Modeling of Marketing: A Strategy to Increase Al-Qur'an Education Institutions Image and Students Interests

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ABSTRACT. This study explores the marketing model developed, the media used, and effectiveness in enhancing the Al-Qur'an educational institution image and students' interests. This research design is with an observational case study approach. The results showed that marketing modeling was carried out by adopting two marketing models: Offline by involving teachers and students in distributing information verbally to colleagues, relatives, neighbors, and the community, distributing brochures to mosques, educational institutions as well as government and radio and television; and online with WhatsApp, Website, and Instagram media. The implementation of these two marketing models is considered effective in improving the institution image and student interest with evidence of institution popularity as the primary preference for Al-Qur'an education, especially in East Java, the increase of students is relatively significant and stable, the positive response of students to the institution and the relationship between students and institution runs effectively and competently. However, if the effectiveness is compared, according to *Ustadz* Mukhtar Ismail, offline marking is more effective because a majority of students are adults, and the elderly rarely operating the gadgets. With offline marketing, marketers can more freely explain the institution's products. The primary indicator of developed marketing effectiveness is that the development of new students in each period was 300 to 500 new students.

Keywords: *Marketing Modeling, Image, Interests, Students*

INTRODUCTION

Education is defined as a conscious effort carried out by families, communities, and government through guidance, teaching, and training activities both at school and outside of school to prepare students to play an active role in various environments (Raharjo, 2010; Afandi, 2011). Education has a central and decisive role in the growing social sphere because it is a real effort to preserve and transfer cultural values to the next generation in various fields. Likewise, Islamic Religious Education has a strategic position and a central function within the Muslim community to maintain and foster religious, cultural values during society (Suryadi, 2018). Al-Qur'an education is the most critical aspect in the practice of Islamic education. Its urgency is not only for children, adolescents but also adults, the elderly, and even the elderly. It is due to the essentiality of Al-Qur'an education as a discipline that must be applied in everyday life, both as a basis for worship, transactions, and society (Aminah *et al.,* 2018). However, when we discuss individual mastery of the Al-Qur'an, we find it very diverse some of them can read but do not

understand the content, some of them are less able to read but understand the contents, some of them can master it proportionally both reading and understanding the contents.

Based on the very fundamentalistic position of Al-Qur'an education, many Al-Qur'an Education Institutions make maximum efforts to educate their students so that they can read, write and understand the contents of Al-Qur'an properly and then apply it in their daily life. However, because of Al-Qur'an education institutions usually are in the non-formal form, which functions is as a complement of formal education with a more permissive level of selectivity and uniformity education (Sulfemi, 2018), they are often faced with fundamental problems such as institutional visibility, student interest, quantity, and quality stagnation, all of which have implications for institutions' positive image and popularity in the view of society.

One of the ways that can be taken to minimize this problem is by developing more attractive, innovative, and varied marketing as a medium to introduce and dialogue the quality of Al-Qur'an education services to the broader community. Because of this fact, marketing has a significant role in the institution's sustainability, and although it is not the only one, educational institutions will undoubtedly find it difficult to develop and attract more consumers. Marketing implementation will have implications for improving educational institutions' management system and services produced. Because of marketing always demands holistic improvement, especially the internal aspects of educational institutions. Through marketing, educational institutions can convince consumers of several aspects, namely the existence of institution, suitability of educational provided services with their wishes and capacities to meet their need and competitive advantages. Furthermore, through marketing, educational institutions will know the development of consumer needs as a basis for carrying out sustainable improvements so that institutions can be exist and managed educational services are always in demand by consumers (Mukhtar, 2020). So, with a good marketing, Institution of Al-Qur'an education will get some following benefits: 1) Public will know the various of Al-Qur'an education services produced, 2) Public interest of Al-Qur'an education services will increase, 3) Al-Qur'an education services developed will be differentiated from competitors' products, 4) Being able to provide more assessment to the community with the offered services, and 5) Stabilizing the existence and meaningfulness of Al-Qur'an education Institution in the society (Sunaengsih, 2017).

In practice, Marketing is oriented to promote the produced services and pay any attention to consumer satisfaction because marketing substance lies on how to satisfy and cover consumer needs and pretensions. These two things must be prioritized by any institutions other than for optimal competitive advantage (Sulfemi, 2018), also because both are main missions of marketing, as defined definitively by Philips Kotler below: Marketing is a societal dan managerial process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and service of value with others (Talloo, 2007). In an education context, marketing is carried out by promoting the intellectual services quality and holistically character building. It is because education is more elusive and complex, which is manifested with full responsibility. The mission of education is future-oriented, namely fostering the life of a nation, the next generation of scientists in the future.

The development of educational institutions, including Al-Qur'an Course Institutions, is determined by the capability of the institution's management in assessing the external environment and optimizing internal capacity. The manifestation of this assessment is the formation of strategies to compete effectively without neglecting the essential values of education itself. To exist and develop optimally, every educational institution is required to be able to continuously update its quality and image in the presence of educational consumers. One of the ways that can be taken is by optimizing marketing based on the entire process carried out by all internal elements of the institution optimally to bring satisfaction to students, parents, the public, and educational services users. When an educational service can bring satisfaction, the institution's image will automatically increase. However, if the service cannot meet expectations,

it will have implications for the degradation of the institution's image, which will also impact decreasing consumer trust.

The substance of marketing is not limited to disseminating information about educational services to consumers and the public; more than that is increasing consumers due to institution manager's awareness to optimize various internal aspects that lead to maximum achievement. As in the previous review, a positive image of the institution would not be possible if the institution's internal elements were not fixed and did not prioritize the fulfillment of consumer needs. The application of marketing with its various models must be based on one goal or understanding aimed at educational service standards intended for consumers (Mukhtar, 2020).

The realization of educational marketing aims to maintain the institution's existence, increase the consumers' quantity and build loyalty and a positive image. It will realize that the institution properly understands consumers' wants and needs and can fulfill them. Peter Drucker (2011), a management expert, said the marketing goal is to increase sales and dive into consumers well. The educational services provided are by their needs and expectations and can be distributed by themselves (Kotler, 2012). In another reference, Kotler and Fox also explain the urgency of marketing for educational institutions. According to them, the marketing development of educational institutions is intended to increase the institution's effectiveness in attracting and serving students and fulfilling their needs (Kotler & Kotler, 2000).

The background of the issues above describes a significant issue which will be researched, namely "Modeling of Marketing, a Strategy to Increase Al-Qur'an Education Institutions Image and Students Interest at Al-Qur'an Course Institute of Al-Falah, Surabaya. This research is important to do considering that the Al-Qur'an education Institutions have been relatively neglected and have received little attention, even though, long before this country became independent, even at the beginning of Islamic civilization development, Prophet Muhammad developed Al-Qur'an education as a form of educational activities for society at that time. This research object is Al-Qur'an Course Institute of Al-Falah. Based on the history, this institution is started from Al-Qur'an teaching and learning activities programmed by Al-Falah Mosque Youth and then developed into an Al-Qur'an Course Institute affiliated to the Al-Falah Mosque Foundation Surabaya. In the early days of the establishment (1984), the Al-Qur'an Course Institute of Al-Falah only has a few students with no fees. The principle is "as long as the students want to learn Al-Qur'an, the Teacher is ready to teach them", the impact is that the quality and quantity of students cannot be developed optimally. On the contrary, they are less motivated and eventually stop learning. Another factor that caused a decline of students and deterioration of institutions was that models and systems of learning adopted were still very traditional and unprofessional management practices (Al-Falah, 2012).

This significant development cannot be separated from the effective marketing patterns that the institution has managed. With various marketing models adopted, the Al-Falah Course Institute will perform more attractively in marketing its products. The marketing goals of obtaining maximum profit, acquiring a significant market share, and dominating a competition can be realized (Sabila, 2019). This research is focused on modeling marketing as a Strategy to Increase Al-Qur'an Education Institutions Visibility and Students Interests which consists of two main topics: 1) The developed marketing models and marketing media used, and 2) The effectiveness of marketing models for increasing the Institution images and students' interest. So, the main points of this research are different from some studies that have been done, such as Khoirudin and Fahrullah (2020) research entitled Implementation of Internet Marketing-Based Strategy to Increase Revenue in Laznas Nurul Hayat Surabaya, Sumarni *et al.* (2020) research entitled The Influence of Online and Offline Marketing on Consumer Loyalty in Vivi Jilbab and Fashion Stores in Jambi City, and Maulidasari research entitled The Impact of Online Marketing in the Covid-19 Era.

Khoirudin and Fahrullah's (2020) research focuses on increasing income through the application of internet-based marketing strategies. The results showed that internet-based marketing could make consumers easier to buy and obtain information about products or services. Besides being easy, it is also more effective and efficient. Sumarni *et al.'s* (2020) research concentrate on studying online and offline marketing effects on loyalty. The results showed that the two marketing models had a significant effect. The research by Maulidasaria (2020) focuses on online marketing impact in pandemic season. The results showed that Covid 19 pandemic impacted online marketing implementation even though it was only in some sectors. Based on the research focus that will be carried out and previous research results above, it can be concluded that this study has a significant difference because this study aims to elaborate the developed marketing model and the used marketing media, and effectiveness of marketing modeling for increasing Institution visibility and students interest. The benefits of this research can be categorized into two categories, namely theoretical benefits and practical benefits.

METHOD

The used method in this research is qualitative with an observational case study approach which the focus of the study is activities of Al-Qur'an Course Institute of Al-Falah in terms of marketing aspects and models. This method can be used if the research orientation is to observe and explore a specific condition or object in its context, to get meaning or a comprehensive understanding of encountered problems which appear in the qualitative data with the images form, words, or phenomenons as well as in natural settings (Ideharmida *et al.*, 2018). In this research, the informant selection techniques were carried out by applying the snowball sampling technique, which starts with a small number of subjects; the longer it is, the more it grows. Snowballing sampling technique is a method for identifying, selecting, and sampling in a continuous network or chain of relationships. With this technique, informants who will become information sources will continue increasing as needed and will be considered sufficient if all of the information is fulfilled (Fitrah, 2018).

Data collecting of this research was carried out by using main techniques of observational case study approach, namely interviews (as the primary media for collecting qualitative research data with a case study approach) and observation (Fitrah, 2018). Among the subjects of this research are the Institution director, deputy of director (Field of Public Relations), one of the Teaching Development and Quality Assurance Unit Members, Some Teachers, Students and the admin managing internet and technology. After the required data has been collected, the next step is the analysis process, namely data systematically selecting and compiling process obtained from interviews, field notes, and other materials to be easy to understand and can be shared with others. The model of data analysis adopted by the researcher is Miles and Huberman model, which begins with the following three steps: reduction, displaying, and conclusion (Mustafa et al., 2018). The research process approaches the following observational case studies: defining and designing research, preparing, collecting and analyzing data, and analyzing and concluding.

RESULT

Marketing Models of Al-Qur'an Course Institute of Al-Falah

Marketing can be interpreted as an effort to promote a product in services or goods to consumers or potential consumers. Marketing position is very decisive in the process of introducing and distributing products, especially services. Because any product without the proper promotion will not produce optimal results, for this reason, the Al-Qur'an Course Institute of Al-Falah has modified marketing models in such a way. The managed services in the form of course programs can be distributed to students and the wider community well. Modification of the marketing model is carried out by considering the strengths and weaknesses

or opportunities and threats that are predicted to be faced. So based on the results of the observations and conducted interviews, researchers found two models of marketing as follows.

Offline (Conventional) Marketing Model

The Offline (conventional) model is a traditional concept and pattern that uses classical approaches without technological means or media. It has been implemented since the early days of Al-Falah course institutions, where students were still minimal, and the course institution's existence was still not as widespread as it is today. The implementation of the traditional marketing model is done in the following three ways:

The first, the word-of-mouth marketing model, through identifying the design of the marketing model, is implemented by optimizing educational services for existing students so that they are comfortable participating in course activities for a long time. Once students are satisfied with the educational services provided, they will inform and even invite all the people they know, such as friends, neighbors, relatives, and family, to study together at the Al-Qur'an Al-Falah Surabaya Course Institute. Regarding this marketing model, One Member of the Teaching Development and Quality Assurance Unit said:

> *"Institutional marketing is not what it is today, many facilities such as WhatsApp and Instagram are provided. In the past, to get students who will study at the Institute of Al-Qur'an Al-Falah Courses, I said yesterday, what is it? Word-of-mouth (Getok Tular). So the first is to make existing students feel at home here, and next is word of mouth marketing from existing students to relatives, family, and so on. Completed in the beginning"* (Khudlari, Private interview, December 26, 2020).

According to the Deputy Director, who is a publicist?

> *"Keep your mouth to mouth anywhere in marketing, good family, family, friends and neighbors to study at the Al-Qur'an Al-Falah program institute"* (Mukhtar Ismail, Personal interview, February 18, 2021).

One member of the Quality Education and Safe Development Unit, it is also clear that for word of mouth marketing strategies, the organizer provides brochures to students that are not only outside and safe but more than prospective students as detailed as possible. He's excited:

> *"I often brochure to students, I'm a booker: this brochure is not for you but for everyone you meet, and you should read this brochure and be clear"* (Ihya 'Ulumiddin, Personal interview, January 20, 2021).

The application of the word of mouth marketing model is due to the following fundamental factors: 1) The limitations and weaknesses of institutions to develop a more modern and digital-based marketing model, and 2) The existence of this marketing model is most effective for promoting programs and increasing the number of students. The institution's director in the following interview said:

> *"Media marketing that we do is actually more familial, because if we are said to use media that is currently extraordinary and then make that percentage is still less valuable than word of mouth marketing strategy. So marketing from one student to another, family, and friends has a higher percentage"* (Mumayyizah, Personal Interview, November 17, 2020).

The implementation of word-of-mouth marketing has several advantages and disadvantages. According to the Deputy Director in an interview conducted by researchers at the Al-Qur'an Course Institute Al-Falah Office, there are three strategic advantages of word of mouth marketing, namely: 1) Information about al-Falah Course Institute, managed education services, and institutional excellence can be delivered directly by marketers (students) to prospective customers even though the process is relatively slow 2) Word of mouth marketing strategy does not require any costs, even this will automatically be sustainable by only providing good services, and 3) The information submitted is complete because marketers (students) can

interact directly with prospective students. According to him, the disadvantages of word of mouth marketing are: 1) The delivery of information from marketers (students) to the public is slow, and 2) The reach of marketing information is not broad enough because the students of al-Falah Course Institute are primarily adults and seniors who have retired from their routines so that the intensity of interaction with the public is reduced.

As for the supporting factors of the implementation of marketing programs by word of mouth, according to him are 1) brochures as supporting media, and 2) the number of students coming from several regions in Surabaya and surrounding areas (Mukhtar Ismail, Personal interview, February 18, 2021). On the other hand, one of the senior teachers who has become a director several years ago, in an interview with the researchers conducted on Friday, March 26 at 13.00-13.45, added that another factor that supports the application of the word of mouth marketing is the familiarity and sense of kinship that from the beginning instilled (Sholihun, Personal interview, February 18, 2021). This interview concludes that the word-of-mouth marketing model through student invitations to others with kinship principles is very effective for promoting institutional products and increasing the number of students.

The second, distribution of brochures to Mosques, government, and private institutions; This promotion to mosques is carried out by sending brochures either directly by the institution management or by entrusting them to *Ustadz*, who is scheduled as a Khatib and Imam in prominent mosques of Surabaya city surroundings located near from Al-Qur'an Course Institute of Al-Falah. Those brochures were announced by mosques management then or posted on information boards to access them easily. In this regard, one of the Teaching Development and Quality Assurance Unit Members members explained:

> *"Promotion is also carried out in mosques. So there are brochures and cover letters brought by teachers who becomes prayer imam, or sent by institutions management to mosques around Al-Falah, especially the prominent Mosques on the side of the main road, such as Kemayoran Mosque, Mujahidin Mosque, and Dolog Mosque; anyway, the prominent mosques on the side of the road were given brochures"* (Khudlari, Personal interview, December 26, 2020).

In addition to mosques, brochures and notification letters are also sent to institutions, both government and private institutions, employing delivery services such as POS. Director of the Al-Qur'an Al-Falah Course Institute said:

> *"We also communicate our products by introducing them to institutions both government and private institutions. We have tried, and it has been done for a long time by our previous leadership"* (Mumayyizah, Personal Interview, November 17, 2020)

Distribution of brochures and notices through teachers who become imams of prayer in mosques and their distribution to several institutions, both government and private institutions as a traditional marketing model is considered practical, effective and efficient because it does not take long and high costs, so that is the marketing model is still ongoing to this day. The dissemination of information to several private and government institutions is not only for promotional purposes but also to expand the reach of institutions in the field of education and teaching, as has long existed, between the Al-Qur'an Al-Falah Course Institute and the Headquarters of the Indonesian National Army (Kodiklatal) Surabaya.

According to the Deputy Director who serves as public relations, the advantage of marketing using brochures lies in 1) Faster dissemination of information, 2) Simplicity of used media, where the institution can explain various educational programs and everything related to only two pieces of paper, and 3) Distribution of brochures as a marketing medium is accessible, can be through students, teachers who have a schedule to become Imams in mosques in Surabaya or send through mail delivery services. The point of weakness, according to him, lies in 1) Whereas brochures have been sent to several agencies even mosques, people do not widely read

it; 2) The body and administrators of the mosque do not read brochures, only installed; 3) Brochure design is simple and less attractive; 4) Institutions do not yet have expert designers, so to make brochures must involve others. Marketing supporting factors with brochure media according to him are 1) Students and teachers as the leading brochure distributors are free of charge, and 2) Course institutions have been working together for approximately four years with the printing of Grafindo (Mukhtar Ismail, Personal interview, March 26, 2021).

The third, optimizing the role of students in each area of Surabaya. Besides, marketing modeling not only uses brochures or written information but is also realized in the formation of work areas that by utilizing the role and contribution of active students in each region, including South Surabaya, North, West, East, and Central, even before, there was a discourse to establish a branch of al-Falah course institutions, but was not implemented due to operational permit constraints. These students are tasked with informing the existence of the Qur'an Al-Falah course institute and its programs as well as to find and recruit new students and then report them to agency management and administrative officials. One senior teacher explained:

> "*Then the next marketing model is to bring in students, I mean, when every active student (A, B and C) has brought in some students to enroll, they inform the committee or management of the institution. Then after that, the establishment of work areas include West, East, North, South and Central Surabaya whose purpose is to inform or open branches*" (Khudlari, Personal interview, December 26, 2020).

As explained in the previous paragraph, that marketing by optimizing the role of students in each area has not been optimal. However, in an interview conducted by researchers on March 26, 2021, *Ustadz* Mukhtar Ismail explained that this program is quite a prospect and reasonable to implement. Because it has many advantages, including Al-Falah Course Institute through students in each region obtain some information about the segmentation and condition of students in each district, Expanding the reach of the Al-Qur'an Course Institute in contributing to the community and this institution obtains an overview of information about the community in each region. The program has weaknesses such as the sustainability of marketing by optimizing the role of students in the area neglected. According to him, at least three fundamental weaknesses hinder its implementation: busy teaching staff, student coordinators in each region are not formed, and operational constraints as conveyed by Ustad Khudlari in the previous paragraph. Supporting factors for marketing implementation by optimizing the role of students in each region are 1) Students of Al-Qur'an Al-Falah Course Institute, 2) Instructors of Al-Qur'an Al-Falah Courses, and 3) Student Communication Forum as one of the implementers in the community (Mukhtar Ismail, Personal interview, March 26, 2021).

Online (Digital) Marketing Model

Online (Digital) marketing can be illustrated as a marketing Internet-based and technology such as websites, online media, social media, and other digital media. Form of digital marketing formulations will be more easily realized efficiently. For this reason, the Al-Qur'an Course Institute of Al-Falah adapts itself to technological and digital developments in various ways, including the marketing of educational services. Among the several digital-based marketing models developed are as follows:

The first, Website Based Marketing. The Al-Qur'an Course Institute of Al-Falah has a website managed by a professional IT staff, Mr. Siswanto, who has a computer science education background at the College of Computer Science (STIKOM) Surabaya and the website address of Al-Qur'an Course Institute of Al-Falah is http://www.kursusalfalah.com. Website development is intended to be an easy and effective medium for promoting institutions to the public. Through the Website, students and the community can access important information about the institution, especially about programs, schedules, registration dates, and fees. Furthermore, students and the public can also access various works of *Ustadz* or *Ustadzah* both in scientific writing form or instructional video recordings, which are very useful for them in the learning process of religious

knowledge, especially the Al-Qur'an. In an interview with researchers, the Director of Al-Qur'an Course Institute said:

> *"One of media or our way to promote and communicate our products is by our Website, on our Instagram and What'sApp"* (Mumayyizah, Personal Interview, 17 November 2020).

In an interview with one of the senior teachers who also served as a director several years ago, researchers obtained information that the use of website media as a marketing tool has been going on since 2011. According to him, the background of marketing with the Website is so that the marketing reach of the Al-Qur'an Al-Falah Course Institute grows wider along with the accessibility of the Website indefinitely and space (Sholihun, Personal interview, March 26, 2021). In line with that, the active director's statement in the previous paragraph that using the Website as a marketing medium is undoubtedly an institution intended to communicate institutional products practically. Similarly, the admin staff in the field of Internet and Technology management also stated that a website that develops as a marketing medium is intended to be an easy and effective means of promoting institutional courses to the broader community (Siswanto, Personal Interview, March 24, 2021).

Furthermore, the advantages of using a Website as a marketing medium for Al-Qur'an Course Institute of Al-Falah, according to the deputy director in public relations: the information conveyed through marketing reaches the public faster, students can register online, and students can access other information related to course educational activities such as schedules, program options, registration dates more quickly. Nevertheless, marketing with this Website, according to him, is inseparable from its shortcomings, including the condition of students dominated by adults and seniors who rarely interact with the internet, al-Falah course institutions do not have a Website, and even still rent at a rate of IDR 300.000/month, Al-Falah Course Institutions do not have a professional website manager. Meanwhile, the supporting factor of marketing through website media is the availability of hardware, namely five units of laptops, two units of computers, four units of printers, and a large capacity of Wifi, approximately 100 Mbps. Furthermore, Siswo Prasetyo, the admin staff managing the Internet and Technology of Al-Falah Course Institute in an interview with researchers, emphasized:

> *"There are quite a lot of media that can be used to promote institution's programs through the Website. We have sufficient laptops, PC, and Wifi to manage the marketing even though it is not optimal"*.

Even though the Website's marketing model has been facilitated, its effectiveness in increasing student quantity is not comparable to the traditional marketing models, especially those carried out by student to student, student to a friend, student to relatives, and families. It is not surprising that most adults and older adults rarely interact with digital, moreover accessing certain websites to obtain information, not to mention that gadgets do not support accessing any websites. Gadget problems, students' age, and internet or technology operating skills cause marketing with website media having a low significance and effectiveness than other media. The Director of Al-Qur'an Course Institute, in an interview with researchers, explained:

> *"If we say that we use digital media which is now extraordinary, and we make a percentage, it is still less valuable than using word of mouth marketing model, from students to their families or their friends, it has a higher percentage than digital marketing"* (Mumayyizah, Personal Interview, November 17, 2020)

Second, Social Media Based Marketing**.** Digitalization of marketing is also being developed by utilizing social media such as WhatsApp and Instagram, which are operated massively by administration staff and management of Al-Falah Al-Qur'an Course Institute. According to Mr Siswanto, one of the administration staff who handles the internet and technology, Al-Falah Al-Qur'an Course Institute only has two Social Medias: Instagram, whose account name is @kursusalfalah and WhatsApp, whose number is 082245168338. Other than as a digital-based promotion medium, both social media are also used as a communication medium for students

with course institutions management in needs fulfilment and optimized services. If students or the public want to give suggestions and suggestions or need information about course institutions, they can directly access Instagram or WhatsApp for sending messages. However, the application of social media-based digital marketing is also not as practical as traditional marketing. About this matter, the deputy of director confirms in the following interview:

> *"Since two or three years ago until now we start using a social media, such as WhatApp, Instagram and so on but this marketing model did not surpass a number of students who were brought by somes students learning the Al-Qur'an here"* (Mukhtar Ismail, Personal Interview, November 4, 2020).

Apart from using a Website and Social Media, marketing formerly also used Television, Radio and even Magazines, but stopped all of those because of financial factors. Relating to this matter, the director of an institution explained:

> *"If we are asked about what has been done for marketing product, We have involved the meanstream media such as Television, Radio, and Social Media, even in the past, We had a Magazine Media, namely Jendela Santri. It's our communication medium with students and their big family. That was before, but back to issue of funds, those mediums had to be dismissed because of requiring a large amount of money"* (Mumayyizah, Personal Interview, 17 November 2020)

On the other hand, marketing with social media has some advantages; *Ustadz* Mukhtar Ismail, in an interview with a researcher, explained that the benefits of marketing with social media, What's App and Instagram are as follows: 1) Dissemination of marketing information for Al-Falah Course Institute reaches the public faster; 2) Dissemination of marketing information can be carried out more efficiently, (3). It's easy to communicate directly with potential customers. Furthermore, he emphasized: "The Al-Qur'an Course Institute of Al-Falah also promote the products through social media, namely WhatsApp and Instagram. Currently, this social media is managed by one of our admins, namely Ustadzah Hayati, and She handles marketing with social media.

However, marketing through social media also has weaknesses which, according to him, are: 1) The information has been disseminated by admin to student groups is not spread to other groups, even only to his group; 2) The number of used social media group members is minimal, so we have to make a lot of groups so that all of the students can be covered, this was different from telegram Meanwhile, the factors supporting marketing with social media according to him are: 1) According to him, all existing students are grouped into groups, and each group consists of about 150 to 200 students. To disseminate information, the admin only needs to open the group and broadcast it; 2). There is an exceptional officer who manages the institution's social media, namely ustadzah Hayati (Mukhtar Ismail, Personal interview, March 26, 2021). Some of the marketing models above are direct marketing forms developed to increase students quantity and enthusiasts. And indirect marketing is carried out with an integrated system with other activities such as social services in several cities of the East Java region, gathering activities followed by teachers and society, Student Festivals, etc. These activities are oriented to community services and promote the Al-Falah course institution and its products.

Effectiveness of Marketing Modeling for Al-Qur'an Course Institution of Al-Falah

As explained in the previous sub-chapter that the Al-Qur'an Course Institute of Al-Falah applies two marketing models at once: First, conventional marketing with three primary media, namely: 1) Marketing by word of mouth; 2) Distribution of Brochure to Mosques, Government and Private Institutions; 3) Optimizing the role of students in each region of Surabaya City. Second, Digital Marketing with two primary media: Website and Social Medias that are WhatsApp and Instagram. As mentioned, applying two marketing models generally aims to promote developed educational services to the community with a projection that they will be interested. Hence, the number of students can increase. The Al-Quran Course Institute of Al-

Falah has an excellent image to achieve this goal if the designed marketing model is implemented effectively, accurately and on target. As far as researchers' observations and information obtained from some informants, Researchers concluded that marketing modelling applied in the Al-Quran Course Institute of Al-Falah, both digital and conventional marketing, are very effective in Increasing Al-Qur'an Education Institutions Image and Students Interests. Mumayyizah, as a director of Al-Falah Course Institutions, said:

> *"Marketing modeling and it's stages that we have carried out and determined have been successful. if we look at some of previous leaderships have been very successful"* (Personal Interview, 17 November 2020).

Nevertheless, according to him, that marketing success cannot be measured by Institute condition in this pandemic era. Because in reality, it is not only the Al-Falah Al-Qur'an Course Institution that is experiencing disorder due to the pandemic but other big institutions as well. However, suppose those two marketing models are further analyzed regarding their effectiveness and efficiency, based on research findings. In that case, conventional marketing with several used media is more effective than digital marketing models. The following two indicators can identify the efficacy of traditional marketing: 1) Following a statement of Al-Falah Course Institute director:

> *"For the marketing/promotional means that we do, it is actually more familial nature.because if we only use technology media which is now extraordinary, and we percentage it is still less valuable than conventional marketing, from students to their families or to their friends, that is higher percentage"* (Mumayyizah, Personal Interview, 17 November 2020).

And then 2) Deputy of director's statement which is in the field of public relations:

> *"Between two marketing models, manual/conventional marketing is more effective, we often ask directly new students who register about where they get an information about Al-Falah Course Institute, Majority of them answered "from friends who studied at Al-Falah" So if we describe from every fifty applicants, approximately only five people get an information from Website and social media while forty-five others are from their friends and relatives who have previously studied at the Al-Falah Course Institute"* (Mukhtar, Personal interview 26 March 2021).

The effectiveness of conventional marketing relates to conventional marketing design with the characteristics of students of the Al-Falah Course Institute, where most students are adults and seniors whose intensity of interaction with the internet and technology has decreased, not to mention the problem of gadgets and operating skills. The Director of Course Institute, in an interview with the researcher, emphasized:

> *"For elderly students, the main problem is usually because of them are using old mobile phone, so that they sometimes have a trouble for getting information. Usually, the admin of Al-Falah Course Institute calls old participants by telephone. They have a separate list"* (Mumayyizah, Personal Interview, 17 November 2020).

The condition explained by the institution director above cannot be overcome with internet and technology-based digital marketing; the only way is by optimizing conventional marketing, namely the word of mouth marketing, brochures, students' role, and students' role in each respective region. Besides, the conventional marketing model globally, according to the facts of research, has more strategic advantages both in terms of effectiveness and efficiency than digital; some conventional marketings are delivered directly to the public with broader and more complete information content because marketers can interact directly with them, relatively cheaper financing than digital marketing, Students and teachers can contribute more optimally in promoting course institution programs, and conventional marketing also has a more manageable accessibility level for adults and elderly consumers.

Although digital marketing can be delivered more easily and quickly, consumers rarely access it, and the information content is not as detailed as conventional marketing. Furthermore, in terms of effectiveness, digital marketing is not more efficient than traditional marketing because it still requires routine financing, namely for website rental, Wifi costs and maintenance of used devices. At the same time, the institutions' financial strength fluctuates because of only depends on students development. Furthermore, suppose the effectiveness and efficiency of five marketing models are analyzed based on research facts, especially information from some informants. In that case, it can be concluded that word of mouth marketing is the most effective and efficient indicator that word of mouth marketing does not cost anything. The increasing of students generally is quite significant. Regarding this matter, Mukhtar Ismail, in an interview conducted by researchers, explained that the development of new students in each period was 300 to 500 new students (Mukhtar Ismail, Personal interview, March 26, 2021).

Other indicators showing the effectiveness of entire developed marketing models are as follows: 1). Al-Qur'an Course Institute of Al-Falah visibility level; 2). New students development; 3) Positive student response to Al-Qur'an Course Institute of Al-Falah; 4) Relationship of Al-Falah Course Institutions with students and alumni. The results of the research showed that those four points were achieved proportionately with several indicators, among others: 1) The increasing of students is relatively significant and stable; 2) The popularity of Al-Falah Course Institute as the primary reference for Al-Qur'an education, especially in East Java; 3) The positive response of students about an institution So that there are students who are committed to studying in Al-Falah until death, they said:

"I will learn the Al-Qur'an at Al-Falah course until death".

One of a senior teacher said:

"Al-Falah is well known nationally, the proof is that many peoples from Jakarta, Bandung, Aceh have conducted a comparative study. there are also students from Batam. In the past, Al-Falah Course Institution was also used as a place to launch the National Al-Qur'an kindergarden school for Mosque Youth Communication Board" (Ibnu Mundzir, Personal Interview, 22 January 2021);

Then 4) The relationship between whole students and institution is practical and reasonable, even to strengthen this relationship, the Institute has established a community called Fokus (Students Communication Forum) as an interaction and communication medium for students and Al-Qur'an Course Institute of Al-Falah prominent families.

DISCUSSIONS

Any education institution must carry out the marketing of services. An institution will not develop optimally without marketing its products. Marketing activities are not only for marketing of services but must be able to make attractive promotion designs. Therefore, an institution must carefully plan a marketing strategy that is relevant to consumer needs. Besides, creativity and marketing modelling are also needed so that potential customers are more interested. Definitively, according to Drucker, "*Marketing is not only much broader than selling, but it also is not a specialized activity at all. Marketing encompasses the entire business. The whole business is seen from the point of view of its final result, that is, from the customer point of view*" (Lukitaningsih, 2013). In practice, there are marketing models that education institutions can adopt to promote their products. Some of these models have been applied by Al-Falah Al-Quran Course Institute.

The first is offline marketing, a direct selling method where marketers or producers directly approach potential customers with the offered goods or services. For example, Service offering by telephone, call logs/brochures, outdoor advertising (Cahyono *et al.*, 2016). The offline marketing form developed by the Al-Falah Al-Qur'an Course Institute so far is with brochures, banners, and students' involvement in information distributing directly to relatives, friends,

family, and communities in their respective regions. From these facts, the researcher considers that the application of offline marketing in Al-Falah Al-Qur'an Course Institute has not been fully implemented optimal because there are still many other mediums that have not been used, such as television advertisements, print media, direct marketing (face-to-face), long-distance marketing which is known as telemarketing.

This offline marketing form has several benefits, categorized into two categories: first, are benefits for students; second, are benefits for Institution. The benefits obtained by students through offline marketing include: 1) Students can directly observe the offered services to check services design, usability and details; 2) Establishing intense social interactions, because they can directly meet, students can directly ask for information about services; 3) Students get satisfaction in making decisions; 3) Students will have high satisfaction because before buying, they have seen and assessed the services by themselves. The benefits obtained by Institute through offline marketing are; 1) Establishment of relationships with students. By meeting with them in person, the Institution will get some information and data about potential consumers; 2) Marketing customizing. It makes institutions easier to adjust their offerings according to targeted consumers to be right on target; 3) Obtaining a higher response and helping institutions to get fast consumer responses to offered services (Sabila, 2019).

The second marketing model is online marketing with internet media and technology. The Internet is the latest invention of information technology that is very useful for humans in many ways, such as sharing information, communicating, and even marketing the products or services sold. Furthermore, theoretically, marketing products or services with internet media and technology is called online marketing (Jati & Yuliansyah, 2017).

In practice, Products or services marketing by these technologies mediums has been applied by Al-Falah Course Institute. The online media used to promote their products are limited to Websites, What Apps and Instagram. If this fact is evaluated proportionally, it is still not fully optimal, because according to Chole and Dharmik (2018) in their research about Digital Marketing and Social Media, it is explained that many media can be used as a supporting means of online or digital marketing activities, for example, cellphones, social media, Search Engine Optimization (SEO), email, Search Engine Marketing (SEM) and text message. Therefore, online marketing should be implemented in a more varied way with many existing mediums to contribute more significantly in increasing the course institutions visibility and students quantity. Many benefits will be obtained by implementing online marketing, which is classified as explained below: 1) Benefits for potential consumers, namely: a) Easiness. Consumers can get 24-hour service without visiting institutions to get the product or service needed; b) Information. Consumers can get information about institutions, products, and other needed services without leaving their homes; c) Fewer hurdles. Consumers will avoid persuasion or other emotional factors; 2) Benefits for marketers, namely: a) Rapid assimilation process with market developments. Institutions can quickly and practically process the products or services promoted by price, description and others; b) Lower costs. Online marketing will minimize the costs of marketing activities and the infrastructure accompanying them; c) Intensification of relationships. Institutions can communicate directly with consumers and get more information from them; d) Identifying some visitors. Institutions can identify the number of site visitors or visit a particular place on the site (Rahmi & Yogia, 2015).

Applying these marketing models is considered very effective for increasing the image and popularity of Al-Qur'an Course Institutions of Al-Falah and increasing the number of students. The indicators of marketing effectiveness are as follows: 1) brand awareness. According to Rangkuti, brand awareness is consumers ability to remember a particular brand or particular advertisement spontaneously or after being stimulated by keywords (Firmansyah, 2019). In reality, The Al-Qur'an Course Institute of Al-Falah has been known as a centre for Al-Qur'an teaching, so that when people are asked about a good place to study Al-Qur'an, they will appoint

Al-Qur'an Course Institutes' of Al-Falah, when in fact, there are many other Al-Qur'an Course Institutions around it such as Nurul Falah, Griya Al-Qur'an, Al-Qur'an Education at the Al-Akbar Mosque; (2 Market Share, that is percentage of service sales value in the Institution compared to other institutions producing the same services on the market; (3 Customer Satisfaction. It is a form of customer satisfaction having implications for loyalty. If customers are satisfied, They will consistently use the institution services and not move to competitors' services; (4 The range of distribution is comprehensive and did not limit to closest areas but reach out to outer areas that are relatively far from Institution's location.

CONCLUSION

In conducted research, it is known that Al-Qur'an Course Institute of Al-Falah consistently conducts marketing in various ways and models. Among marketing models is conventional (offline) marketing, namely the word of mouth marketing, marketing with distributing of brochures to several private and government agencies, mosques especially those close to Al-Falah Mosque and optimizing the role of students in each area of their residence. Word of mouth marketing begins with optimizing course education services for students who have registered; after that, they are motivated to inform relatives, family, neighbours, friends or anyone they meet. This marketing model has advantages and weaknesses: Information about Al-Falah Course Institute, Managed education services and Institution excellences can be conveyed directly with costs nothing. The information conveyed is also more complete because marketers can interact directly with prospective students. While the weaknesses are delivery of information is slow, and reach of marketing information is not broad enough because of Al-Falah Course Institute students majority are adults and the elderly who have retired from their routine so that the intensity of interaction with the public is reduced.

Marketing with brochures is realized in several ways, namely entrusting to educators assigned to be Imams and preachers in the Mosques of Surabaya City and its surroundings, Delivered by management or sent to private and government agencies delivery services as POS and others. Brochure marketing has advantages: Information dissemination is faster, Simplicity of used media and Brochure distribution is more manageable, can through students, teachers or send by mail delivery services. While the weaknesses are: It has not often read by the public, The agency and mosque administrators also did not read the brochure, only attached, Simple and less attractive brochure design, and Institutions do not yet have expert designers. Marketing by optimizing the role of students is realized by involving them actively in marketing, finding and recruiting students in each respective region and then reporting it to the board or institution. Marketing by optimizing the role of students has advantages, among others: Al-Falah Course Institute obtains information about segmentation and students' condition, expanding the range of Al-Qur'an Course Institutions in contributing to society, and the institution obtains an information overview of community in each region. While the weaknesses are teaching staff busyness, Coordinators of Students in each region are not form, and operational constraints as stated by *Ustadz* Khudlari in the previous paragraph.

In addition to conventional (offline) marketing, the Al-Qur'an Course Institute of Al-Falah also promotes the programs by online media such as Website and Social Media, namely WhatsApp and Instagram. Online marketing with Website and Social Media was developed by admin staff whose priority tasks are Internet and Technology, Mr Siso Prasetyo. The website address is http://www.kursusalfalah.com. Marketing with website media, as mentioned, has advantages among others: The information conveyed through marketing reaches the public faster, Students can register online, and students can access other information related to course educational activities such as schedules, program options, registration dates more quickly. While the weaknesses are a condition of students dominated by adults and older adults rarely interacting with the internet, Al-Falah Course Institute does not yet have its website and even still rents at

IDR 300,000/month Al-Falah Course Institute also does not have a professional website manager.

Marketing using social media is done by sending information about the course institution to students grouped into twelve groups, and each group consists of 150 to 200 students. Then this information is shared with other communities or groups on their respective Social Media. Marketing with social media as intended is currently handled by one of the admin staff, namely Ustadzah Hayati. Similar to some previous marketing models, marketing with social media also has advantages and disadvantages. Among the advantages is that Dissemination of marketing information reaches the public faster. Dissemination of marketing information can be carried out more efficiently, and it is easy to communicate directly with potential customers. Among the weaknesses is that information disseminated to student groups is not spread to other groups, even only to his group, and used social media group members are minimal, so it requires many groups to cover all students.

Applying various marketing models is considered very effective in promoting the Al-Falah Course Institute to the community, especially outside East Java, to increase a positive image and increase students' quantity of each period. Data before the pandemic shows that several students at the Al-Falah Course Institute reach approximately 3853 students, which Surabaya residents and surrounding cities dominate. Meanwhile, the development of new students in each period is between 300 and 500 new students. They are organized into several available course options. Some of them participate in reading programs such as Al-Qur'an reading and writing programs, *tadarus Al-Qur'an*, *tartil Al-Qur'an, tahsin Al-Qur'an*, and others non-reading programs such as *tafser*, *al-Hadith*, translating, Arabic and others. In terms of popularity, the Al-Falah Course Institute is known as a centre and reference for Al-Qur'an Education, especially for adult and elderly students in the East Java Region. Students who learn are from the Surabaya area and surrounding cities, Madura, Mojokerto, and Malang. The Al-Qur'an Al-Falah Course Institute is also frequently visited by other institutions for comparative studies and other educational purposes.

SUGGESTION

Research about marketing modelling at the Al-Qur'an Course Institute of Al-Falah as A Strategy to Increase Al-Qur'an Education Institutions Image and Students Interests still has many shortcomings; among others, a discussion is still descriptive and focuses on modelling not concepts and blending of conventional and digital marketing. Therefore, in order for research on this theme to produce an integrative and broader marketing formulation, the researcher suggests following researchers to discuss conventional and digital marketing concepts and formulations to make this research perfect.

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