

ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis penerapan strategi pemasaran yang telah dilakukan di SMP Strada Slamet Riyadi; (2) mengevaluasi strategi pemasaran yang telah dilaksanakan di SMP Strada Slamet Riyadi; (3) merumuskan strategi pemasaran berdasarkan *segmenting, targeting, positioning*, dan bauran pemasaran di SMP Strada Slamet Riyadi. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus yaitu menggali dan memahami fenomena dalam konteks kehidupan nyata berdasarkan pengamatan. Metode yang digunakan dalam pengumpulan data yaitu observasi, wawancara, dan dokumentasi. Hasil penelitian ini berupa perumusan strategi pemasaran SMP Strada Slamet Riyadi mengacu pada segmentasi geografis dan psikografis, *targeting* orang tua yang mengutamakan pendidikan berkualitas, berbasis karakter, dan nilai religiusitas dan *positioning* sebagai lembaga pendidikan Katolik yang menekankan prestasi, berkarakter, dan berbudaya lingkungan. Bauran pemasaran mencakup produk jasa (SMP Strada Slamet Riyadi mampu menciptakan lulusan yang berprestasi, berkarakter, cinta tanah air, dan berbudaya lingkungan), tempat (aksesibilitas sekolah yang strategis), harga (sistem subsidi silang dan beasiswa untuk murid kurang mampu), serta promosi (poster, brosur, spanduk, *word of mouth*, presentasi secara langsung kepada murid kelas empat, lima dan enam SD tertentu, bekerjasama dengan alumni dan kemitraan dengan orang tua, memilih murid sebagai duta sekolah, dan pemanfaatan media sosial). Kerjasama dengan alumni juga menjadi bagian penting dalam mendukung strategi pemasaran untuk keberlanjutan SMP Strada Slamet Riyadi.

Kata Kunci : strategi pemasaran, *segmenting, targeting, positioning*, bauran pemasaran

ABSTRACT

This study aims to (1) analyze the implementation of marketing strategies that have been carried out at Strada Slamet Riyadi Middle School; (2) evaluate the marketing strategies that have been implemented at Strada Slamet Riyadi Middle School; (3) formulate marketing strategies based on segmentation, targeting, positioning, and marketing mix at Strada Slamet Riyadi Middle School. This study uses a qualitative approach with a case study method, namely exploring and understanding phenomena in real-life contexts based on observations. The methods used in data collection are observation, interviews, and documentation. The results of this study are the formulation of marketing strategies for Strada Slamet Riyadi Middle School referring to geographic and psychographic segmentation, targeting parents who prioritize quality education, character-based, and religious values and positioning as a Catholic educational institution that emphasizes achievement, character and environmentally conscious. The marketing mix includes product services (SMP Strada Slamet Riyadi is able to produce graduates who are high achievers, have character, love their homeland, and have an environmental culture), place (strategic school accessibility), price (cross-subsidy system and scholarships for underprivileged students), and promotion (posters, brochures, banners, word of mouth, direct presentations to certain fourth, fifth, and sixth grade elementary school students, collaboration with alumni and partnerships with parents, selecting students as school ambassadors, and utilization of social media). Collaboration with alumni is also an important part in supporting the marketing strategy for the sustainability of SMP Strada Slamet Riyadi. Keywords: marketing strategy, segmenting, targeting, positioning, marketing mix

