



After-school program promotion activities in increasing community attractiveness at Kasih School, Karangrejo, Borobudur 2023

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ABSTRACT

Keywords

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This research is based on the concern of parents who don't have time to educate their children who have free time after school. Although there's alternative education, like after-school programs, some parents still don't care about after-school program activities. The research aims to find promotional activities to increase the attractiveness of after-school programs at Kasih School, Karangrejo, Borobudur. Using descriptive qualitative research methods, the author collected the data through interviews with the chief educator, parents of students, and students of Kasih School. Also, this research collected the data by documentation of promotional activities that have been done before. The results show that the promotion activities carried out by the Kasih School are in the form of holding events. Kasih School is more focused on carrying out events as their promotions because Kasih School still lacks the human resources to carry out broader promotions. The event posters were distributed through the chief educator Instagram's. In addition, some of the community and the students who have attended Kasih School share the event information to their friends. After carrying out 3 events, the number of Kasih School students began to increase little by little. The chief educator said the total number of students increased from 30 to 50 students. Based on the results, the authors concluded that the promotional activities carried out by Kasih School succeeded in increasing the community's attractiveness to after-school programs, although little by little.

1. Introduction

Children need to be cared for well so that every aspect of children's development is optimal. Parenting influences children's behavior, personality, and emotional balance (Damayanti, 2011). Many busy working parents do not have time to educate their children outside of school hours. Reporting to the Kemenpppa.go.id website, the percentage of young children who have received inadequate care was around 3.64% in 2020. Parents have a role in supervising children when they are gaining experience because the family is the first environment to provide education in the development of students (Sakinah, 2018).

The environment certainly affects children's growth and development (Fitriani & Rengganis, 2018). However, not everything that happens in a child's environment is favorable. Underage crime can occur due to a lack of parental supervision of children's growth and development. Reporting from databooks.katadata.co.id, the Indonesian Child Protection Commission (KPAI) noted that during 2016-2020, 655 children had to face the law because they were perpetrators of violence. In detail, 506 children committed physical violence, and 149 children committed psychological violence.

A child's logical thinking pattern will grow after the age of 12 years or in the final phase of a child's growth. Therefore, if they are under 12 years old, especially 7 years old, children tend to follow what

they see or experience (Ibda, 2015). Free time after school can be an opportunity for children at their growing age to try new things. This will shape the personal factors in how children will act and think. The personal factors in question are cognitive abilities, affective, and other biological conditions that filter learning materials according to their abilities (Sulaiman et al., 2019).

One of the parenting services that is an alternative for child development is the after-school program. In the after-school program, children can freely develop their talents without any pressure, like in schools in general. After-school programs are designed for children to learn and play at the same time. High curiosity also encourages children to increase their creativity with the things around them. This program provides children with opportunities to learn things that most people do not get at school (Fitriani & Rengganis, 2018).

Kasih School is an after-school program located in Karangrejo village, Borobudur. Galuh Larasati founded this school in May 2021 with a focus on teaching English to children and has a vision to pass on character teachings and life skills to children to become good, confident, and independent individuals. However, due to the lack of education about child development, some people say that education for children outside of school is unimportant. This is also a challenge for Kasih School to stimulate the interest of children and parents to take part in after-school programs. Therefore, promotional activities can provide insight for parents in caring for growing children, and the Kasih School is starting to be known by wider circles, especially parents and children.

Researchers used the promotional mix theory to examine promotional activities by Kasih Schools to increase the attractiveness of after-school programs. The effectiveness of marketing can be seen in how educational institutions implement the marketing mix policy. However, marketing is the first process in creating and offering products or services to the public (Fendy, 2021). Lupiyoadi and Hamdani stated that there are 6 means of promotion: advertising, sales promotion, public relations, personal sales, direct marketing and word of mouth (Ujang, 2008). This research aims to find out how promotional activities carried out by Kasih Schools increase the attractiveness of the after-school program. Researchers hope that the results of this research can be used as evaluation material for the Kasih School in carrying out promotional activities.

2. Method

The researcher used a type of qualitative descriptive research, a method that focuses on finding facts as actual conditions (Anggito, 2018). This research attempts to describe the atmosphere/events so that the data obtained is descriptive to identify the internal and external environment of Karangrejo village, Borobudur. Researchers use descriptive research methods because they want to describe the conditions they want to observe in the field more precisely, transparently, and in-depth. The researcher chose the head educator from Kasih School as the informant in this research because the the chief educator at Kasih School was one of the people that responsible for the promotional activities.

Data collection techniques will be carried out by conducting interviews with informants and collecting documentation from promotional activities that have been carried out. After the data is collected, the researcher will analyze the data into information whose meaning is easy to understand. Researchers will compare existing theories with practical results in the field so that conclusions can be drawn as answers to the research carried out. Using qualitative data, we can follow the flow of events sequentially, assess cause and effect from other perspectives, and obtain detailed explanations (Idrus, 2021).

3. Result and Discussion

Promotional activities in educational institutions positively influence students' decisions in choosing a school by 31.3% (Bastian, 2022). Promotional activities in market segments where the actual or potential advantages of each school will influence the final decision of parents or students in choosing a school. Kasih School carries out promotional activities to increase the public's attraction to the after-school program by holding events. Galuh Larasati as the head educator (24 August 2023) said: "Kasih School does not directly advertise about this school but advertises events held through pamphlets and distributed via social media."

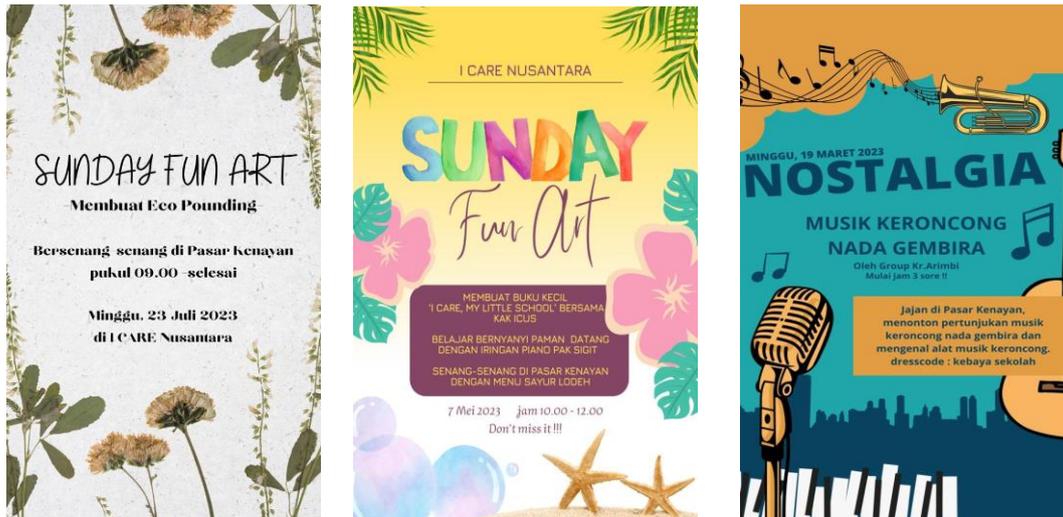


Fig. 1. Kasih School Events Pamphlets

Kasih School holds big events at least once every 1-2 months. This event includes various activities at Love School and 1 particular activity depending on the theme raised. The public or children can participate in events Kasih School holds for free. Sales promotion is a company activity to teach about products that are marketed in such a way that consumers will find it easy to see them, even with particular placement and arrangement, the product will attract attention (Raya, 2016). Galuh Larasati's statement (24 August 2023) supports this: "We usually hold events once a month or every 2 months. Our event is free of charge and aims to encourage children to try learning and playing at Kasih School. "The theme of the event varies. Sometimes, we hold eco-pounding, introducing children's music with the keroncong genre, and our closest event is holding wayang kulit with our main theme, Asah, Asih, and Asuh."

Various kinds of activities and events at Kasih School attract the media's attention to cover and make news. With news and articles covering the Kasih School, information about the Love School will be spread widely. Galuh Larasati (24 August 2023) said: "School of Love has been covered and included in coverage program 6 and also in Kompas daily. I conducted an interview and explained the vision and mission of the Kasih School. I also explained several activities and events we held at Kasih School." This supports Lupiyoadi and Hamdani's statement that publicity is a form of non-personal presentation and dissemination of ideas, goods, and services where the person or organization who benefits does not pay for it (Ujang, 2008).



Fig. 2. Galuh larasati in The Liputan 6 Shows



Fig. 3. Kasih School in The Harian Kompas Shows

Kasih School utilizes the experience of children and parents who carry out after-school program activities to promote it to other friends. Information spread by Word of mouth from person to person, whether directly or indirectly, related to the results or learning experiences at Kasih School. Lupiyoadi and Hamdani said that individual influence is stronger than information from advertising (Ujang, 2008) Galuh Larasati (24 August 2023) said: "Word of mouth is the fastest way to spread information about this school. Many new students came to the event and were interested in attending school because of information from their friends. "Some parents also spread information to their neighbors, so their children were included here."

The promotional activities carried out Kasih School produced results but were not very high. This happens because the Kasih School does not carry out several promotional activities, namely personal sales and direct marketing. In an interview, Galuh Larasati (24 August 2023) revealed that Kasih School still needs more human resources to carry out wider promotional activities. Even so, the results of the promotional activities increased the number of students from 30 students to 50 students. Holding events is a special key in the promotional activities of Kasih School in increasing the public's attraction to the after-school program.

4. Conclusion

Based on the research results obtained by researchers regarding the promotional activities carried out by Kasih School to increase the public's attraction to the after-school program, it can be concluded that:

Even though Kasih School is only 2 years old, the community is slowly starting to understand and become interested in after-school activities. Various free events increase people's interest in participating in activities at Kasih School. Promotional activities carried out by Kasih School focus on various event activities carried out. This event is the primary key for the Kasih School to carry out promotional activities such as advertising, sales promotions, publicity and word-of-mouth promotions.

However, 2 promotional activities are not carried out by the Kasih School: direct sales and direct marketing. Kasih Schools require more human resources to carry out broader promotional activities. Even so, the number of students at Kasih School increased from 30 students to 50 students. Indirectly, many people are starting to be interested in the after-school program at Kasih School.

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