

## MARKET SEGMENTATION BASED ON COMMUNITY INVOLVEMENT AT THE NURUL JADID ISLAMIC BOARDING SCHOOL

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### Abstract :

*This study analyzes the market segmentation in the Nurul Jadid Islamic Boarding School Paiton Probolinggo. The method used is a case study qualitative approach. The data collection technique is done through interviews and document observation. The data analysis technique is carried out circularly, from data collection, reduction, display, and conclusions. The results of this study indicate that market segmentation based on community involvement is carried out by analyzing market segmentation, determining the target market, and creating a positive image. This research has implications for the importance of community involvement in building the quality of education at the Nurul Jadid Islamic Boarding School Paiton Probolinggo.*

### Abstrak:

*Penelitian ini bertujuan untuk menganalisis tentang segmentasi pasar di pondok pesantren Nurul Jadid Paiton Probolinggo. Metode yang digunakan ialah pendekatan kualitatif jenis studi kasus. Teknik pengumpulan datanya dilakukan melalui observasi interview dan dokumen. Teknik analisis datanya dilakukan secara sirkuler yang dimulai dari pengumpulan data, reduksi data, display data dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa segmentasi pasar yang berbasis keterlibatan masyarakat dilakukan dengan melakukan analisis segmentasi pasar, menentukan target pasar dan menciptakan image yang positif. Penelitian ini memberikan implikasi terhadap pentingnya keterlibatan masyarakat dalam membangun mutu Pendidikan di pondok pesantren Nurul Jadid Paiton Probolinggo.*

## INTRODUCTION

Paying attention to the role of the market is an opportunity in micro-enterprises that is visible and can express availability by providing goods for the benefit of daily life and arguing by having some high and low on something that is considered to bring a loss. If you want to do a business, you will need the appropriate marketing knowledge and art so that action can make something terrible not increase (Zunaidi & Natalina, 2021). This coincides with the understanding of science and art, which is included in a principle and has been well composed and carried out between governments by achieving their exact goals and objectives or has been effective until they obtain income and profits from the concept of science and art which is related to income and is very good from suppressing it a risk that is faced is significantly decreased (Marzuki & Ramdaniah, 2019).

Marketing can be interpreted as a well-formulated design related to marketing activities, to be used as a staple that has to do with the application that can change – change in marketing, namely determining or determining the market, market grouping, market location, and part of the marketing mix (Labaso, 2019). In the marketing department, make the marketing situation support and not waver to cause a definite impact on the people who participate in the marketing stage (both sellers and buyers). Marketing in education can be done through schools/madrasahs introducing their vision and mission to influence and promote their institutions according to consumer needs. The purpose and purpose of marketing are to give consumers confidence in their educational capital until it can make them loyal to educational institutions (Fradito 2020).

The existence of Pondok Pesantren Nurul Jadid cannot be separated from social relations that create something beyond all human abilities for travel related to social history. The critical point is that the reality in pesantren is one of the triggers for the realization of a close relationship. This is because pesantren is open with a simple spirit, family, and concern for the social. Introducing the acceptance of new students (PSB) 2022 requires creating knowledge and promotional art that has been carried out correctly to decide what has been done. The introduction is included in cooperation by creating a change with strength, purpose, and purpose by providing satisfaction and needs (Marzuki & Ramdaniah, 2019).

In addition, the activity on the reception of this new student has carried out promotion by following the point of view of Shari'a and includes all activities related to the activity in terms of an overview of the activity that creates or makes everyone who does it able to obtain and obtain use by based on honesty, justice, openness and sincerity with a series of principled morals and community activities that are Islamic or activities from the results of these activities (Qolbi & Hamami, 2021). The establishment of the Nurul Jadid Islamic Boarding School is not only for fulfilling needs in science but also for preserving customs and spreading morals and manners toward a religion. Not surprisingly, during the early period, the students were more directed to understand better the form of application of the theory of religious sciences that

they had learned in the yellow book. So that later, the students can practice the theory of these religious sciences correctly and correctly when they have entered the community. So there is also the importance of taking an opportunity in the introduction section to introduce new student admission activities correctly, from the intermingling event to the means of mass communication provided (Ardilla & Aslami, 2022). However, the introduction that is important and capable of being carried out can be seen in terms of functions and benefits. The most crucial opposition to several combinations is the introduction of regulating an organization or activity so that the rules and Actions do not conflict.

At the time of the acceptance of new students (PSB) 2022, there is an introduction that has been listed in terms of goals by making a person who is sholeh, independent, knowledgeable, fighting and devoted to religion, the nation community, and the state. This introduction is not only about a goal listed, but there is also a vision and mission. Where the vision is that This Nurul Jadid Islamic boarding school be a superior and independent Islamic boarding school through development in the fields of education, soldering, proselytizing, and community empowerment in order to form a sholeh, independent, knowledgeable, striving, and devoted person to create an independent and prosperous society, while in its mission it is to organizing education by level, path, and type. Moreover, organizing cauterization to produce cadres of people and nations to continue the struggle of the predecessors.

Pondok Pesantren Nurul Jadid has provided a variety of formal educational institutions such as pre-school, primary level, middle level, upper level, high level, and support units. Education is one of the issues because education is most important for the pleasure, well-being, and freedom of the inhabitants of a country, as well as to maintain and introduce a draft composed that a social group exists (Aulia & Arpanudin, 2019). Through the subject apparatus, the government has made education efforts to implement to maintain its power's provisions. Therefore, the issue of education is included in the issue of constitutional or statehood, but not for a straightforward meaning.

The results of other studies related to this study include research on market segmentation that other researchers have conducted. However, the research stage only discusses market segmentation of the business world or industry. Although the Educational Institution does not conduct a review stage of the benefits or benefits, it can carry out the market segmentation stage. Stanton has researched market segmentation and that marketing is an orderly arrangement of all business activities aimed at making plans, setting several values, introducing, and channeling them (Labaso, 2019). Marketing intends to develop and maintain a match that relates to intent and ability in the Institution, as well as the shifting of marketing opportunities. Marketing includes activities to develop a real mission, help the purpose and place of the Institution, make a reasonable plan, and make the right decisions. This research focuses on market segmentation based on community involvement in Islamic boarding schools Nurul Jadid Paiton Probolinggo.

## RESEARCH METHODS

The research approach used in this study is a qualitative approach with a type of case study. This approach is used to reveal the meaning behind the market segmentation process with the theme of market segmentation based on community involvement in Nurul Jadid Islamic boarding schools. Meanwhile, this research instrument is the researcher, who acts as a data collector, analyzes data, and reports research results. The data in this study were obtained through observation, interviews, and documentation.

To obtain and unify data from reading sources related to research issues. The author does the way by analyzing data, i.e., First, Data Reduction, namely in Islamic boarding schools, which is an educational path that can be carried out in a structured and multilevel manner with sufficient needs in education in order to obtain notifications, experiences, training, and instructions so that it can be helpful in the community. The Nurul Jadid Islamic boarding school has a level of education starting from the pre-school community. In the Nurul Jadid Islamic boarding school, there are levels of education ranging from pre-school, elementary level, middle level, upper level, and high level. Second, data verification, namely in the environment of the Nurul Jadid Islamic boarding school at the education level, is quite good because each level already has a target. Third, Display Data/presentation of data is in the form of a table or a collection of sentences. Through the presentation of data in the form of displays, the data can be organized, and arranged in relationship patterns, so that it will be easier to understand. Display data can be done in the form of a brief description. From the four conclusions from the three data above, the Nurul Jadid Islamic boarding school has met the needs of education in order to get information, experience, training, and instructions so that it can be helpful to the community.

## RESULTS AND DISCUSSION

Marketing is one of the various main activities carried out in a company in order to maintain and be able to increase market segmentation and be able to attract interest in the people who have been promoted. Marketing activities can run effectively if the activity has good knowledge and art beforehand until an enterprise's goals and objectives can be achieved. Marketing activities are always present in every business, whether the company reviews profits or social activities (Rahmawati 2021). Marketing includes a stage of designing, organizing, implementing, and observing all activities (marketing design) efficiently to obtain an interchange limit that gives an advantage to the target consumer to obtain the goals and objectives of the group.

The market segmentation process carried out by Nurul Jadid Islamic boarding schools is not always oriented towards profitability like production organizations or other business worlds. Because if a boarding school is only focused on profitability, the Institution will not advance and develop. Pondok Pesantren Nurul Jadid also has two primary purposes: meeting basic learning needs. For example, knowledge of nature, health and nutrition, general knowledge and citizenship, and others. For the benefit of further education by adding basic level education and education to the values of life. For example,

the concentration of thoughts and feelings to achieve something, art education, recitation, and others.

The market segmentation process carried out by the Nurul Jadid Islamic boarding school consists of;

### **Conducting Market Segmentation Analysis**

The market segmentation analysis carried out by the Nurul Jadid paiton probolinggo Islamic boarding school is through geographical segmentation, namely, grouping based on geographical factors such as the origin of the student area or residence, this is as conveyed by (Wijaya & Anwar, 2020) who said that to determine the programs in the pesantren then it is based on the needs and desires of the community related to the direction of the development of pesantren. Based on the data obtained by the pesantren, the pesantren accommodates the needs of the community by their area through determining the policy of the direction of development of the Nurul Jadid Islamic boarding school. The same thing was conveyed by (Sumyani, n.d.) that every activity in the meeting of the guardians of the students had many varied proposals from the parents. The variation of the proposal is undoubtedly based on the development needs of different students according to the needs of their respective regions. From the data obtained by the pesantren, the pesantren must be extra careful in mapping the needs of student guardians based on community involvement.

This Geographical Segmentation divides – divides the audience based on geographical reach. Namely covering an area of the country, province, regency, or city to the home environment (Asih, 2020). Geographic segmentation is beneficial in the marketing world to find the wants and needs of consumers that vary even the same based on the region of origin (Mokodongan, 2020). Grouping consumers carry out geographical market segmentation into market parts according to the scale of the region or geographical location that can be distinguished based on. In this region, market segments can be obtained in the form of local markets, regional markets, national markets, and foreign or export markets. The second is based on Climate on this basis, obtained market segments in the form of markets for mountainous and highland areas as well as markets for coastal and lowland areas, and the third is cities or villages where market segments can be obtained in the form of urban market areas and village or agricultural area markets. Individual segments This market has different potentials and motives, behaviors, and purchasing habits, so it requires different ways of handling marketing (Nadja & Halimah, 2021).

Demographic segmentation is based on age, gender, family history, income, education, religion, race, and nationality. Based on observations in the field, it was found that segmentation based on demographics was carried out by distributing questionnaires and filling out registration forms to obtain information related to the age of students and types of students. The gender of the student and family history is used as the basis for fulfillment in the PEDATREN application. Demographic market segmentation is a grouping carried out to determine a target marketing subject. This segmentation is based



on population characteristics measured in age, gender, income, education, and employment.

Demographic market segmentation can be used to see changes in demand for various products or variants of the products it offers (Nadja & Halimah, 2021). Demographic segmentation itself breaks the target market into specific groups of people based on personal attributes such as geography, age, gender, education, employment, and income. Demographic segmentation It can help organizations to understand their consumer behavior better. Demographic segmentation divides the market into groups based on variables such as age, gender, income, occupation, education, and social class. This variable is very popular for marketers because it is variable demographics closely related to consumer needs and desires. Demographic segmentation is one of the essential factors to pay attention to in increasing sales volume (Sumeke, 2022).

Psychographic segmentation is part of the continuity of target achievement in the market world to market the same product to diverse consumers. Psychographic segmentation divides consumer market segments by utilizing perceptions, lifestyles, top of mind, and values adopted in a consumer market scope. In the process, Psychographic segmentation carried out in a study requires the adequacy of data that can be obtained in ways that are by scientific rules such as surveys; this aims to get a picture close to reality that often appears in the perception or mind of consumers to decide whether to buy or not (Suhendar, 2020). Segmentation psychographics is the science of using psychographics and demographics to understand concepts better, for example, lifestyle, personality, and core values, namely beliefs that underlie consumer attitudes (Cindy, 2019). Its psychographic segmentation includes personal characteristics that have been trusting the product in decline, and the classification of economic status includes classes from the upper class to the lower class. Behavioral segmentation divides customers into groups based on knowledge, attitudes, usage, or responses to a product. Many marketers believe behavioral variables are the best starting point for building a market segment (Sudrartono 2019). Segmentation provides a more precise picture of developing social behaviors so that they can be directed to more positive behaviors. Behavioral characteristics include knowledge, attitudes, uses, or responses to a product (Erlangga & Amidi, 2019).

The market segmentation process carried out by the Nurul Jadid Islamic boarding school is like conducting a psychography analysis before marketing products and education in its Institution. The process of psychography analysis is carried out by the public relations department and the pesantren secretariat. In the process, public relations managers and pesantren secretariats create instruments that are integrated with other analyses such as demographic market segmentation based on community involvement in Islamic boarding schools in psychographic analysis, can be known about the lifestyle and social class of potential marketing targets based on data from previous analyses. The psychographic analysis becomes part of the market segmentation process as Schiffman & Kanuk that market segmentation is the stage of market division into user groups with almost the exact needs and characteristics by determining

one or more segmentations to be targeted (Tenriawaru et al., 2020). Pondok Pesantren Nurul Jadid conducts mapping related to the needs desired by the community, of course, as well as regarding religion; in religion, this is very important to society. Pondok Pesantren Nurul Jadid is a religious institution and a community of students who study Islamic religious science.

Islamic boarding schools as institutions are not only synonymous with the meaning of Islam but also contain the meaning of Indonesian authenticity. According to Mastuhu, Islamic boarding schools that teach Islamic science are organized in the form of a separate community under the leadership of Kiai and assisted by Ustaz, who live with students. The teaching and learning process is done through traditional methods (Wardika, 2019). The general purpose of the Nurul Jadid Islamic boarding school in Probolinggo is to foster citizens so that they have a Muslim personality by the teachings of the Islamic religion and instill this sense of religion in all aspects of life and make it a valuable person for religion, society, and the state. As for the purpose specifically for the Nurul Jadid Islamic boarding school, among others, it is as follows: First, educate students who are members of the community to become Muslims who are devoted to Allah, have a noble character, and have intelligence, skills, and are mentally healthy as citizens with morality. Secondly, Educate students to make Muslims as cadres of clerics and muballig who have a sincere spirit, steadfast, uncompromising, and self-employed in practicing Islamic history as a whole and dynamically. Third, Educate students to acquire personality and strengthen the spirit of nationality to grow people - developing people who can build themselves and are responsible for the development of the nation and state.

### **Determining The Target Market**

Positioning is to promote so that the public can find out. The marketing strategy of promotion through the internet can increase the level of interest widely and does not require high marketing administration. Promotions can be done through social media such as Facebook (Effendy & Sunarsi, 2020). Instagram and, On the other hand, the Nurul Jadid Islamic Boarding School certainly has a desire how to make the Institution attractive to the public. Promoting the Institution that has been mentioned can help the Institution well. Next is (Targeting) that the community will choose, select, and reach out, in choosing an institution, for example, before determining and determining there is a need to know what is in the Institute. Everyone chooses an institution that he thinks is good and can gain in-depth knowledge, including choosing a boarding school (Maheasy, 2021).

The community usually sees whether the Institution is expensive or cheap, which is also considered because it does not demand that the community will not experience objections to what has been decided previously. Marketing includes planning and implementing a design, value, introduction, and distribution of some ideas, goods, or services to make changes that can please the aims and objectives of individuals and governments. Positioning determines the market's location and forms a positive image. Like promoting

the activity, it will bring profitability and pleasure. This positive image is essential so that other people remain interested and do not move elsewhere.

### **Creating A Positive Image**

Namely, the Nurul Jadid Islamic Boarding School is one of the most prominent Islamic boarding schools in the Probolinggo Regency. By has various educational institutions, ranging from pre-school, elementary, middle, top, and high levels. At each of the institutions above, they try to improve their quality through the stage of assisting and training in quality assurance. The Education Bureau is one of the institutions that have the right to observe the quality and activities of the teaching and learning process in the Nurul Jadid Islamic Boarding School environment; the pesantren provides services in supervision and control to various institutions, including Islamic boarding schools (Zubaidi, 2020).

Kotler said that the image could affect a person's actions because beliefs influence actions about an object in mind. The image includes beliefs, ideas, or traces that can influence a person on an object and action to be taken. Cutlip thinks that There are several stages to building a positive image, namely: making understanding to everyone, creating a belief for everyone, and creating cooperation between everyone and the government. Efforts that are capable of being carried out by the government or institutions to the fullest with the intent and purpose of obtaining opinions, beliefs, support, and cooperation with everyone, to build a positive image in an Institution (Baharun & Intania, 2020). Nors revealed that to maintain the image and trust in an Institution, one can go through an effort by building conversion. Confidence in maintaining well and developing conditions at the Institution on an ongoing basis from time to time, such as analyzing weak conditions and threats owned by an Institution.

Nurul Jadid Islamic Boarding School certainly wants the best, not only thinking about profitability; if the Institute only cares about fun and others, then one day it will not grow. For the Institute to be well maintained, it is necessary to maintain a positive image; this image is essential for an Institution to remain known by many people. In addition, it also plays a role in carrying out cooperation so that the Institution continues to run according to its wishes for the future. In this case, the Islamic boarding school can analyze its market by knowing whether the Institution is developing or not every year, but if the Institution is experiencing a decline, there is a need to do an action that will later attract public interest. The business world is a business that always feels development from time to time. Everyone makes a regular effort to find a trajectory to get something that will bring luck more than before. Nurul Jadid Islamic Boarding School has changed from time to time; in their daily activities, students have carried out activities smoothly and well.

Public trust must be fought for because it forms an image that influences the existence of Nurul Jadid Islamic Boarding School in the world of education. Many studies on imaging, including; a strategy with careful planning, is needed to build a positive image of vocational school institutions among the community and consumers of educational services so that their existence is recognized and accepted by the community. Therefore, the Nurul Jadid Islamic



Boarding School needs to maintain a positive image to obtain a favorable public view, so the image is essential to be considered and built by educational institutions (Rusyanti & Arafat, 2021). Likewise, what Abrori said about building communication is suitable for building the image of the madrasa. A positive image benefits the Institution by gaining great trust from consumers of educational services, some of whom can attract or influence other parties. Kotler explained that images could influence a person's actions because beliefs influence actions about objects in mind. Image is a belief, idea, or impression that influences a person on the object and action he will take.

Nurul Jadid Islamic Boarding School conducts education based on levels, pathways, and types, organizes da'wah both orally, in writing, and actions towards better changes, and makes efforts to achieve pesantren independence, especially in the economic field. Boarding school to maintain a positive image in society. The image of the organization/institution is one of the guidelines for the public in making important decisions (Apriliyadi, 2020). A good image will have a positive impact on the organization/institution, while a bad image will have a negative impact and weaken the ability of the organization/institution in a competition.

## CONCLUSION

According to the explanation above, it can be concluded that the Pondok Pesantren Nurul Jadid Paiton Probolinggo is not always oriented towards profitability like other production organizations or businesses. Because if an Islamic boarding school is only focused on profitability, the institution will not progress and develop. Nurul Jadid Islamic Boarding School also has two main objectives: meeting basic level learning needs. For example, knowledge of nature, health and nutrition, general knowledge and citizenship, and others. The market segmentation process carried out by Islamic boarding schools also conducts psychographic analysis before marketing the products and education inside the institution. The process of psychographic analysis is carried out by the public relations department and the secretariat of the pesantren.

The market segmentation process carried out by the Nurul Jadid Islamic Boarding School consists of First: Conduct market segmentation analysis such as Demographic Analysis of Education level, parental income, parental status, geographic analysis/research location, psychographic analysis, namely the pattern of life in Nurul Islamic Boarding School so paiton probolinggo. Second, Determine the target market/positioning to promote so that the public can find out. Next is (Targeting) that the community will undoubtedly choose, select, and reach out in choosing an institution, for example, before determining and determining a need to know what is in the institution. Third Create A positive image of the Nurul Jadid Islamic Boarding School that certainly wants the best, not only thinking about profitability; if the institution only cares about fun and others, one day it will not develop.

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