

# BRAND STRATEGY

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**Submission date:** 08-Jul-2023 01:23AM (UTC-0700)

**Submission ID:** 2123476988

**File name:** TEMPLATE\_AI\_Fikra1.doc (197.5K)

**Word count:** 5122

**Character count:** 28865

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## **BUILDING A BRAND IMAGE STRATEGY IN INTEGRATED ISLAMIC KINDERGARTEN AT CENTRAL ACEH DISTRICT**

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### **ABSTRAC**

*An integrated Islamic school is a brand built to provide services that have the characteristics of Islamic education. The development of an integrated Islamic kindergarten in Central Aceh district is something that can advance the development of education. so that in this article we will examine the strategies carried out by the Integrated Islamic Kindergarten in Central Aceh in building a brand image. This study describes strategic steps using a qualitative description method consisting of 3 school principals, 25 teaching staff, 15 educational staff, and 13 parents of students. Based on the results of the study, strategic steps in building a brand image at the Integrated Islamic Kindergarten in Central Aceh District consist of steps in the image of the school, improving the quality of education services, promotion on social media and improving the performance of educators. So that in this study the strategic steps built by Kindergarten schools in Central Aceh District were very effective in building public trust in the brand image attached to the school through innovation and school initiatives in the educational service process.*

**Keywords:** *Brand Image And Strategy*

### **Abstrak**

Sekolah Islam terpadu merupakan *brand* yang dibangun untuk memberikan layanan yang mempunyai karakteristik pendidikan islam. Perkembangan taman kanak-kanak islam terpadu merupakan di kabupaten aceh tengah merupakan suatu hal yang dapat memajukan perkembangan pendidikan. sehingga dalam artikel ini akan mengkaji tentang strategi yang dilakukan oleh Taman kanak-kanak Islam Terpadu di Aceh tengah dalam membangun *brand image*. Penelitian ini mendeskripsikan tentang langkah-langkah strategis dengan metode deskripsi kualitatif yang terdiri dari 3 kepala sekolah 25 tenaga pendidik 15 tenaga kependidikan dan 13 orang tua peserta didik. Berdasarkan hasil penelitian bahwa langkah-langkah strategis dalam membangun *brand image* pada Taman Kanak-Kanak Islam Terpadu di Kabupaten Aceh Tengah terdiri dari langkah dalam usaha pencitraan sekolah, meningkatkan mutu layanan pendidikan, promosi pada media sosial dan peningkatan kinerja tenaga pendidik. Sehingga dalam penelitian ini langkah-langkah strategis yang dibangun oleh sekolah Taman Kanak-Kanak pada Kabupaten Aceh Tengah sangat efektif dalam membangun kepercayaan masyarakat pada *brand image* yang melekat pada sekolah melalui inovasi dan inisiatif sekolah dalam proses layanan pendidikan.

**Kata Kunci :** *Brand Image Dan Strategi*

## **INTRODUCTION**

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The competitive situation between schools is a situation that occurs within the scope of educational institutions, whether they are educational institutions with state or private status. The school marketing strategy is a method for spearheading schools in getting students, schools often provide good service through innovation from school services and school promotions to attract prospective students. The marketing strategy in the current school competition is urgently needed to increase the number of students. In addition, the marketing strategy by the school can respond to the acceleration of the quality of education and the professionalism of educators and education staff. Global education discourse is a challenge for educational institutions to survive in this situation. The development of technology and information, the quality of human resources and globalization of the workforce are challenges in itself to form or produce human resources from educational institution (Spring, 2008).

At this time the situation of competition between schools is getting tougher. Many schools have introduced school service products that can make it easier for students to follow the learning and teaching process. There are many marketing strategies from schools to introduce schools and school service products, such as providing discounts on school entrance fees, providing scholarships to prospective students and providing information on educational services. School service innovation is one of the elements in marketing educational services in introducing schools and school service products to the public. The description of the school's brand or brand can be built through the service products themselves, the price or cost of education according to the market segment, the promotion of the school itself, the quality of human resources from teaching and education staff and the characteristics of the teaching and learning process of the school. (Mangkona dkk., 2020)

A brand description is a symbol or name presented by a product or service manufacturer to customers (Azizan & Yusr, 2019). In the world of marketing, brand image is very decisive in increasing someone's interest in using a product or service. Through a big and trusted brand, it will form customer trust and loyalty in using a product or service. Maintaining and building are things that must be done to get a place from customers for a product or service (Kaban & Khong, 2022). A brand is a name, sign or symbol of a product or service to identify the character of the product or service (Anisa & Saparudin, 2022) Brand image is a consumer's view or perception of a brand which is described by the association of a brand with product or service quality (Syafran & Harissman, 2022). In creating a brand image, brand characteristics are needed, including: 1) The brand must be easily remembered by consumers 2) The relevance between the brand and the products or services provided by consumers 3) Is dynamic in keeping with the times 4) Can increase interaction with consumers (Susilawati & Harun, 2017).

Brand image has a very significant role in improving business performance, this is because brand image is a tool and method to be able to change the buying behavior of consumers towards products or services, so that brand image is the message and impression of a product or service that is in the mind of the customer (Malik dkk., 2013). In addition, brand image will form a market segment of products or services that can position certain products or services in market segments (Lee dkk., 2014). Brand associations to brand image refer to attributes including symbols, the level of quality of products or services, the profile of the company itself and the function of the product or service as well as the characteristics of the identity of the product or service. (Handayani & Rashid, 2013).

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The Integrated Islamic School is a brand or brand of educational services in the context of Islamic values for students. The development of integrated Islamic schools in Aceh Province that propagates Islamic law is a challenge in itself for integrated Islamic schools, especially Integrated Islamic Kindergartens in Central Aceh District. The inculcation of Islamic values in the Integrated Islamic Kindergarten in Central Aceh Regency is the next generation of Islamic human resources. The growth in the number of institutions based on Integrated Islamic Kindergarten Schools in Central Aceh District is increasing. This has an impact on the competitive situation between general-based Kindergarten Schools and Integrated Islam. This research will examine the strategic steps of Kindergarten Schools in Central Aceh District in building its own Brand Image. It cannot be denied that the integrated Islamic school brand has its own characteristics starting from the curriculum, human resources, both teaching and educational staff, and the educational services provided. Through the characteristics of a separate brand that is owned by an Integrated Islamic Kindergarten School and the research location is in a province that implements Islamic law, this research examines the brand image strategy at an Integrated Islamic Kindergarten School in Central Aceh District.

#### **METHOD**

This research examines some of the efforts or strategies of the Integrated Islamic Kindergarten School in Central Aceh District in forming a brand image. This study uses a qualitative descriptive research method. In this study the instruments used were interviews, observations and documentation with 56 correspondents consisting of 3 school principals 25 teaching staff 15 educational staff and 13 parents of students from three integrated Islamic Kindergarten schools namely TKIT Cendekia, TKIT Tazkia and TKIT Ar- Razzaq. Data analysis in this study is data collection, data reduction and drawing conclusions. the data analysis test used in this study is the dependability test.

#### **RESULTS AND DISCUSSION**

Building a brand image is very important because brands are seen as a way for managers of educational institutions to allocate the potential value that exists within educational institutions, to convince the public that by building a brand image the school can build its reputation to be trusted by the public. By building a positive school brand image, it builds public trust in the school, which is proven by the increasing number of students each year. The strategy prepared by the school principal in increasing public interest through brand image is to improve the best possible service. In accordance with its brand of Integrated Islam, Integrated Islamic Kindergarten educates its students in accordance with its essence, namely implementing Islamic values in everyday life in schools based on the Qur'an and As Sunnah through the national curriculum, so that in this case the Islamic school curriculum Integrated is a formula of merging the national curriculum with Islamic values. The management process of a school brand includes several processes, namely school brand analysis, market research, brand planning, brand image, market segmentation, internal brand promotion, brand external promotion, evaluation of effectiveness and adjustment of marketing strategy feedback ran (Hung & Fu, 2010). Through the increasing number of students in Integrated Islamic Kindergartens in Central Aceh District, which is a phenomenon that is happening at the moment, the role of the brand, namely integrated Islamic schools, is an attraction for parents of students to send their children to these schools. Based on this

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phenomenon, there are several indicators in building a brand image and implemented by Integrated Islamic Kindergartens in Central Aceh District

#### a) Building A Positive Image Of The School

Efforts made by school management in increasing public interest through the brand image of the Integrated Islamic Kindergarten in Central Aceh. The efforts made by the Integrated Islamic Kindergarten school to increase brand image excellence are of course creating a positive image and proving that the school is of quality. Formation of a good image of the Kindergarten school is a strategy that must be built by the school towards the community, so that in this case the role of public relations (Public Relations) of the school has an important role in building a good image of the school (Anisa & Saparudin, 2022).

The formation of Islamic values in the Integrated Islamic Kindergarten in Central Aceh District has an impact on the formation of a positive image of an Islamic-based school for all students to form morals at the earliest possible age. Introducing Islamic values to students can be applied to student activities at school such as how to dress, speak, worship. The inculcation of Islamic values will form a good brand image apart from the formation of good educational services. Through a positive image of the Integrated Islamic Kindergarten school in Central Aceh District, it will provide loyalty from customers to use the educational services that will be provided, so that in this case brand image is very influential and plays an important role in influencing customer decisions in using products or services. services (Tanady & Fuad, 2020). In this case, image branding is a form of strategy to build public trust, although basically it is not easy to form an institution's brand image, considering that various classic problems in the world of education are now changing in more sophisticated forms, namely using technology. Image branding owned by educational institutions varies, the better the brand image owned by the institution, the easier it will be to get 'customers' and public attention, compared to institutions whose brand image is not good (R & Ummah, 2019)

Branding at an integrated Islamic kindergarten offers an identity or characteristics of educational services that produce smart, skilled and noble children (Hutami, 2020). The brand identity of the characteristics of educational services in Integrated Islamic Kindergarten schools is a differentiator from other schools. The image characteristics of a particular product or service brand are the reasons why customers choose products or services to use, so that the opportunities for products or services that have a certain image will have greater opportunities when compared to products or services that do not have a certain image (Ambolau dkk., 2015). The development of a positive school image at the Integrated Islamic Kindergarten in Central Aceh District has shaped the experience of good educational services, so that customers have entrusted the integrated Islamic brand image in obtaining educational services. Good or bad school image is an assessment or perception from customers of school services, through a good school image can foster the trust of customers from the school (Krisbiyanto & Nadhifah, 2022). The excellence of educational institutions can be formed through imaging. This can be done if the school has access to show its advantages so that it can attract public interest (Tofaynudin, 2023). In addition there are several factors that are very influential in forming a good image including academic reputation, governance of educational institutions, appropriate educational costs and the individual essence of managers of educational institutions (Roziqin & Rozaq, 2018). A positive image of educational institutions among the public will shape the pattern of community attitudes in making decisions. This belief may be due to the favorite label of the Integrated Islamic

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Kindergarten in Central Aceh District. Sometimes school labels are formed from people's perceptions of the image and experience of the educational service process. School labels can be positive or negative, this all depends on the community's trust in the school. The Brand Communities approach has an important role in shaping the school brand. Communities and communities who use school services can tell stories or experiences to the public about educational services that occur in these schools, whether they are pleasant or unpleasant experiences. Through this experience, it can trigger community enthusiasm in getting educational services at the school or it could also be the emergence of rumors that are detrimental to the school. Therefore, it is necessary for the school to build a brand image and try to get a positive image for our own school institution.

#### **b) Improving The Quality Of Education Services In Schools**

Building a brand image in educational institutions, especially schools, this is done to introduce and provide information to the public about the potential and school service products. The purpose of the process of building or developing the brand image itself is as a way of building the school's reputation and increasing public trust in the school. Building a brand image is inseparable from the efforts of institutional leaders as school principals to continue to improve quality. The quality of education at the Integrated Islamic Kindergarten School in Central Aceh District can be used as an example or become something of pride for the community as a place for the learning process in terms of religion and general.

An integrated Islamic brand is a brand that can provide the best service for internal and external school customers. Through good service and Islamic nuances, so that the output of TKIT is in accordance with the wishes and needs of customers. Children's behavior based on Al Quran Al Sunnah is the main output of TKIT. The steps taken by the school management of the Integrated Islamic Kindergarten in Central Aceh are primarily to improve the quality of teaching staff and to produce quality students, then provide good service to students, parents and school members. The Integrated Islamic Kindergarten School in Central Aceh continues to learn and improve by participating in various trainings and self-study. The description of a particular brand can be seen from the value of the quality of a product or service whether it is good or bad, so that in this case the image or description of the brand is a brand association of consumers which can be seen from the consumers' memory or memory of the quality of the brand (Lamasi & Santoso, 2022).

The educational services provided by the Integrated Islamic Kindergarten school in Central Aceh District are not only within the school but educational services are also provided outside of school such as outbound, alms to the poor on the street, market day and parenting for parents. Through these educational services it can be described that the brand values at the Integrated Islamic Kindergarten School in Central Aceh District include thasin, tahfiz, morals and knowledge, so that in this case the brand of the Integrated Islamic Kindergarten is a combination of knowledge and values. Islamic. The parameters of a good school brand image can be seen from service quality, school output and customer satisfaction. Through a good brand image at a school, it will build public trust in the school and customer loyalty (R & Ummah, 2019). Customer satisfaction in using educational services is a major thing. Customer satisfaction will be fulfilled if the quality of education services is of good quality. Generally, customers or consumers have their own considerations in making decisions in consuming products or

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using services, the better the quality of the product or service, the greater the opportunity for consumers to buy the product or use the service (Anam dkk., 2021)..

The economic approach to brand building (The Economic Approach) is very important. Market share or market segment in the world of education is very important. Schools can make separate parameters regarding the costs to be incurred by customers so that in this case the school must identify several factors from the economic approach such as the feasibility of costs, prices and income from customers. Based on the results of observations and interviews that the costs incurred by the parents of students from the Integrated Islamic Kindergarten in Central Aceh District have an affordable cost of two hundred to three hundred thousand rupiah per month. A good image of the school can be built through careful planning according to market segments or marketables so that schools can improve the quality and quantity of quality outputs and outcomes. (Zulaikha, 2017).

#### c) **Promotion Through Social Media**

There are several steps taken by Integrated Islamic Kindergarten schools in Central Aceh District in introducing their school brand, namely by introducing school service products to the community through social media such as Facebook, Instagram, YouTube and Twitter. Through social media, schools can interact intensely with users and potential users of school services. The role of social media in shaping and building a brand image in educational institutions, especially the Integrated Islamic Kindergarten in Central Aceh District is very significant. Through social media Kindergarten Schools in Central Aceh District can socialize and provide information to customers and the public about the various services provided by the school through an integrated Islamic brand. Through dissemination and information on educational services on social media, it can form perceptions that appear to customers and society in general. Socialization and information on educational services is a form of promotional activity in forming and building customer trust in the educational services provided by Integrated Islamic Kindergartens in Central Aceh District.

The steps to building a brand image strategy in increasing public interest in the school also have public relations in increasing the brand image. The role and function of school community relations in introducing school service products and providing school information, both academic and non-academic information to the community, is very important. Through school community relations, it will form a good and positive image of the school to the community and usually school public relations use social media such as Facebook, Instagram, YouTube and Twitter in providing information to the community, this is done because society now wants media that is simple, fast and practical. . Promotion is a support to increase sales if the method or method of promotion used is appropriate. Unique promotions, especially those using interesting media, are one of the factors that can influence consumers in using educational services. (Putra, 2019). In addition, the use of social media is a very good medium in introducing a brand. Many business people explore their brand on social media with the aim of providing a description of the brand they have (Hartmann dkk., 2019)..

Based on the results of the study that the brand image in the form of community from Islamic Kindergarten schools is good, this is evidenced by not using banners and banners for school promotional media. School promotions are carried out through community groups on social media such as WhatsApp and Facebook. The quality of good educational services will become a promotional media carried out by the community, so that in this case schools no longer need promotional media, be it banners

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or banners to attract the interest of parents of prospective students. Educational services that satisfy internal school customers will become promotional materials for consumers.

**d) Improving The Performance Of Educators**

The good performance of teaching staff is an asset owned by the school. In order to form good teaching staff performance, a human resource management development program is needed that is in accordance with the needs of teaching staff as well as proper and fair compensation provided by the school to teaching staff. Serving providing services for students in accordance with the image of Islam. The target of the school principal in increasing the superiority of his brand image is that school management creates superior output and is able to compete with the output of other schools. learning according to the abilities of their students. Provision of proper compensation and awards from the school to qualified education staff will stimulate the performance of teaching staff.

Qualified educators will create a better educational process. So that in this case the teaching staff is the spearhead for the school in forming a good brand image. Educational infrastructure, good educational facilities and qualified educational staff will also form a good quality education. quality and better education to produce quality students as well. To produce qualified educators, the Integrated Islamic Kindergarten in Central Aceh holds mentoring every week. Educators and education staff also take part in mentoring and improving Koran reading and memorization every week. Mentoring aims to improve spiritual, moral, and knowledge qualities. Thus it is expected to improve the quality of performance which will improve the image quality of the Integrated Islamic Kindergarten in Central Aceh. Qualified educators must have talent, expertise, and good mentality and reflect as educators. To produce quality educators, namely by participating in training, educators carry out mentoring and halaqah activities. Through the good performance of educators will have an impact on school performance. School performance is a representation of the performance of human resources in schools in carrying out their duties to realize school goals. As an institution engaged in public services, schools are required to provide quality services to the community in the field of education and teaching. Good school performance can be seen from the outputs and outcomes that match the needs and desires of the school's external customers. Changes in people's mindsets and views will change, schools that have good quality not only from achievements but from fulfilling the needs and desires of external customers from the output and outcome of the school. In forming good outputs and outcomes, educators are needed who have organizational commitment, work motivation, good performance. It is undeniable that good school performance is based on the performance of good teaching and education staff.

The quality of Integrated Islamic Kindergarten schools in Central Aceh depends on the perception of the needs and desires of the people of Central Aceh District for early education services. At this time the Integrated Islamic Kindergarten School in Central Aceh is building the school's brand image with the aim that the community is familiar with the school's brand. Brands can be built with school activities that function to socialize schools such as study tours, social services and comparative studies between schools. The role of school public relations in informing school activities is something that must be done in forming a good school image. Through a good and positive school image, it will generate and grow an image of the school as well as decision-making from the community in using early education services at Kindergarten Schools in Central Aceh District. Based on previous research, brand image can influence consumer

loyalty and trust in a brand, so that in this case there is a significant relationship between brand image and consumer shopping behavior (Marliawati & Cahyaningdyah, 2020).

A strong brand of a product or service is a valuable asset for producers so that in this case the school's brand can be seen from the quality of teaching staff, school services and the values contained in the school. The school's identity, norms, values and culture are the most basic characteristics of a school brand. However, once the perception of your school as a brand has been universally accepted by your stakeholders, then the need to take positive action to address and grow your brand becomes even more compelling. A good school brand will give a good impression on the community and can foster trust in the hearts of school customers. Building a school's brand image is important in today's education activities. Changes in social, culture, science and technology and information are forcing education actors to make changes in terms of educational services. Actors in the world of education must maintain and build brands to survive in the world of education (Emari, 2012). The role of brand image for schools can increase school competitiveness through elements of positioning, differentiating and branding strategies. In addition to the elements of strategy, there are also factors that can shape the school's brand image, such as school accreditation, student behavior, academic and non-academic achievements, school output and outcome quality and school activities (Dwiyama & R, 2020).

#### CONCLUSION

Based on the results of the research and discussion in this article, several conclusions can be drawn, that through positive imagery will form a good brand image of the school, besides that the role of social media in forming a good school brand image has a significant role, through social media as if it can provide information on school services and establish good communication between schools and customers.

The good quality of service and performance of teaching and educational staff will affect the value of the brand image of Kindergarten schools in Central Aceh District. Good school service quality will also provide a good perception of the school's brand image. Meanwhile, through the good performance of educators and education staff, a good brand image perspective will be realized from the school. It is undeniable that brand image is not a symbol, logo or slogan of an integrated Islamic Kindergarten school in Central Aceh District, but brand image is a value of trust and loyalty from customers towards Kindergarten schools in Central Aceh District.

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