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THE ROLE OF DIGITAL MARKETING FOR THE INDONESIAN INCLUSIVE BOARDING SCHOOL

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ABSTRACT

Providing wholehearted service to students with special needs is a noble challenge, and the presence of the extraordinary school is an equal education effort in Indonesia. This study aims to determine digital marketing management in inclusive education. The research method is qualitative with the type of literature study. The study found that digital marketing is coordinated by a public relations representative, involving all teachers so that they are not seen as inclusive and equal to other schools. Students with special needs who live in boarding schools receive more religious lessons and skills assignments as additional activities in addition to regular study. Parents feel calm and comfortable if their children participate in activities in boarding schools so that they can interact and communicate more with their friends. Inclusive education services demonstrate independence and build community trust to meet student needs. Muhammadiyah association can provide educational institutions with the best services for students with special needs is a command in Islam.

Introduction. Educational services are a form of activity provided by educational institutions to students, where this is a complicated problem and needs to be solved (Handoyo & Zulkarnaen, 2019; Pratiwi & Utama, 2020). In addition, Kurniawati, (2022) mentions education problems in Indonesia, including curriculum, competence, and leadership. Then Sari, (2019) adds management, discipline, bureaucracy, and administration. These constraints, in many ways, impact the quality of education itself.

The quality of education is an important goal of the education system's instruments and processes so that educational institutions are expected to provide equitable and comprehensive educational services Pramana et al., (2021). Schools are components of non-profit educational institutions consistently engaged in educational services. With developments and competition, schools are required to make creations and innovations to create the uniqueness and excellence of their schools so that they are in demand by the community.

One type of educational service is inclusive education which provides opportunities for students with special disabilities to participate on an equal basis with other friends in learning. However, unfortunately, not all students and parents actively attend school at this institution (Yusuf et al., 2017). Inclusive education in Indonesia does not focus on equalizing quality, especially services. This view raises concerns that students with special needs are not interested, are less motivated, and lack support from parents to participate in the learning process at school (World Bank., 2020).

In order to make this effort more widely known, all parties, including inclusive education providers, carry out effective strategies in providing education, support, and motivation so that children with special needs become students in available classes or schools. One important role is that education marketing is an important element of strategies for improving education quality in inclusive institutions (Manea & Mihaela, 2017).

Marketing for educational institutions is necessary because competition between institutions is getting tighter. It can be seen from the many emerging various educational institutions that offer their respective advantages. Educational institutions as educational service providers need to be improved. They must have initiatives to increase student customer satisfaction because every educational institution must have a strategy for marketing educational services to win the competition between educational institutions and improve the image of educational institutions.

Research shows that digital marketing is very important and effective for educational services. There for Tihalimah and Agusna (2021) found that school marketing education services increase the number of customers so that they know a lot of product information, achievements, and activities. In the end, people will decide to send their children to school. Furthermore, marketing educational services through digital media is very effective in increasing promotion and information, especially websites becoming the main portal and using official social media of educational institutions (Wulandari et al., 2022). Likewise, Islamic education marketing must use innovation through the marketing of educational services to compete in the digital era and affect the existence of educational institutions (Halim et al., 2020).

Then how about marketing in educational institutions with inclusive services? However, inclusive education management is not only carried out routinely, or in other words, "if there are students, thank goodness if there are none, that is okay" this shows the lack of seriousness of education providers in providing services to the community. In addition, the management applied must be able to impact the community, namely by providing feedback from the existence of inclusive educational institutions with the carrying capacity of facilities in the form of information media to form digital marketing of inclusive education services (Mardiana, 2020).

In the current transition period where the industry revolution 4.0 is moving towards society 5.0, the ability of humans and educational institutions to prepare and align with human-friendly technology meaning. That it has full meaning for the interests and needs of humans themselves indicates that educational institutions adapt to technology as educational innovation, infrastructure, support, and educational infrastructure (Krupcala & Januszewski, 2020). Policy implications in improving education quality are focused on efforts to improve education management, including stakeholder participation, governance, and sustainability so that the community can feel directly (Jahari, 2020).

It will play a role of important and bridge the gap and provide access to education both in rural and remote areas. Although currently, most private schools are inferior in quality and facilities and lagging behind state schools, there is an increase in the provision of better-quality education for children with special needs from low-income families (Maisyaroh et al., 2021).

From the explanation above, the researcher wants to focus on how the Muhammadiyah Special School, part of an Islamic educational institution, can manage and expand marketing, promotion, and information digitally to the wider community. This hope is part of the importance of opening access and equalizing education for all exceptions.

The school's official website, Instagram, Twitter, Facebook, and YouTube are broadcast in real-time by the school to provide information to the wider community about school programs. Whether digital marketing by the school can increase the number of students, awareness to go to school their children, and how to use human resources and operational financing?

Method. This study uses a qualitative literature study with data collection sourced from secondary data, including books, research journals, institutional reports, and magazines obtained from the internet as the main object (Creswell, 2014). Qualitative research produces information in the form of information and descriptive data contained in the context to be studied. Both theories are organized into the required documents. At the same time, the data analysis technique uses content analysis by collecting and analyzing official documents whose validity and validity are official, both existing documents and data sources, as well as policies obtained from others research (Hardani et al., 2020). By narrating all the data obtained and comparing them with existing research objectives and theories.

Result and Discussion. The manager of Muhammadiyah Limbangan Inclusive School is aware that the role of technology and information in the field of education cannot be avoided because the learning process tends to increase its use. Likewise, most Muhammadiyah Limbangan Inclusive School teachers are young people familiar with digital information media facilities. They align with the students they are facing, namely, millennials. The manager, since 2019, in line with the Covid-19 pandemic, has made socialization efforts using the internet, including websites, YouTube, Instagram, Twitter, and

Facebook. They admit that they are effective in conveying information to the public. For this reason, the importance of inclusive education innovation is built for better services (Kozibroda et al., 2020).

As an efficacy of digital marketing, the new student receiving has registered as many as 24 students, and it is hoped that this will increase before the new school year begins. The management of digital marketing is through network access, for the cost of managing the budget website from the school and the personal costs of the teachers led by the deputy head of public relations. However, what is interesting is that digital marketing that is created and published does not highlight the features or inclusiveness of students and existing learning. According to the author, this is very positive in building motivation and independence of students and the pride of parents who send their children to Muhammadiyah Limbangan Inclusive School. It means that the limitations of students who are owned in the view of the manager are not an action or marketing that states they are inclusive. Every show that is shown is an aspect of habit in general, by building recognition and equality with other students.

The growing awareness of limited students who can provide access to updated internet marketing services can be seen on the official website, which updates the weekly news and activities at Muhammadiyah Limbangan Inclusive School. For this reason, marketing in the context of educational services is a social and managerial process to get what is needed and wanted through creating offers and exchanging value products with other parties in the field of education. The ethics of marketing services in education is to offer quality intellectual services and overall character building. Because education is more complex and is carried out with full responsibility, education results are far ahead, fostering the lives of citizens and the next generation in the future (Garrote et al., 2020).

According to the author of the Muhammadiyah Limbangan Inclusive School, this opinion provides ethical guidance on how inclusive schools can be displayed like other marketing media. This effectiveness provides feedback from the association's leadership that it is important to convey information effectively and comprehensively so that the community has an assessment to increase the school's positive role to all parties. Generally, digital marketing is marketing that is carried out in general with measurable targets using digital technology. It aims to promote goods and services, increase choices and improve consumer performance. For this reason, digital marketing has advantages: efficient cost and time, interaction, and interesting content (Wati et al., 2020). So, this is not only known to those around Muhammadiyah Limbangan Inclusive School and students but has wider access to know it, so digital marketing in the field of education is very important to build information and networks and even public trust.

In terms of marketing Muhammadiyah Limbangan Inclusive School initially only revolved around internal marketing, namely prospective students with special needs, to explain how the strategies needed to be carried out, namely:

a. Learning process innovation

The importance of innovation in marketing cannot be avoided because building interest and advantages of products or services with others requires this approach because it will be able to influence other people to agree with what we offer. Likewise, with the learning process, the Muhammadiyah Limbangan Inclusive School on Covid-19 requires the teacher's efforts to prepare learning materials digitally, namely through video recordings that can be viewed on the Muhammadiyah Limbangan Inclusive School official YouTube link or the Zoom meeting link.

b. Development of learning procedures

Furthermore, the development of learning procedures must involve the parents of students because this is related to assignments at home. Such as making observations around their homes so that teachers develop their learning procedures through certain stages so that students can train their cognitive and psychomotor skills to respond to what they see. Learning through projectors provides students with an experience that the learning procedures provided by the teacher give students a sense of curiosity to know more (Tsarakhova & Kabanov, 2020).

In seeing digital marketing in the world of education as one of the innovations adopted with the involvement of teachers and students, these two things are the main elements in making efforts to produce quality education as an expected result and built on existing resources. Environmental factors are forming for integrating educational resources and the existing education system. The educational climate is one effort to perpetuate education throughout the ages. The ending community is formed that is aware of the existence of innovation as a strong instrument in education, as shown below:
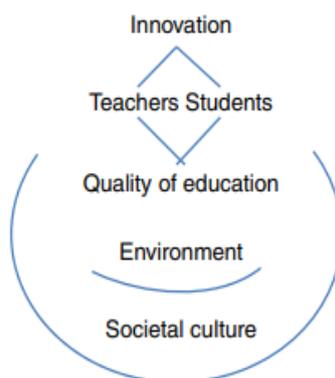
Fig. 1: Educational Innovation Model

Source: (Serdyukov, 2017)

There are several objectives of educational marketing, namely
1. Providing information to the public about the products of educational institutions,
2. Increasing public interest and interest in the products of educational institutions,
3. Differentiating the products of educational institutions from other educational institutions,
4. Providing more assessment to the public by-products offered, and
5. Strengthen the existence and meaning of educational institutions in society.

For this reason, it can be understood that what is to be achieved from educative marketing is to get the right customers on target, both in terms of quality and quantity of potential customers (Rahmi et al., 2021).

There are three main ideas contained in educational innovation, among others: a) conscious and planned effort, education as a conscious and planned effort, shows that education is a deliberate and well thought out process or intellectual work process, the desired education is developmental education and humanistic, which seeks to develop the full potential of students, not the formation of behavioral styles, b) creating a learning atmosphere that allows students to develop their potential actively; and c) have spiritual strength, self-control, personality, intelligence, noble character, and skills needed by himself, society, nation, and state (López et al., 2021). In other words, education is not secular education, not individual education, and not social education, but education, which seeks to strike a balance between the three dimensions.

Effective educational institutions can meet the growing requirements for marketing skills by adopting and integrating digital marketing. It will demonstrate an increasing commitment to educational institutions to prepare for increasingly digital access (Langan et al., 2019). The author believes that Muhammadiyah Limbangan Inclusive School has demonstrated educational innovation through digital marketing by building self-awareness in public in inviting them to participate in educating students with special needs.

The phenomenon at Muhammadiyah Limbangan Inclusive School follows the research results of Purwanti et al., (2021), which explain that innovation affects teacher performance, digital marketing affects teacher performance, and digital marketing affects innovation. For this reason, schools are not only limited to the learning process, especially those that manage inclusive education. In addition to providing educational services, creating innovations will impact teacher motivation and the digital marketing they do.

Conclusion. Islam forbids being bad and discriminating in treating people with physical and psychological deficiencies. In Islam, everyone is required to seek knowledge regardless of the origin and physical condition of the person who wants to study. There should be no discrimination against anyone and any shortcomings they have to get an education like other human beings. About this, Allah once rebuked the Prophet Muhammad, who once had a sour face and turned away from a blind man named *Abdullah bin Ummi Maktum* who was studying him and paying more attention to the rulers of Quraysh. Allah's rebuke explains that Islam does not justify discrimination in treating humans, including disabled people, entitled to attention in education.

Muhammadiyah association is present as part of achieving a complete human being by building humanity above humanity so that it can provide educational services for students with special needs

wholeheartedly. This example of Muhammadiyah Limbangan Inclusive School is the best inclusive school in Central Java with full service. Starting from the ball pick-up service with student shuttles provided with disabled boarding school, efforts to lack teachers with dual teacher roles, and teacher recruitment with optimal training built on commitment and motivation. Furthermore, digital marketing capabilities are carried out as part of the fact that education cannot be separated from technology and information. For this reason, the author greatly appreciates the managers of Muhammadiyah Limbangan Inclusive School for their dedication and integrity.

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