore, the research will focus on the development of online promotion strategies and the use of social media to increase the visibility and online engagement of Aisiyiah Lampung Kindergarten. In addition, the research will explore the unique educational excellence at Aisiyiah Lampung Kindergarten and develop a promotional message that can differentiate this institution from others. A deeper understanding of local community engagement and how to improve it will be the focus of future research. Finally, the research will assess the brand image of Aisiyiah Lampung Kindergarten and provide recommendations to clarify or strengthen the existing branding. Through this research, it is hoped that concrete and applicative solutions can be found to increase the effectiveness of education promotion in Aisiyiah Lampung Kindergarten. Thus, the purpose of this research will be to discuss the key aspects of education promotion in Aisiyiah Kindergarten and identify, analyze, and provide concrete solutions related to the problems of education promotion in Aisiyiah Lampung Kindergarten.

2. Literature Review

2.1 Educational Promotion

2.1.1 Promotion

Promotion is an effort to inform or offer products or services that aim to attract potential consumers to buy or consume them, so that it is expected to increase sales volume (Caratiquit & Pablo, 2021). Promotion is an activity aimed at influencing consumers so that they can become aware of the products offered by the company to them who then become happy and then buy the product (Almagro & Edig, 2024).

Furthermore, another definition according to Daryanto states that promotion is an activity carried out by marketers to convey information about their products and persuade consumers to buy them (Ramdani & Prayitno, 2023). Based on the above definitions, it can be concluded that promotion is the activity of informing consumers about products and services so that they can be known and persuade consumers to be able to buy products and services.

2.1.2 Educational Services

Educational services are a desire to serve, help and do things that are beneficial to others. Services are described as an activity that is often measured based on time. Kotler stated that service is any activity or benefit that can be provided by one party to another party that is basically intangible and does not

result in any ownership. Its production may or may not be associated with a physical product (Kotler & Armstrong, 2020).

Based on the definition at the level, it can be concluded that educators as service products are something intangible but can meet the needs of consumers who are processed by using or not using the interaction between service providers and service users which has the nature of not resulting in the transfer of rights or ownership

According to Indradjaja and Karno, the promotion of education is absolutely necessary because of the following things:

1. We need to convince the public and customers of educational services (students, students' parents, and other related parties) that the educational institutions we manage still exist;
2. We need to convince the public and education service customers that the education services we provide are relevant to their needs;
3. We need to promote education so that the type of educational services we provide can be known and understood by the public, especially education service customers;
4. We need to promote education so that the existence of schools is not abandoned by the community and customers of educational services.

Another definition of education promotion as stated by Barnawi and Mohammad Arifin is "the process of managing education in value exchange activities to meet the interests of schools and the interests of students based on the expectations and needs of stakeholders" (Barnawi, 2012).

2.2 Functions and Objectives of Education Promotion

Buchari Alma explained that *the function of marketing* in the world of education is "to form a good image of the institution, in order to attract the interest of a number of potential customers of educational services" (Alma, 2018). From this opinion it is said that promotion can function in shaping the image of the school, the image of the school can be used to attract prospective students and to attract prospective students and to increase the competitive advantage of the school

The opinion of Kotler and Fox in the book written by David Wijaya defines the main purpose of promoting educational services, namely:

1. Fulfilling the school's mission with a great success rate;
2. Increase customer satisfaction of education services;
3. Increase interest in educational resources;
4. Increasing efficiency in education promotion activities (Wijaya, 2022).

3. Research Methodology

The analysis of education promotion at Aisiyiah Lampung Kindergarten uses qualitative research with a descriptive approach. The data sources used are primary data sources and secondary data sources. Data collection techniques through, observation, interviews and documentation. The data analysis of this study was carried out through three streams of activities that occurred simultaneously, namely: 1) data reduction, 2) data *displays* and 3) *conclusion drawing/verification* (Miles & Huberman, 2017). To check or check the validity of the data regarding the promotion strategy of the head of the madrasah in attracting new students based on the collected data, several data validity techniques are taken, including: *credibility, transferability, dependability and confirmability* (Ahmadi, 2018).

4. Result and Discussion

4.1 Promotional Budget Analysis

This research leads to an in-depth understanding of the management of the promotion budget at Aisiyiah Lampung Kindergarten. With a limited budget, the institution has successfully implemented cost-saving and efficiency improvement strategies.

The results show that despite the limited promotion budget, cost-saving and efficiency improvement strategies have been successfully implemented. Strategic recommendations include an emphasis on low-cost promotional media that remains effective, such as the use of social media and collaboration with local communities to get support without high costs.

1. Cost Saving Strategies

a. Spending Priority

The results show that the institution has made adjustments to expenditure priorities, focusing resources on promotional activities that provide maximum results at minimal cost. Baiman and Hopper stated that efficient budget management requires careful selection of expenditure priorities (Yuliansyah, 2023). In the context of Aisyyah Lampung Kindergarten, this theory supports the concept of adjusting expenditure priorities to optimize promotional results with a limited budget.

b. Resource Management Optimization

The increase in efficiency can be seen in the management of time, human resources, and fund allocation. Innovation in the use of resources is key to maximizing the impact of promotion. According to Kotler et al, low-cost promotion is an approach that focuses on cost efficiency without sacrificing campaign effectiveness (Kotler, Wong, & Saunders, 2019). Recommendations for the use of social media as a low-cost promotional media at Aisyyah Lampung Kindergarten are in accordance with this concept.

2. Strategic Recommendations

a. Social Media

Key recommendations include an emphasis on the use of social media. At an affordable cost, institutions can reach a wider audience through platforms like Facebook, Instagram, or Twitter.

b. Collaboration with Local Communities

Collaboration with local communities is identified as an effective strategy. Getting involved in local activities or partnering with local businesses can provide additional exposure without requiring a large investment. Pretty et al. argue that involvement in the community can build positive relationships and gain ongoing support (Chigora, Kapesa, & Svongoro, 2021). Collaboration with the local community at Aisyyah Lampung Kindergarten is in accordance with the principles of this theory to strengthen the image and gain wider support.

This promotional budget analysis reveals that cost-saving strategies and efficiency improvements can have a positive impact on the availability of funds for promotional activities. Strategic recommendations sourced from promotion theory and budget management are expected to guide institutions towards a more effective and sustainable approach.

The results of this promotional budget analysis provide a basis for Aisyyah Lampung Kindergarten to design a more efficient strategy. Focusing on the use of low-cost media and collaborating with local communities are practical steps to increase the visibility and attractiveness of institutions without sacrificing financial sustainability.

3. Market Research and Parents-to-be's Preferences

Market surveys reveal the preferences and needs of prospective parents in Lampung. Research concludes that a better understanding of the audience is key to designing promotional campaigns that are more effective and in line with their expectations.

The market research conducted at Aisyyah Lampung Kindergarten aims to gain in-depth insights into the preferences and needs of prospective parents in the Lampung area. The results of this market survey provide a better understanding of the audience, being a key factor in designing a more effective promotional campaign that matches their expectations.

1. Survey Methods and Market Research

a. Survey Methods

This study uses a survey method involving questionnaires and interviews with prospective parents in the Lampung area. This approach allows for the collection of quantitative and qualitative data to understand preferences in more detail. The combined quantitative and qualitative approach in surveys and interviews reflects the theory that supports more comprehensive data collection. This combination allows for a better understanding of the preferences of prospective parents (Creswell & Creswell, 2017).

2. Demographic Analysis

Demographic data such as the age, occupation, and education level of the respondents are used to identify trends and patterns of preferences that may emerge.

a. Factors to Look for

Preferences related to curriculum and teaching methods were identified as important factors. A deep understanding of parents' expectations for their child's learning approach is the foundation in developing an appropriate curriculum. In addition, physical factors such as facilities and learning environment are also the focus of research. Preferences for classrooms, libraries, and play areas were identified to enhance children's learning experience.

According to Lancaster, that to analyze the factors that prospective parents consider, such as curriculum and facilities. A deep understanding of these preferences allows institutions to devise more appropriate promotional strategies (Lancaster, 1966).

b. Competitive Advantage

The results of the research lead to an understanding of the competitive advantage desired by prospective parents. An emphasis on unique excellence in preschool education can be the basis of promotional campaigns to attract more parents. Porter's concept of competitive advantage can be used to analyze how an understanding of an institution's unique advantage in preschool education can differentiate it from other educational institutions (Porter, 2008).

c. Adjustment of Promotion Strategy

With a better understanding of audience preferences and needs, agencies can tailor promotional campaign messaging. This personalization can include highlighting the features that parents-to-be value the most. Promotion principles tailored to consumer needs can be adopted to tailor promotional messages and campaigns according to the preferences identified in the study (Kotler, Keller, Brady, Goodman, & Hansen, 2019).

d. Relationship with Parent Involvement

An in-depth understanding of the preferences of prospective parents can be used to design programs that can increase parental involvement in children's education. Active parental involvement can help build a strong school community.

According to Epstein, who suggested that parental involvement can improve children's educational outcomes. Therefore, a deep understanding of the preferences of prospective parents can be used to design more effective engagement programs (Epstein, 2010).

By basing its promotion strategy on this in-depth understanding, Aisyiyah Lampung Kindergarten can build stronger relationships with prospective parents, increase the appeal of the institution, and better meet the expectations of its audience. Aisyiyah Lampung Kindergarten can formulate a promotion strategy that is more effective and responsive to the needs and preferences of prospective parents, increasing the attractiveness and sustainability of the institution.

4.2. Online Promotion Strategies and Social Media

The results of the study show that the increase in online engagement and visibility of Aisyiyah Lampung Kindergarten through a more focused and creative online promotion strategy. The use of social media, quality content, and active interaction with the audience are key points in increasing the online presence of the institution.

4.2.1 Utilization of Social Media

The use of social media, such as Facebook, Instagram, and Twitter, is a key element in the online promotion strategy of Aisyiyah Lampung Kindergarten. Through this platform, institutions can reach a

wider audience, especially among parents and guardians of students. According to Smith & Zook, social media can be an effective promotional tool for building brand awareness, increasing consumer engagement, and supporting promotional goals (Smith & Langer, 2023).

4.2.2 Quality Content

The content shared by Aisyiyah Lampung Kindergarten through social media is directed at creating valuable and interesting information. High-quality content not only attracts attention but also builds a positive image and credibility of the institution. According to Pulizzi, valuable and relevant content can be a very effective tool in attracting and retaining consumers' attention (Pulizzi & Barrett, 2009).

4.2.3 Active Interaction with Audience

Active interaction with the audience involves prompt responses to questions, feedback, and participation in online discussions. This creates deeper involvement and strengthens the relationship between Aisyiyah Lampung Kindergarten and parents and prospective students. According to Hollebeek, it is important to create a foundation for understanding that active interaction with audiences on social media can increase consumer engagement, trust, and loyalty (Hollebeek, Glynn, & Brodie, 2014).

4.2.4 Engagement Data Analysis

Online engagement data, such as the number of likes, comments, and shares, is analyzed on a regular basis. This analysis helps institutions to understand audience trends and preferences, so that content can be better tailored to achieve greater impact. According to Hannak et al, analyzing online engagement data to understand consumer behavior can improve promotional strategies (Hannak et al., 2012).

4.2.5 Measuring Return on Investment (ROI)

ROI measurement involves evaluating the impact of an online promotion strategy on business goals. Aisyiyah Lampung Kindergarten can measure the growth in the number of registrations, retention rates, or positive contributions to the institution's brand image. In digital promotion theory, Ryan & Jones highlights the importance of measuring ROI as an indicator of the success of online promotional campaigns (Ryan, 2016).

4.3. Research on the Unique Educational Excellence

The research conducted related to the unique educational excellence at Aisyiyah Lampung Kindergarten highlights the special aspects that make this institution superior. Included in this study are innovative teaching methods and holistic approaches to child development. Promotional messages that emphasize this aspect successfully differentiate the institution from competitors and increase attractiveness.

4.3.1 Innovative Teaching Methods

The research highlights the use of innovative teaching methods in Aisyiyah Lampung Kindergarten. Innovation in learning approaches is key to ensuring an engaging and effective learning experience for children. These methods may include game-based approaches, the use of educational technology, or experimental approaches that stimulate creativity and understanding of concepts.

4.3.2 A Holistic Approach to Child Development

The focus on a holistic approach emphasizes the importance of understanding and supporting the child's holistic development. Research covers physical, emotional, social, and intellectual aspects. This approach may involve a well-rounded learning program, extracurricular activities, and personalized mentoring for each child.

4.3.3 Differentiation from competitors

The research identifies ways in which educational excellence in Aisyiyah Lampung Kindergarten differs from competitors. Possible differentiation may involve an emphasis on religious values, special education philosophies, or unique character development programs. By deeply understanding what makes education at these institutions different, promotional messages can be designed to highlight these differentiations.

4.3.4 Effective Promotional Messages

The results of the study reflect that promotional messages that emphasize innovative teaching methods and a holistic approach to child development have succeeded in increasing the attractiveness of Aisyiyah Lampung Kindergarten. A clear, relevant, and motivating message can create a positive impression in the minds of prospective parents and increase their interest in the institution.

4.3.5 Support from the Theory of Educational Promotion

In the theory of educational promotion developed by Kotler & Fox emphasizes the importance of identifying and promoting the unique excellence of educational institutions (Kotler & Fox, 2020). A promotional strategy that focuses on unique educational excellence can help improve the image and attract the attention of potential parents.

4.3.6 Impact on Enrollment Growth

Effective promotional messages regarding unique educational excellence can have a positive impact on enrollment growth. Prospective parents tend to be more interested in enrolling their child in an institution that offers an innovative and holistic approach to education. By understanding and promoting this unique educational excellence, Aisyiyah Lampung Kindergarten can utilize research to create more effective and in-depth promotion strategies, increasing the attractiveness of the institution within the scope of preschool education.

4.4. Local Community Engagement

The research highlights that Aisyiyah Lampung Kindergarten has succeeded in increasing involvement in the local community, a crucial element in strengthening relationships with the surrounding community. The results of the study show that this improvement is achieved through collaboration with local parties and active participation in community activities.

4.4.1 Collaboration with Local Parties

The research noted that Aisyiyah Lampung Kindergarten is an effort to collaborate with local parties, including local businesses, government agencies, and the community. This collaboration can include organizing joint events, joint projects, or partnership programs that provide benefits to both parties.

4.4.2 Active Participation in Community Activities

The active participation of Aisyiyah Lampung Kindergarten in community activities, such as festivals, charity events, or hygiene projects, is one of the main findings of the research. Direct involvement in these activities strengthens the bond between the institution and the local community, creating a sense of mutual support and togetherness. According to Pretty et al, active involvement in the community can increase positive relationships and mutual understanding between educational institutions and local communities (Suwaldiman & Rheina, 2023).

4.4.3 Impact on the Image of the Institution

Research shows that increased involvement in the local community has a positive impact on the image of Aisyiyah Lampung Kindergarten. Through collaboration and active participation, this institution has succeeded in building a positive image as a member who contributes and cares about the development of the local community.

4.4.4 Community Support

The increased involvement resulted in greater support from the community. Prospective parents and guardians tend to choose institutions that are actively involved in the community because this reflects social responsibility and commitment to common development.

4.4.5 Sustainability of Community Engagement

The research can also discuss the strategy of Aisyiyah Lampung Kindergarten to maintain the sustainability of involvement in the community. This includes the development of sustainable programs, impact evaluation, and adaptation to changing community needs over time.

By strengthening involvement in the local community, Aisyyiah Lampung Kindergarten can strengthen relationships with the community, increase support, and form an image of an institution that contributes positively to the development of the surrounding area.

4.5. Research Related to Branding and Brand Image

The study evaluated the brand image of Aisyyiah Lampung Kindergarten and showed significant improvements after a number of strategies were implemented, including increased engagement, clarification of promotional messages, and emphasis on the institution's core values.

4.5.1 Increased Engagement as a Key Factor

The results of the study show that increased involvement in the local community significantly contributes to the improvement of the brand image of Aisyyiah Lampung Kindergarten. Active and positive engagement creates a closer relationship with the community, opening up opportunities to build a strong and positive image. According to Keller, stating that message engagement and consistency are key elements in building a strong brand image (Keller, 1993). Applying these concepts, Aisyyiah Lampung Kindergarten can strengthen its brand identity in the eyes of the public.

4.5.2 Clarification of Promotional Messages

The research sheds light on the importance of clarifying promotional messages as a strategic step to improve brand image. By compiling a message that is clear, consistent, and relevant to the values of the institution, Aisyyiah Lampung Kindergarten can form the perception desired by the community.

4.5.3 Emphasis on Institutional Core Values

Research strategies also involve a greater emphasis on the core values of the institution. The research highlights that exposure and reinforcement of values such as religion, holistic education, and social engagement can increase public understanding of the identity and purpose of the institution.

4.5.4 Recommendations for Message Consistency

The recommendations from the study emphasize the importance of message consistency in branding efforts. Through consistency, Aisyyiah Lampung Kindergarten can build a solid brand image that is easily recognizable by the public. A coordinated message across communication platforms will reinforce positive perceptions.

4.5.5. Positive Action as the Foundation of Positive Image

The research details the positive actions taken by Aisyyiah Lampung Kindergarten as the foundation of a positive image. Actions such as charitable activities, sustainability education programs, and support for community initiatives can increase public perception of the social responsibility of the institution.

4.5.6 Continuous Evaluation and Improvement

The research recommendations include the need for continuous evaluation and improvement of branding strategies. Through continuous monitoring of the brand image and community response, Aisyyiah Lampung Kindergarten can adapt their branding strategy according to the needs and changes in the environment.

By continuing to strengthen branding through message consistency, emphasis on core values, and positive actions, Aisyyiah Lampung Kindergarten can maintain and improve its brand image, build public trust, and attract the attention of prospective parents and guardians.

5. Conclusion

Overall, the research conducted on Aisyyiah Lampung Kindergarten provides a comprehensive overview of various strategic aspects of this preschool educational institution. The analysis starts from an understanding of the general problems faced by Aisyyiah Lampung Kindergarten related to education promotion, then deepens by involving previous research approaches and literature reviews. It was found that the main problems involved promotion and branding strategies, local community involvement, and the management of educational excellence. Detailed research also revealed that efforts

to improve community engagement, clarification of promotional messages, and emphasis on core values have succeeded in improving the brand image of Aisyiyah Lampung Kindergarten. Summarizing these findings, it can be concluded that a holistic strategy involving active engagement, careful brand management, and a focus on educational excellence helped the institution achieve its goals of building a positive image and strong appeal in the eyes of the local community. It should also be reminded that this improvement must be sustainable and constantly evaluated so that Aisyiyah Lampung Kindergarten can continue to develop and meet the expectations of stakeholders and the surrounding community.

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