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# IMPLEMENTATION OF SERVICE BASED MARKETING MANAGEMENT AT MADRASAH AN-NIKMAH AL-ISLAMIYAH PHNOM PENH CAMBODIA

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**ABSTRACT**

This study examines the implementation of service-based marketing management at the An-Nikmah Al-Islmaiyah Institute, an Islamic school located in Phnom Penh, Cambodia. Through training in making digital marketing media, in one of the classes. This study aims to analyze how digitalization is implemented in the educational environment. This study uses a method by conducting training in the classroom, then using interviews and discussions with teachers and students. The findings of this study reveal that the madrasa supports this training because it has a positive impact on students and teachers because they become literate about digitalization. However, during this program there were several challenges in implementing the training, one of which was due to the limited infrastructure in the madrasa. This study suggests that schools should focus on improving their facilities, expanding their curriculum, and strengthening their brand identity to attract more students and maintain their position in the market.

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## Introduction

Madrasah An-Nikmah Al-Islamiyah Al-Thanawiyah is recognized as the leading Islamic school in Cambodia and serves as a liaison center for other religious schools in the country. Operated under the guidance of the Cambodian Islamic Leadership Council and the Cambodian Muslim Development Foundation (CMDF), two new school buildings, An-Nikmah Al-Islamiyah School Level 2 and An-Nikmah Al-Islamiyah Institute Phnom Penh, were established in 2017. This expansion was made possible through financial support from the Islamic State Council of Malaysia (MAIWP) and Kuwait, with direct coordination by the Association for Social Coordination and Development.

Madrasah An-Nikmah Al-Islamiyah Al-Thanawiyah has an outstanding track record in producing Hafiz of the Qur'an, empowering them to pursue further education and scholarships. Many of these outstanding students have been accepted into prestigious universities in Indonesia, such as the University of Riau and the Muhammadiyah University of North Sumatra. Moreover, some of them have been accepted at Al-Azhar University in Egypt.

In an era of increasingly competitive globalization, Islamic educational institutions such as Madrasa An-Nikmah Al-Islamiyah in Phnom Penh, Cambodia, must continue to improve their performance to remain relevant and competitive. Madrasas as educational institutions dedicated to improving the quality of Islamic education have an important role in forming a knowledgeable and moral generation. However, in facing this challenge, madrasas must be able to develop effective strategies to improve the quality of educational services and increase student participation.

Service-based marketing is a very important strategy in improving the performance of educational

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institutions. By focusing on student needs and satisfaction, service-based marketing management can help madrasas improve the quality of educational services, increase student participation, and strengthen the relationship between madrasas and the community. This strategy not only pays attention to traditional aspects such as curriculum development and resources, but also considers modern aspects such as the use of educational technology and social media.

According to Wijaya (2022:36) stated that marketing of educational services is very functional. In an effort to improve the existence of the school that we manage, it is important to convince the public and customers of educational services (students, parents of students, and other related parties) about the value and quality that we offer. We need to convince the public and customers of educational services that the educational services we provide are in accordance with their needs, so that they appreciate the benefits of what we provide. In order to increase awareness of the types of educational services we provide, it is necessary to implement an effective educational services marketing strategy to ensure that the public, especially potential customers, recognize and understand what we offer. The educational services marketing strategy is very important to ensure that the existence of our school remains known to the wider community and potential customers.

According to Mundir (2015:31) stated that the function of marketing in educational institutions is to form a good image of the institution and attract the interest of a number of prospective students. Therefore, marketing must be oriented towards "customers" which in the context of schools are called students. This is where schools need to know how prospective students view the school they will choose.

In a highly competitive education market, schools must implement effective marketing strategies to attract and retain students. Service-based marketing, which focuses on the quality of educational services and the overall student experience, is becoming increasingly important for schools to differentiate then selves from competitors and meet the evolving needs of students and parents. This study investigates the implementation of service-based marketing management at Madrasah An-Nikmah Al-Islamiyah, an Islamic school in Phnom Penh, Cambodia to understand current practices, challenges and opportunities for improvement.

Madrasas as Islamic educational institutions have an important role in improving the quality of education in Cambodia. However, in an increasingly competitive era of globalization, schools must continue to improve their performance to remain relevant and competitive. One strategy that can be implemented is service-based marketing management that focuses on student needs and satisfaction.

This is a picture of madrasas with a global perspective that is awaited in the modern world, which must be flexible in adapting to the various demands of the times while still prioritizing the values of efficacy, efficiency, quality, and so on. Go ahead. However, madrasas do not need to change their own ideals and perspectives. A country's education system is said to be effective if its supporting elements make a significant contribution to overall educational progress and its interrelationships (Amsari, 2023)

To improve the quality of education at Madrasah An-Nikmah Al-Islamiyah Al-Thanawiyah Cambodia, it is recommended to implement strategic management stages proposed by experts in the field, starting from formulation to evaluation. This approach offers various benefits, including fostering dynamism within the madrasah, increasing managerial motivation towards ownership, encouraging active participation, and instilling a sense of responsibility. Therefore, the main aim of this research is to evaluate the application of strategic management to improve the quality of education at Madrasah An-Nikmah Al-Islamiyah Al-Thanawiyah Phnom Penh Cambodia.

## Methods

### Design Stages

The study employs a qualitative research approach, using semi-structured interviews with school administrators, teachers, and students to gather data. Observation technique is an activity of researchers who go directly to the field to observe the behavior and activities of individuals at the research location (Creswell, 2013). This technique is also carried out by conducting intensive observation and listening as carefully as possible to the smallest details. While on site, this technique aims to collect as much data as possible about objective conditions, the geographical location of the community service program implementation, and the process of implementing community service activities. Interview technique is a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied, but also if the

researcher wants to know things from the respondents in more depth (Sugiyono, 2014). In this study, interviews were used to find out more about the Marketing Management Process through this Community Service Program. The interviews were conducted in Khmer and English, depending on the preference of the participants. The interview questions focus on the school's marketing strategies, challenges, and areas for improvement. The data was analyzed using thematic analysis to identify recurring themes and patterns. This activity is carried out through socialization and training in implementing marketing management using the Microsoft Word application. Through this socialization and training, it is hoped that students can understand how to implement how to create media so that they can market the advantages of Madrasah An-Nikmah Al-Islamiyah Phnom Penh. Therefore, further training is provided so that students can directly use the Microsoft Word Application. In this training, the author applies direct training methods to students to provide practical experience to participants.

a. Preparation Stage

- Needs Identification: Evaluate needs in the marketing field and students' interest in marketing management, even though there are no lessons on marketing. This assessment was carried out through surveys and interviews with students to understand the media we created to promote Madrasah An-Nikmah Al-Islamiyah.
- **Literature Review** : Examining literature related to the creation of marketing media while including one of the computer subjects at the Madrasah. So that students continue to carry out their routines while creating promotional media about the advantages that exist at Madrasah An-Nikmah Al-Islamiyah.

b. Data Collection Stage

- Needs Survey: Using questionnaire to identify students' interest in marketing management and marketing media. The survey also included questions about available technology and the student's readiness to implement marketing media to help promote Madrasah An-Nikmah Al-Islamiyah.
- **Environmental Observation** : Observing the school environment to assess the readiness of infrastructure and the feasibility of implementing marketing media, including the accessibility of technological devices and internet connectivity that would be sufficient for the needs of creating marketing median at Madrasah An-Nikmah Al-Islamiyah.

c. Implementation Stage

- Introduction of Learning Media: Introducing how to create marketing media in the Microsoft Word application, such as explaining several tools that students can easily understand and their uses to support the creation of marketing media.
- **Workshops and Training**: Carrying out training for female students on how to use marketing media properly, even without formal marketing media learning. However, the training can be carried out well and all the material that has been prepared can be delivered optimally.
- **Demonstration Activities**: Organizing training sessions with female students to show how marketing media creation can be used in teaching and learning activities which are very interesting and also fun because they can hone the creative abilities of each female student.

d. Evaluation Stage

- Post-Implementation Data Collection: Data collection through surveys and interviews after the implementation of marketing of marketing media creation to assess the impact on students' interest in wherever they are interested in being able to apply it in their daily lives and students' involvement in learning in the field of marketingimg that is more focused.
- Data Analysis: Analyze data to evaluate students' responses to creating marketing media and the potential for marketing integration for daily learning which can increase the creativity of each student. And if you continue to hone it, it has the potential to become a skill that produces a product.

**Results and Discussions**

Implementation of service-based marketing management, by providing marketing media creation training to increase the creativity of students so that people are interested in sending their sons and daughters to Madrasah An-Nikmah Al-Islamiyah Phnom Penh. The material presentation and training will be held in August 2024 in the Computer Laboratory room of Madrasah An-Nikmah Al-Islamiyah at No 144E Krom1 Phnum2 Sangkat Chrang Chamres 1 Khan Russey Keo, Phnom Penh 120704, Cambodia. The training was attended and also assisted by International Real Work Lecture collagues from Imam Bonjol State Islamic University, Padang ang Muhammadiyah University Prof. Dr. Hamka. The training was attended by 25 female students from high school classes. Before implementing marketing management through

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training in creating digital marketing media for female students, a pre-test is given first with the aim of finding out how much the female students understand the basics of digital marketing.

The first training in making digital marketing media was how to make brochures for promotion, so that the way of making them was easy for female students to understand.

Create Busibess Brochures

Open the Microsoft Word Application on the computer or laptop used when training. Choose a business brochure template that is available in Microsoft Word or you can also create your own design using the "Design" feature in the "View" menu. Then fill in the brochure content according to information about the product or service that we will offer. Be sure to include details such as products, prices and our contacts to make it easier to carry out our promotions. Add relevant images and graphics so that the brochure we create becomes more eye-catching. After completing the design, we can immediately print the brochure using a printer.

This community service initiative encompasses the components of counseling, practical application, and assessment. The program description is elucidated as follows :
The act of providing counseling services or distributing relevant materials.
Instructor: Zakkiyah, M.Si
Material: Implementation of Media Creation for Marketing for Students at Madrasah An-Nikmah Al-Islamiyah

1. Results

a. Interest and Readiness in Developing Media for Digital Marketing

Survey Results: The survey conducted showed that although digital marketing media creation was not taught formally, 80% of female students expressed high interest in training in digital marketing media creation. The majority of respondents believe that creating digital marketing media using Microsoft Word applications can provide knowledge and creativity outside the official curriculum in the madrasah environment. But it still has a positive impact on improving the students' soft skills.

**Table 1.**Survey Table

| Criteria | Respondent Percentage (%) |
|---|---|
| The students showed that there was a high interest in making promotional media using the Microsoft Word application. | 80% |
| Respondents felt that making this promotional media could increase creativity and foster an entrepreneurial spirit from a young age | Majority |

Environmental Observation :After conducting observations, it shows that the school infrastructure, including access to technological devices and internet connectivity, OS is adequate to support the use of learning media, although there are some limitations related to inconsistent internet access. It is not a barrier even though internet access is inadequate, because the Microsoft Word application can still be used even though there is no internet, but the results may still be less than optimal.

**Table 2.**Observation Table

| Aspect | Information |
|---|---|
| School infrastructure | Sufficient to support media use |
| Access to technological devices | Available facilitated by the school |
| Internet connection | Not consistent, there are some limitations when its use is too much |

b. Impact of Digital Marketing Media Creation Training
Demonstration Activities :This training helps improve technical skills in using applications and tools in Microsoft Word to create marketing media. They can also create innovative and interesting media or content to attract the attention of the audience who sees it.
Students also learn how to communicate messages effectively through digital media. Most students who take this training may have more interest in choosing a career in digital marketing. Of course, this training can be useful, both for schools and for their students.



**Fig. 1.**Digital Marketing Media Creation Training



**Fig. 2.**Documentation After Training

**Feedback from the Workshop :**The computer teacher responded that he was very happy to see his students improve their digital skills. This training not only helped them in creating digital marketing media, but also broadened their horizons about the technology out there that could be applied to promote Madrasah An-Nikmah.

In addition, this training also helped improve the creativity of his students. They learned how to develop innovative and interesting design and content to attract the attention of the audience.

c. Challenges in Implementation

Technical Issues :There are some students who are less creative so they have difficulty in developing interesting designs and content. In addition, there are also other obstacles, namely the limited internet access provided and damage to some computer devices, so that the predetermined training time becomes longer for students because they have to take turns when making the media.

2. Discussion

a. Student Interest and Engagement

Positive Response to Learning Media:The students were very happy with the digital marketing media creation training, because they could learn a lot about how to use Microsoft Word applications to create effective marketing media. They became more creative because they had learned how to develop innovative and interesting designs and content. Previously, the students did not know that making brochures and flyers could be so easy and interesting.

Active Student Engagement:The existence of training activities shows that the students are very enthusiastic because they really enjoy the training and make it easy for them to understand how to implement the things that have been explained and conveyed well. Of course this can be a great potential for students to increase creativity and implement it in other interests that can have a big positive impact.

b. Challenges Faced

Infrastructure Limitations :Lack of adequate facilities and infrastructure, such as poor internet connection, lack of attention in maintaining computer facilities that make some devices unusable. This requires attention from the school so that facilities are maintained and student activities can run smoothly without any obstacles.

c. Recommendations

Infrastructure Development :Invest in advanced technology to ensure that students have adequate access to the digital resources they need. Ensure that the learning spaces they use are well-equipped, including computers, internet, and the necessary software. Use cloud computing to store and access data more easily, so that students can collaborate and share files more effectively.

Ongoing Training :Creating a flexible curriculum design to meet the diverse needs of students. There needs to be a platform such as e-learning to provide flexible learning access that can be accessed anytime and anywhere. Providing ongoing guidance via email, such as creating online discussion groups, or online learning applications that can be used remotely and the process of increasing the potential of students can be monitored.

Monitoring and Evaluation :There is a need to be regular monitoring and evaluation of the implementation of digital marketing media to see its impact on the interests and involvement of students in implementing it both within the school environment and outside the school environment. So that the knowledge gained in the training can be useful and can also be a charity because it can also be implemented in conveying Islamic preaching through the creation of digital marketing media.

These findings and discussions provide insights into how to implement marketing management through digital marketing media creation training using Microsoft Word applications can be socialized and accepted at Madrasah An-Nikmah Al-Islamiyah, even in just one meeting. They also identify challenges that need to be addressed and offer recommendations for further development.

**Conclusions**

The community service program entitled "Implementation of Service-Based Marketing

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Management at Madrasah An-Nikmah Al-Islamiyah, Phnom Penh" has been completed and successfully implemented activities that have a positive impact on the acquisition of valuable knowledge by students and teachers. The evaluation conducted by the partners resulted in a very satisfactory score for the community service program team. The partners also expressed their gratitude and deep optimism about the potential for long-term sustainability of this program. In addition to strengthening relationships between students, the digital marketing media creation training activities in this class provide new experiences for students and reduce their free time to be more useful. Involving students in experiential learning activities will encourage their participation and involvement in this program. The existence of digital marketing media creation training at the An-Nikmah Al-Islamiyah Institute Phnom Penh has significant potential to increase student interest and involvement, especially in the field of marketing, but further efforts are needed in terms of infrastructure development and teacher training to support more effective implementation.

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