

MARKETING STRATEGY FOR BALI ISLAMIC BOARDING SCHOOL EDUCATION BINA INSANI IN THE MIDST OF NON-MUSLIM COMMUNITIES

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(Article History)

Received September 21, 2022; Revised April 07, 2023; Accepted April 30, 2023

Abstract: Marketing Strategy for Bali Islamic Boarding School Education Bina Insani in The Midst of Non-Muslim Communities

This research specifically aims to find out the marketing strategy of the Bali Bina Insani Islamic Boarding School and the challenges and obstacles in developing Islamic education and maintaining its existence in a non-Muslim society. The research method used in this study is a qualitative research method with a case study approach. Data collection techniques were carried out through interviews, interviews were conducted by one Madrasah Tsanawiyah head, Islamic boarding school caretaker and one non-Muslim teacher, along with two students at the Bali Bina Insani Islamic Boarding School, observation, and documentation which were then tested using the triangulation method and analyzed using Miles and Huberman's theory. in the form of data reduction, data presentation, drawing conclusions, and data verification. The results showed that the marketing education strategy carried out by the Bali Bina Insani Islamic Boarding School in getting students at their institution was through distributing brochures, banners, outreach to Muslim schools and villages in Bali, and utilizing advertisements on social media, but what is far more important is maintain the good image of the boarding school so that by word of mouth the existence and existence of the boarding school will be spread. And the supporting factors include the existence of an organization of guardians of students who are enthusiastic about participating in broadcasting and outreach, the challenge is that the increasing number of Islamic schools in Denpasar causes a decrease in quantity.

Keywords: Marketing, Strategy, Islamic Boarding School

Abstrak: Strategi Pemasaran Pendidikan Pondok Pesantren Bali Bina Insani Di Tengah Masyarakat Non-Muslim

Penelitian ini secara khusus bertujuan untuk mengetahui strategi pemasaran Pondok Pesantren Bali Bina Insani dan tantangan beserta hambatan dalam mengembangkan pendidikan Islamnya dan mempertahankan eksistensinya di tengah masyarakat non-muslim. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi yang kemudian diuji menggunakan metode triangulasi dan dianalisis menggunakan teori Miles dan Huberman berupa reduksi data,

penyajian data, penarikan kesimpulan, dan verifikasi data. Hasil penelitian menunjukkan bahwa strategi pemasaran pendidikan (marketing education) yang dilakukan Pesantren Bali Bina Insani dalam mendapatkan santri di lembaganya adalah melalui sebar brosur, spanduk, sosialisasi ke sekolah dan kampung muslim di Bali, serta memanfaatkan iklan di media sosial, namun yang jauh lebih penting adalah menjaga citra baik pesantren sehingga dari mulut ke mulut akan tersyiar keberadaan dan eksistensi pesantren. Dan faktor pendukung diantaranya adanya organisasi wali santri yang semangat turut syiar dan sosialisasi, tantangannya yaitu semakin banyak sekolah Islam di Denpasar menyebabkan turunnya kuantitas.

Kata Kunci: Pemasaran, Strategi, Pondok Pesantren

INRODUCTION

Marketing strategy education (marketing of education) is one of the institutions of Islamic education. Understanding that marketing in this scope is in education does not have to be related to business activities and educational commodities would certainly be acceptable. This business activity can be carried out in two sectors, namely the commercial sector and the non-commercial sector. For example, Islamic educational institutions (including Islamic boarding schools) are considered non-profit or non-profit institutions. The problem in the strategy used at the Bali Bina Insani Islamic Boarding School is the establishment of the Islamic boarding school in the midst of non-Muslim communities and even the majority of the people are Hindus, but the parties from the Islamic boarding school need a strategy in developing the Bali Bina Insani Islamic boarding school to remain able to stand and even be able to spread about Islamic boarding schools. With this problem, there are many strategies, one of which is using strategies through social media, spreading banners, browsers, through *alumni* networks and so on.

Islamic boarding schools are religious education organizations and facilities for deepening religious knowledge. Islamic boarding schools as academic institutions are not only synonymous with Islamic institutions, Islamic boarding schools now no longer only prove their current contribution to this nation have carried out independence, moreover boarding school also do quite a lot but consist of original Indonesian institutions because their presence in the archipelago has existed since the 13th century – 17th. 15th century M Java 15th - 16th century as it is known as pesante now no longer proves its contribution. The true meaning of this fact is that boarding school is an institution? training is a medium for really being innovative in improvement is good. In other words, it is no longer used to seek knowledge, but as a medium for doing the right thing. The factor is, as a medium for gaining knowledge, it can be said that Islamic boarding schools are the maximum way to provide students (*santri*) with theoretical and realistic knowledge at the

same time, equipped to deal with various lifestyle problems and primarily based entirely on the clinical aspects of their religion. Even now, it is not always easy for boarding school to offer spiritual training, but it also provides vocational training. By acquiring knowledge of the method. So, it seems that nothing has happened that surpasses academic tactics which are quite complex (Muhtarom, 2005).

The Bali Bina Insani Islamic Boarding School is a boarding school where the center or majority of the community is non-Muslim. In developing the Islamic boarding school using various strategies, including: through the website, WhatsApp, social media, spreading banners, as well as from the *alumni* network that is spread out. So, this Islamic boarding school can experience development slowly, which initially only numbered 7 students and now has reached hundreds of students.

As far as tracing the author, we took articles or journals related to our theme in the last 5 years: First, Akhmad Muadin, in 2017, who discussed the Education Marketing Management Strategy for the *Tahfidz Qur'an* Islamic Boarding School, that for educational institutions that have advantages in implementing management marketing education requires good planning with continuous quality improvement in order to anticipate the demands of the world of work. Meanwhile, schools or institutions that do not yet have a place in the hearts of the public (customers) need to work hard to introduce their products to the public. The trick is to apply the educational management marketing of *tahfidz Al-Qur'an*. Marketing Islamic boarding schools is not an easy task. In modern times like today the number is very small and it is very difficult to find cadres who memorize the *Al-Qur'an*. Most institutions have taken steps to range from providing scholarships to securing job placements for the self-employed after their education. This is because Islamic boarding schools are still something that is frightening for some people, their presence further exacerbates the situation in Islamic boarding schools. Islamic boarding school education management must be applied to create a culture of quality in every segment and step so that the products produced truly meet the expectations and desires of the community and meet the expectations of the community (Muadin, 2017).

Second, in Mohamad Mustafid Hamdi's 2019 article on Marketing Strategy for Education Services at Islamic Boarding Schools, marketing is a common business practice, such as a product business or service business, to maintain the profitability of the business. The size of the market depends on the number of individuals that the UN agency wants, owns the resources that others are interested in, and is willing to supply those resources to satisfy their wants. Islamic Boarding Schools Historically, Islamic boarding schools as infrastructure have provided formal education in the form of public and religious schools. In addition, Islamic boarding schools also offer non-formal education in the form of *Madrasah Diniya* which only teach religious knowledge and no other general knowledge. Islamic boarding schools have also expanded their role as platforms of social solidarity in

society, welcoming children from all walks of life to Muslim communities and providing equal services regardless of socioeconomic level. The strategy for selling academic services at Islamic boarding schools must include: in particular the following: External selling, which describes the conventional activities carried out by academic organizations in making ready-to-use products, setting costs, distributing data, and promoting superior value products and services to customers, that all along, it was the guardian of the student. Internal selling i.e., describes the task that colleges perform to teach and encourage academics, workers and students as a core quality structure to serve their customers well. Interactive selling that describes the interaction between customers (in this case parents and employees) and also principals. From this, we can conclude that boarding school that want to be successful in their marketing efforts must apply three models of marketing strategies for their educational delivery: internal, external and interactive (Hamdi, 2021).

The three articles Sahroni, S.Pd.I., M.Pd.I., in 2019, which describe the marketing strategy of Islamic boarding schools education institutions and describe the direction of the organization to aim for, driving forces, and others to bring about Of course, the organization's managers determine the organization's products, services, and markets. This element is the key to the future. Marketing is a method a company uses to build strong client relationships with the goal of generating value for its customers (Sahroni, 2019).

The difference between this research and previous research is that previous research discussed education management and educational marketing strategies, while in this study it discussed the strategy of Islamic boarding schools in the midst of non-Muslim communities but could develop rapidly and the surrounding community or non-Muslim communities could accept them well, namely the boarding school.

This research focuses on how the institutional marketing strategy is used in disseminating information about the BBI Islamic Boarding School among the non-Muslim majority? And What are the supporting factors and challenges in its development? So, with this research it is expected to know the marketing strategy at the BBI Islamic Boarding School and the supporting factors and challenges in developing the Islamic boarding school. Islamic boarding schools as educational institutions have characteristics or characteristics, rules that seem not to be adhered to by different educational institutions. In general, Islamic boarding schools have the following token components: *Kyai* educates and teaches, *santri* studies, and recites the Koran. Zamakhsyari Dhofier, said (Dhofier, 1985), there were 5 components of Islamic boarding schools that he collaborated with, including: mosques, *pondok*, teaching of classical books, *santri*, and *kyai*. Based on the background that the researcher described above, the researcher is interested in

making research observations with the title "Marketing Strategy for Bali Islamic Boarding School Education Bina Insani In The Midst of Non-Muslim Communities".

RESEARCH METHODS

The analysis of this research uses a type of field research with a qualitative approach. The research location that the author took was at the Bali Bina Insani Islamic Boarding School. The subjects of this study were the head of Madrasah Tsanawiyah, caretakers of Islamic boarding schools, teachers of non-Islamic religions and two human development students, so there were a total of five research subjects. Data collection techniques were carried out using observation techniques, interviews, namely regarding the strategies used by Islamic boarding schools and supporting factors and challenges, and documentation. Testing the validity of information or data by supply triangulation, technical triangulation and time triangulation. While data analysis uses Miles and Huberman's theory which consists of three steps, namely data reduction, data presentation, and conclusion or verification.

RESULTS AND DISCUSSION

Based on a meta-analysis of all available literature data, our results show that the strategy at the Bali Bina Insani Islamic Boarding School shows the result that the Boarding school's response not only shows their current commitment when this country has achieved freedom, besides that, boarding school also do a lot of things in the midst of battle. The true significance of this fact is that the boarding school as an educational organization is also a vehicle for true creation in a superior turn of events. Overall, not only to find information, but also as a means to do useful things. Basically, as a learning medium, Islamic boarding schools are expected to be the most over the top total in providing students to be prepared hypothetically and essentially simultaneously, ready to face various problems in life and base themselves on the logical parts of their religion. Indeed, even today, Islamic live-in schools not only provide rigorous training, they also provide specific skill schools. With such a learning strategy, nothing seems to top this truly complex instructive methodology (Majid, 2014).

Pondok Bali Bina Insani is a formal Islamic education foundation that focuses on the substance of the educational program which is strict compared to the whole. Its presence is where most non-Muslims are. Considering that the area is in the middle of a non-Muslim community, this makes Bali Bina Insani Islamic Live-in School a test in promoting its educational organization. Displaying Islamic educational institutions in non-Muslim areas is difficult. However, the private Muslim school Bali Bina Insani persists in preaching and does not stop fighting in closing education and promoting its stance of seeking *santri* even when surrounded by non-Muslims. And the existence of this Islamic Boarding School was well

received, even brothers who were Hindus played a very important role and helped in the development of the Islamic boarding school. The majority of students at the Bali Bina Insani Islamic Boarding School come from Bali, Denpasar city, but the average origin of their parents is from outside Bali, they have lived and settled in Bali, and there are also students from outside the island of Bali, only around 20 percent. At that time, initially the registered students were 7 students (Interview with Ustadz Usbani. Head of MTS and Caretaker of the Bali Bina Insani Islamic Boarding School, 2022).

Marketing Strategy of Bali Bina Insani Islamic Boarding School

The term strategy consists of a Greek noun and a verb. Strategos as a noun is a combination of Stratos As a noun, strategos is a combination of the words stratos (military) and ago (leader). Strategy as a verb means to plan (to plan). Strategy can also be interpreted as an arrangement for the transportation and deployment of military forces and supplies in certain areas to achieve certain goals. In the Big Indonesian Dictionary, strategy is a deliberate plan of action to achieve a (desired) goal. The Stoner and Silyte strategy is characterized by: Insight into timing, impact, focus of effort and decision-making patterns. Strategy, therefore, is how the intended direction is aligned taking into account the goals of the organization, where the organization is headed, the allocation of resources that are important in the long term, and aligning resources and capabilities with the external environment. about what you can achieve. The different strategies you can use include offensive, conservative, defensive, competitive, innovative, diversified and preventive.

Marketing or promoting is a fundamental exercise that organizations, both workforce and product organizations, have to carry out with the ultimate goal of following their business feasibility. Advertising comes from the root word market, a market term that comprises all potential clients who have specific requirements or wants and are willing and ready to take part in trades to address these concerns or wants. Social media is a new technology that allows you to build relationships with your customers more effectively and efficiently, providing marketers with significant revenue opportunities. Social media now plays a vital role in managing a company's marketing strategy and making inroads into educational marketing. Sharing information with visitors and followers is not the only benefit of using social media for business, it makes the onboarding process easier than ever.

According to Ara Hidayat and Imam Machali, academic promotion strategy steps are often divided into five (five) stages, namely: market identification, segmentation, positioning or differentiation, promotional communication, and academic establishment services.

Munawaroh divides the educational service marketing model into three models, namely: (1) External Marketing. That is describing the usual exercises

carried out by educational associations in preparing goods, setting costs, sharing data and demonstrating which goods and administration are more valuable than the client, for this situation namely the students. Such actors can manipulate the potential and results of other educational services to be appointed and distributed to clients to attract the attention of buyers of educational services; (2) Internal Marketing. Internal marketing provides an overview of the tasks carried out by the organization to train and motivate teachers, employees and students to be able to serve customers well which is the main asset of the organization. Equally important are rewards and recognition that are commensurate and humane to generate a sense of pride, loyalty, motivation and a sense of belonging to everyone in the organization; (3) Interactive Marketing. Interactive marketing describes the interactions that occur between people and workers (teachers and staff) and structural leaders. It is expected that every loyal, empowered, and motivated unit of organizational time will offer internal control services to customers and prospects.

Imam Machali said, the measure of the success of an education marketing is education customer loyalty, education customer satisfaction and public opinion on the image of educational institutions.

Pondok comes from the Arabic word "*fundug*" which means bedroom, guest house or guest house. Shows a place, so it means "place of the *santri*" and the term boarding school is etymologically derived from the word *santri* which gets the prefix *pe-* and the ending *-an* so that it becomes a boarding school which means the word *shastri* in Indonesian. Indian orangutan meaning rules imply knowledge of the sacred Hindu religion, expert in the scriptures of *Naga Kadal* or Hindu *Naga Kadal*. The word *shastri* comes from the Persian word *shastra* meaning holy books, religious sacred books or books on science.

In the opinion of scientists or scholars, the term Islamic private school or Islamic boarding school are two terms that contain one meaning. The Javanese call it "*pondok*" or "boarding school". Usually said to be a private school. The term *pondok* probably comes from the Iranian language, meaning the dormitories of the students, which are called huts or houses made of Iranian bamboo, or maybe it comes from the Iranian language, Indonesian Arabic, *funduq*, which means a large hostel provided for stopovers. Now better known as Islamic boarding schools. In West Sumatra it is known as a *surau*, while in Aceh it is known as a *frame* (Asifudin, 2016).

Islamic boarding schools as educational institutions have characteristics or characteristics, and are not owned by other educational institutions. In general, Islamic boarding schools have the following elements: *Kyai* educates and teaches, *Santri* studies, and Koran. Zamakhsyari Dhofier, said, there were 5 components of Islamic boarding schools connected to it, including (Dhofier, 1985): mosques, *pondok*, teaching of classical books, *santri*, and *kyai*.

Marketing strategy of Pondok Bali Bina Insani is a formal Islamic educational institution that prioritizes the content of the religious curriculum over the general public. Its presence in places where the majority are non-Islamic, even mostly non-Islamic. Muslim is relative. What is in the Madrasah area is actually protected by the Islamic Boarding School. This is a challenge in the marketing of educational facilities (Meyers, 1984), because Pondok Bali Bina Insani is in the midst of a non-Islamic community. Marketing Islamic educational institutions in non-Muslim areas is not easy. Although surrounded by non-Muslims, BBI does not hesitate to educate and market educational institutions to find students. In the educational marketing strategy implemented by Pondok Bali Bina Insani which brings students to an institution, socializes the existence of the institution through its website. Pamphlets, Whatsapp, social media (TV), *alumni* and co-worker networks, *alumni* and colleague networks (Syaifuddin et al., 2019), and forming a new student admissions committee (PSB) which has worked for 3 years. The committee has several programs including brochures, banners, socialization in Muslim schools and villages in Bali, as well as utilizing advertisements on social media. in a human.

Khozaainur Rohmania in an interview on the ground:

“(Researcher): Assalamu'alaikum Wr. Wb. Good afternoon ustadz, sorry to disturb your time for a while ustadz, I am Khozaainur Rohmania from the IAIN Kudus campus, permission to ask about an article that we will be raising about the Bali Bina Insani Islamic Boarding School. "What is the institutional marketing strategy used in disseminating information about the BBI Islamic Boarding School among the non-Muslim majority? (Respondent): 1. Our marketing strategy is almost the same as several schools in general, namely by forming a New Student Admissions Committee (PSB) which works for 3 years. The committee has several programs including: Distributing brochures, banners, outreach to Muslim schools and villages in Bali, and utilizing advertisements on social media, but what is far more important is maintaining the good image of the Islamic boarding school so that word of mouth will spread the existence and the existence of our boarding school. (Researcher): what other paths are taken by the boarding school? (Respondent): There are many teachers here who are of different religions, and can live in harmony, this is then known to people as the practice of tolerance that has surfaced in this institution. Then many private TV stations cover the existence of this *pondok* institution, there are MNC TV, NET TV and television stations in Bali, a lot of people participated in the broadcast, from there, eventually many people got to know more about it. In the end, they were interested and sent their children here” (Khozaainur (IAIN Kudus Student Representative), Interview on 30 March 2022).

The model marketing strategy above is very effective as evidenced by the presence of students. Its presence from year to year is increasing at the Bali Bina Insani Islamic Boarding School. Pondok Bali Bina Insani belongs to the minority of the surrounding community, but can still survive, exist and progress. To be sure, the minority community has challenges to engage with the majority group with different

views and teachings. But that doesn't mean it can't be overcome. The Islamic community is the majority nationally, but the Islamic community is a minority in Bali. The study of Muslim minorities in several areas has not been extensive (Meyers, 1984). In fact, for Indonesia, which has the largest Muslim population in the world, it is necessary to consider the dynamics of social and political life of Muslim minorities in various parts of Indonesia. This is one glue in social life. If they escape the attention of the state and then there are regional issues related to the relationship between the majority and minorities, the condition is This can affect the country's political constellation. Therefore, studying and understanding the relationship between the Muslim minority and the Hindu majority in Bali is important to reduce the burden that must be borne at the national level.

One of the core values of the Bali Bina Insani Marketing Agency is the needs of the Islamic community. Actually marketing is by individuals, groups are formed and presented and good products are exchanged with parties. This is consistent with Kotler's view of promotion merchandise (Goods, Services, Customers); price, cost, satisfaction. exchange, trade; relationship, network; markets, marketers, and prospects (Basyar et al., 2010). All students at Bali Bina Insani. This institution is located in the village of Meliling, in the village of Karambitan, Tabanan Regency, Bali.

The Bali Bina Insani Islamic Boarding School continues to struggle to market itself as an educational institution. In marketing, the strategy is to use a network of friends, online social media, and others. Financial institutions have to build lots of long term relationships with consumers and merchants to keep them happy and maintain long term likes and orders with consumers and traders to keep them happy and retain (Salahuddin, 2000). This must be achieved by providing good service, excellent quality and low cost according to the ability of many people. Bali Bina Insani Islamic Boarding School is currently undergoing new developments including building expansion and the construction of other Islamic Boarding Schools. This is a significant increase in the number of students, with a total student population of around 300. We also need to increase the number of teachers. Currently, the Bali Bina Insani Islamic Boarding School has more than 20 Hindu teachers with a total of 66 teachers.

Yuli Saiful Bahri stated:

"This madrasah or formal school was founded from a need and was proposed by Grandmother Hj. Sofiya Dewa Pere (Pere is the name of her husband, a former soldier who converted to Islam). In 1995, many students attended junior high school. The closest junior high school is SMPN Karambitan, which is 2.5 km from the boarding school. At that time the principal of the school was Hindu, and still the nephew of one of our institution's founders, namely Eyang Hj. Sofia. After becoming a convert, his religion was very strong. He has 4 acres of land and 2 acres of house. Something was conveyed to his wife so that the land and

house should not be sold, but should be used for activities to fight for Islamic education in any form. After that the person died. Then one day, Drs. H. Ketut Imaduddin Jamal delivered a lecture in 1997 in front of the Sulawesi Muslim community. One of the congregation is Hj. Sofia. The material presented at that time was Surat *al-Ma'un* (service to orphans). Ba'da ta'lim Hj. Sofiya immediately came forward to meet Jamal's father and said: "Your ustad taught *al-Maun* how to do it?" At that time he did not have a concept because we were still concentrating on the institutions in Singaraja. I was in Singaraja at that time, I was from Darun Najah Jakarta and was told to set up an institution there. Is there a majority of Muslims there? 100% Muslim but no Islamic boarding school yet. Then we start to exist. Once Jamal's father told him about Hj. Sofiya related to 4 acres of land and 2 acres of house building, then we checked there, and we built an orphanage which we named "Pondok Yatama". From this orphanage, we built a boarding school. Then we started Madrasah Tsanawiyah and Aliyah. The pioneers of this institution do have a high tolerance for any differences" (Interview with Ustadz Usbani. Head of MTS and Caretaker of the Bali Bina Insani Islamic Boarding School).

Bali Bina Insani Islamic Boarding School has an A- accredited Islamic Boarding School and also has a Diploma and Certificate of Islamic Boarding School from the Ministry of Religion. The facilities of this boarding school are similar to those of boarding school in general, including male and female dormitories, prayer rooms and libraries. The teachers and kiai of the Bali Bina Insani Islamic Boarding School certainly have a wealth of experience. Hindu teachers are assigned to teach general subjects such as physical education, cultural arts, crafts, social sciences and languages. The factor behind the Bali Bina Insani Islamic Boarding School is embracing the presence of Hindu teachers. Historically, this educational institution has been open since the establishment of the boarding school, adopting ideas and practices that are tolerant and accept all diversity and differences.

Supporting Factors and Challenges of Bali Bina Insani Islamic Boarding School Marketing

The progress of a foundation or boarding school certainly cannot be separated from several supporting factors. Among the factors supporting the Bali Bina Insani Islamic boarding school's marketing strategy are several factors, including the existence of an organization of guardians of students who are passionate about participating in broadcasting and socializing, the large number of *alumni* who are scattered also help, as well as students who directly come into contact with the community.

"Supporting factors (1) There is an organization of guardians of students who are enthusiastic about participating in broadcasting and outreach; (2) The large number of *alumni* who are spread out also helps; (3) As well as students who are directly in contact with the community. Challenges: (1) The increasing number of

Islamic schools in Denpasar causes a decrease in quantity; (2) Filters in public madrasas that are not strict, cheap and really prioritize quantity have a huge impact on decreasing quantity in our institution" (Interview with Aeni, 2022).

Institutions and foundations certainly experience ups and downs in their development. This is common because disability is directly proportional to development. The more developed the foundation, then the more complex the challenges that must be faced. One of them is the Bali Bina Insani Islamic Boarding School foundation which is also not immune from this phenomenon. The Bali Bina Insani Islamic Boarding School Foundation experienced several obstacles in its development. The challenges or obstacles in the marketing strategy at the Bali Bina Insani Islamic boarding school, including the increasing number of Islamic schools in Denpasar causing a decrease in quantity, filters in public madrasas which are not strict, cheap and prioritize quantity greatly have an impact on decreasing quantity in the Bali Bina Insani Islamic boarding school (Interview with Ustadz Usbani. Head of MTS and Caretaker of the Bali Bina Insani Islamic Boarding School, 2022).

Tolerance, inclusive practices, openness, acceptance of differences and diversity are multicultural considering the presence of adherents of other religions (non-Muslims) to educate Islamic educational institutions in Bali, especially educators (Makmun, 2016). Always recommended by the Bali Bina Insani Islamic Boarding School which organizes education. Through various methods based on cultural psychology, innovation, creativity and responses to cultural diversity can be generated through counseling and group discussions about the values of diversity. This is practiced at the Bali Bina Insani Islamic Boarding School, making their presence much adaptable to the surrounding community which is almost 100 percent non-Muslim or Hindu.

The challenges faced by the Bali Bina Insani Islamic Boarding School have relatively been overcome, and the existence of the Bali Bina Insani Islamic Boarding School Islamic Education Institution can still exist in the administration of education. On the other hand, the Bali Bina Insani Islamic Boarding School can survive. Existing detention capacity includes the loyalty of the madrasa leadership. Considering that this group is a minority in the Tabanan area of Bali, minority teams sometimes have a high level of loyalty. Loyalty between the founder and administrators of this madrasa became the initial capital for the continuity of the development and commercialization of the Bali Bina Insani Islamic Boarding School. Human Resources (HR) consists of many elements, but they are loyal and remain loyal. Commitment to the development of the Islamic educational institutions they operate. The collaboration that is established with the surrounding community is independent support for the existence of the Bali Bina Insani Islamic Boarding School (Yuli Saiful Bahri (Head of MTs. Bali Bina Insani), Interview on 25 August 2018. In the Article Pondok Pesantren Bali Bina Insani).

CONCLUSION

From the explanation above, the authors of this study concluded that one of the marketing education strategies implemented by the Bali Bina Insani Islamic Boarding School in getting students at their institution is to promote the existence of the institution through websites, Whatsapp, social media (TV), *alumni* networks and colleagues, and formed a committee for accepting new students (PSB) which worked for 3 years. The committee has several programs including brochures, banners, socialization in schools and Muslim villages in Bali, as well as utilizing advertisements on social media, but what is far more important is maintaining the good image of the boarding school so that word of mouth will spread the existence and existence of the Bali Bina Insani boarding school. And as for the supporting factors for the marketing strategy of the Bali Bina Insani Islamic boarding school, there is an organization of guardians of students who are enthusiastic about participating in broadcasting and outreach, the large number of *alumni* who are scattered also helps, as well as students who are directly in contact with the community. As for the challenges in the marketing strategy at the Bali Bina Insani Islamic boarding school, the increasing number of Islamic schools in Denpasar has caused a decrease in quantity, the filters in public madrasas which are not strict, cheap and prioritize quantity greatly have an impact on decreasing quantity in the Bali Bina Insani Islamic boarding school.

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