



Image Branding Management in Increasing Competitiveness of Raudlatul Athfal in The Society 5.0 Era

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Abstract : This study aims to determine the increase in the competitiveness of raudlatul athfal involving branding image management in the era of society 5.0. This is qualitative research with a case study conducted at Raudlatul Athfal Perwanida III in a Probolinggo district. The sources of informants in this study were school principals, curriculum, public relations, teachers, and student guardians. Then to select and determine the informants in this study, researchers used a purposive sampling technique. Data collection techniques in this study used content/document analysis techniques, in-depth interviews, and events/observations. The method used to check the validity of the data is the triangulation method. The data analysis technique used in this research is interactive model analysis. The stages in analyzing the data in this study are data reduction, data presentation, and conclusion. The results in this study indicate that first, Raudlatul Athfal Perwanida III involves branding image management in increasing Raudlatul Athfal's competitiveness in the era of society 5.0. Second, the control of the branding image management strategy is carried out using; Problem Mapping, Implementation of Branding Image, Result Branding Image and Continous Improvement. The implications obtained by carrying out branding image management can increase public confidence in choosing Raudlatul Athfal Perwanida III as an institution capable of educating the nation's next generation. the control of the branding image management strategy is carried out using; Problem Mapping, Implementation of Branding Image, Result Branding Image and Continous Improvement. The implications obtained by carrying out branding image management can increase public confidence in choosing Raudlatul Athfal Perwanida III as an institution capable of educating the nation's next generation. the control of the branding image management strategy is carried out using; Problem Mapping, Implementation of Branding Image, Result Branding Image and Continous Improvement. The implications obtained by carrying out branding image management can increase public confidence in choosing Raudlatul Athfal Perwanida III as an institution capable of educating the nation's next generation.

Keywords : Branding Image; Management; Competitiveness; Madrasa.

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INTRODUCTION

The era of society 5.0 was first coined by the Japanese government to define a concept in a human-centered society. In this era, all human activities are based on technology and modernization in various fields (Yasa et al., 2021). Modernization in various sectors of life has made data and information valuable, which has an impact on changing people's lives (Rahmanto et al., 2021). Communities are required to be able to access and process information quickly and accurately. This era is a challenge for the world of education to improve students' soft skills so they can compete in the future. At least students in this era are required to have the ability to think critically, think at a high level and be able to solve problems appropriately (Fitriyah, 2019).

In this era, the progress of educational institutions is determined by the community. This is because the progress of educational institutions can be seen from how far the community can trust these institutions in carrying out their duties (Kusumawati, 2021). Therefore, educational institutions or educational leaders in particular must create a strategy that is able to create an institutional climate that is dynamic and responsive to the progress of the needs of the community in the surrounding environment (Mustajab et al., 2021).

The world of education in facing the era of society 5.0 must not remain silent. Education is a defense that a person must have in facing the onslaught and challenges in the era of society 5.0. The development of such a sophisticated era must be balanced with innovation in the field of education and teaching (Nugraha & Rahman, 2021). Basically, the era of society 5.0 is not only a challenge but also provides opportunities for every human being to be more advanced. Humans in this era play a bigger role because of the transformation of big data so that it has the potential to make human life more prosperous. However, humans must be better prepared to face this era because the challenges they face are more severe compared to previous eras. Humans who are not ready for this era will be left behind and will even be run over because this era is a continuation of industrial technology 4.0 (Hendarsyah, 2019). Therefore, the institution must prepare a strategy in maintaining the existence of the institution so that it is not left behind from other institutions.

Education in the Era of society 5.0 has become a necessity that is consciously recognized by the community. This can be proven by the existence of people who are competing to find the best educational institutions for their children according to their respective big goals (Karademir Cockun et al., 2020). Therefore, educational institutions are required to be creative and play a maximum role in carrying out educational activities that lead to these goals. with the increasing quantity of educational institutions will be a big challenge for education providers (Samwi, 2021). Managers of educational institutions are also required to continue to innovate and think critically in finding new ideas to maintain excellence and develop educational institutions according to the demands of the times so that they can compete in the struggle for labels based on educational goals and educational customer satisfaction (Diana et al., 2020).

In this era, institutional marketing was also encouraged in various ways. marketing for an educational institution is needed. As a non-profit organization engaged in the field of educational services, at any level, efforts are needed to convince the public as customers that the educational institutions they manage still maintain their existence and quality. The marketing management strategy chosen as a weapon must of course look at environmental conditions. In the era of society 5.0, there was high competition so that there were many superior service offerings offered by educational institutions, especially in the field of information technology.

Phenomena that occurIn the era of society 5.0, the level of progress in education is increasing rapidly with the emergence of new educational seeds as if education stakeholders are competing to establish education with different aims and objectives. Globalization is a problem faced today, with growing economies, international competition, environmental, cultural, and political issues (Khotimah et al., 2019). This phenomenon also occurs in Raudlatul Athfal, one of the early childhood education institutions, which is increasingly competing to proclaim a superior program that is able to attract customers by generating new ideas and ideas involving information technology to attract prospective students. That way, old educational institutions must be able to maintain a positive image so that they still have high competitiveness that are able to maintain the existence and quality of the institution.

Facts that appear in the field in particular raudlatul atfal Perwanida IIIrelated to the phenomenon that occurs, there is indeed a shift in enthusiasts with the emergence of new institutions that are around by offering various new and unique brand advantagesso raudlatul atfal Perwanida IIIstrive to growA superior institutional brand to be able to compete with other raudlatul atfal level education and not be left behind in innovation.

In integrating the competitiveness of educational institutionsRaudlatul Atfal Perwanida IIIadopting a new breakthrough involving a branding image management strategy. Because by involving the branding image of educational institutions can introduce institutional programs widely to consumers. The so-called brandingnamely interpretation, a set of knowledge and image recreations including meanings, beliefs, attitudes and feelings towards something (Lee & Chen, 2018).

Institutional Brandingowned by different educational institutions. The better the brand image, the easier it will be for educational institutions to get customers and attention from the community. Therefore, the branding image management strategy in education is very important, because seeing the development and growth of education is determined by the ability to manage educational institutions. The brand image of educational institutions can be built through frequent institutions holding various kinds of events by partnering or collaborating with various parties, presenting achievement boards, then this will attract public interest (Maresova et al., 2020).

In preparing an institutional branding management strategy, consistency and firmness from various elements is needed to achieve optimal results. Institutional branding really needs to be done, especially in the era of society 5.0 so that institutions are not left behind or even forgotten due to a lack of innovation in maintaining the quality of institutions. Researchers focus more on branding image management strategies in increasing the competitiveness of institutions.

This research is based on preliminary research submitted by several researchers including; Independent (2016) say that, one of the impact of forming branding in increasing the competitiveness of Raudlatul Athfal namely increasing interest in entering the community and increasing public trust, then Koowuttayakorn (2018) At this time, many educational institutions have sprung up and eventually become fierce competition, therefore a breakthrough is needed that can increase the competitiveness of institutions through a positive brand. Brand image simultaneously has a positive and significant effect on consumer decisions (Ruhamak & Rahmadi, 2019).

Then Rohanah & Agustina (2018) Broadly speaking, branding image is the promotion of one of the strategies carried out to introduce and increase consumer knowledge about the products or services offered so that consumers are more interested in using the services offered. Also submitted by Manurung & Siagian (2021) refer from Rangkutis (2004) namely interpreting brand image as various things that need to be remembered by consumers that can be connected so that it becomes an association that can form an image about the brand image or brand. Building a brand image is very important, because brands are seen as a way for managers of educational institutions to allocate the potential value that exists within educational institutions to convince the public (Munir, 2022).

The descriptions of a number of researchers explain the importance of an institution's branding image management strategy in increasing the competitiveness of other institutions, especially in the era of society 5.0 where educational institutions are competing to present institutional branding with modern packaging that can attract consumers. Referring to this description, the researcher has an interest in reviewing the increasing the competitiveness of institutions in the era of society 5.0 with a branding image management strategy.

METHOD

In this study using qualitative methods by conducting research that intends to describe the problem and analyze the problems that occur. This study aims to examine and find management strategies Image Branding in a Raudlatul Athfal institution in increasing competitiveness. The institution selected in this study was carried out at an institution under the auspices of the Dharma Wanita Association Foundation of the Ministry of Religion of Probolinggo, a child education institution in Indonesia that is more familiar with the name Raudlatul Athfal Perwanida III. The location is in Karanganyar Village, Paiton District, Probolinggo Regency. Researchers collect data through several stages namely; observation

activities, by making direct observations at the research location. Then conduct interview sessions with several informants. Informant data can be seen in the following table:

Table 1. Sources of research informants

No	Element	Total	Initials
1	Leader	1	IF1
2	Staff / Employees	2	IF2, IF3
3	Teacher	2	IF4, IF5
4	Student Guardian	2	IF6, IF7

From the table it can be explained that there are four elements of informant sources, namely from leadership, namely the head of Raudlatul Athfal Perwanida III, staff/employees from curriculum and public relations vice heads, teachers namely group A teachers and group B teachers, and student guardians as consumers at Raudlatul Athfal Perwanida III. Furthermore, observations were made at several meetings in direct observation of branding activities carried out by the institution. The last one is the analysis of documents that can corroborate the research results. All data collected is then carried out with data reduction, which is processed on the data display and then conclusions are drawn. Through the stages carried out, the researcher can analyze and draw conclusions about the research carried out.

RESULT AND DISCUSSION

In realizing increased competitiveness of Raudlatul Atfal in the era of society 5.0, RA Perwanida III has to make several efforts, in this case the institution collaborates with a branding image management strategy. The results of the study show that the strategies used are as follows:

1. Problem Mapping

Before carrying out program updates, the institution first takes the first step by making a mapping of the problems that exist in the institution. Mapping is done to see the inequalities that exist in institutions regarding competitiveness that is spreading and looking for solutions or the best solutions. Problem mapping or problem mapping that is carried out is able to provide an overview of the weaknesses in competitiveness that exist in institutions so that institutions can plan solution programs for problems that occur.

As explained by IF1, that all institutional stakeholders made several improvements or evaluations which were carried out for one semester (six months), from the results of the evaluation several problems were found including RA Perwanida III institutions lacked innovation in the application of learning, students did not have superior achievement, target achievement children's development is not fulfilled, it is necessary to find a solution so that this situation does not drag on and it is feared that the child will reduce the quality of the institution.

It was also emphasized by IF2 that planning for branding image management in increasing the competitiveness of institutions was carefully planned with the approval of all

raudlatul athfal components. Planning becomes one of the functions of a series of management activities in achieving a goal (Ngari et al., 2018). Planning for educational image branding activities, namely projecting what actions will be carried out (Hilfi Hanifah, 2018). Planning can affect the success of education which is carried out with a positive approach (Baharun et al., 2021).

It can be concluded that by doing problem mapping, a plan will emerge as an important step in making a new breakthrough, especially regarding increasing Raudlatul Atfal's competitiveness which really needs to be planned properly and managed according to needs. From the findings of the problem mapping, there are several management strategy planning steps carried out by Raudlatul Atfal in increasing competitiveness including: Formation of the Development Team, Formation of the Institutional Quality Assurance Team and Formation of the Publication Team.

As conveyed by IF1 as the head of raudlatul athfal, the branding image management strategy planning is carried out by agreement and deliberation on the agenda of the raudlatul athfal internal evaluation meeting. By forming a team that is classified with their respective duties and with the approval of all components of the institution. This is done so that the announced program can run more effectively and produce the desired results.

The findings in the field as explained by the head of raudlatul athfal, the institution has planned to form a team in implementing branding image management including: establishment of a development team, establishment of an institutional quality assurance team and establishment of a publication team. These three teams have the following job classifications; the development team is tasked with compiling a raudlatul athfal self-evaluation (EDRA), compiling a vision and mission, compiling an organizational structure, preparing an annual work plan (RKT), compiling a raudlatul athfal program, curriculum and applicable regulations. Furthermore, the quality assurance team is in charge; provide recommendations for quality improvement strategies based on results monitoring and evaluation of the head of raudlatul athfal. then tim publication in charge; arrange all promotional matters from staging activities, shows, student creations, student achievements, to be designed and published in various media, both print and electronic media. Problem mapping carried out by institutional stakeholders makes it easier for institutions to find solutions to problems that occur, detailed problem mapping provides an overview of the facts that happened to RA Perwanida III so that it will bring up a problem solving idea by planning a solution program.

2. Image Branding Implementation

In building a program, of course, it takes a commitment and careful planning and implementation that is arranged according to plan. In the era of society 5.0, many institutions are innovating to build their image in order to develop their institutions. For managers of educational institutions, creating a positive brand image is not easy. In order to be able to form an educational institution's brand image it must be positive, so managers of

educational institutions must understand and understand the climate around the institution to be able to implement planned programs.

Implementation of branding image is the realization of the planning that has been made on the problem mapping to achieve a goal. Based on the results of observations, interviews, and documentation, it is known that the implementation of the branding image strategy in increasing Raudlatul Athfal Perwanida III's competitiveness by looking at the casuistics around the institution, the institution determines the branding used, namely: a) making the institution's flagship program, b) increasing achievement, and c) form the moral character.

IF3 said that the implementation of the branding image strategy was carried out by creating a superior program in accordance with the plan above, one of the additional superior programs tailored to the needs of the community, namely the tahfidz program and extracurricular programs (coloring and dance), these programs are scheduled outside of the effective hours of teaching and learning activities but it has been arranged in the institutional curriculum, this is whatAs one of the strategies for the institution's brand image and attractiveness to the public, especially in the 5.0 era, we involve the publication of superior programs involving technology to accelerate the flow of information. This flagship program is also intended to accommodate the needs of students according to the interests of the students themselves. With the existence of several excellent programs implemented by the institution, it is hoped that it will become a separate brand that can become a selling point for the institution to the public(Farida, 2016).

Furthermore, IF4 said that in addition to the excellent program that the institution was touting, it also programmed to increase the institution's achievements in both the academic and non-academic fields. If the institution's performance is good, it will also create a good image for the institution. Several strategies in improving achievement by conducting coaching from professional trainers according to the abilities of students. Both in the academic and non-academic fields, namely through extracurricular and extracurricular activities and institutions always participate in participating in competitions from the sub-district, district and provincial levels. Improved achievement is not only from students but also from teachers and the institution itself, therefore teachers are also always involved to attend seminars, workshops and training in order to develop their competencies and management of institutional needs is also carried out by completing institutional facilities and infrastructure to support the activities of students and teachers. We are obliged to publish the achievements of all raudlatul athfal components from both students and teachers to the general public to promote the achievements made by the institution with the aim of attracting public interest in this institution.

Based on observations in the field, the implementation of branding image at the Raudlatul Atfal Perwanida III institution is also carried out by forming the character of

students. Character is stimulated by daily habituation in the form of implementing greetings, shaking hands, speaking politely and respecting the opinions of others. This is formed from the role model of a teacher where the teachers who serve in this institution have a gentle and motherly character so this is also the strength of the institution in processing it to become competitive against other educational institutions.

Emphasized by IF5, character building is done by habituation and coaching carried out by the teacher. Make rules or regulations for the institution in maintaining the discipline of students and instilling the values of *akhlakul karimah* with the habituation of 5S, smiling, greeting, greeting, being polite and courteous, this habituation is continuously carried out by all *raudlatul athfal* components so that students are indirectly stimulated to follow the climate and atmosphere that exists within the institution, a character is formed that can later become branding and a differentiator from other institutions.

The implementation of branding that was proclaimed to the public by involving branding image management which was carried out by establishing a superior program, increasing achievement and forming the character of *akhlakul karimah* in *Raudlatul Atfal Perwanida III* made the institution have a positive image in the surrounding environment. This image or image can build progress for institutions from time to time, including in the era of society 5.0.

3. Result of Branding Image

Results are the final part of a plan. The results are obtained because of the implementation or application carried out through a management strategy that is carried out. Based on the results of observations, interviews, and documentation conducted by researchers, the results of branding image management are used by this institution to increase its competitiveness, namely: a) Give the institution an identity, b) increase the number of prospective new students, and c) the quality of graduates.

First, it gives an identity to the institution. A brand image will provide a separate identity for the institution. This is in accordance with the theory of brand formation, namely the uniqueness of brand association is the uniqueness of a product brand that will be seen by others and will give a different image from competitors. This means an institution that is different from the others. This institution is known for its culture of courtesy so that the character inherent in students is controlled behavior and creates a positive image. The image attached to *Raudlatul Athfal* is that of outstanding students and excellent graduates, of course this image is very positive and very beneficial for the progress of the institution.

Second, increase the number of prospective students. With a good branding image strategy, there will be distinctive characteristics for the institution so that people are interested and interested in registering their children *toraudlatul atfal Perwanida III*. the influence of branding image for *raudlatul athfal Perwanida III* is very important to make people have more trust in the institution so that it can increase the number of students from year to year.

Based on the results of an interview with IF4, teacher Raudlatul Atfal Perwanida III said that, from year to year the number of applicants at this institution is increasing. However, due to limited places to eat each year the number of students is limited to only accepting 50 students. The comparison between the number of students who register each year has increasingly shown an increase since the institution's flagship program was implemented.

Third, the quality of graduates. raudlatul athfal Perwanida III is very concerned about the quality of its graduates. With the good image of raudlatul athfal Perwanida III, the input obtained during PPDB is also good. So that Raudlatul Athfal Perwanida III has sufficient capital for further development and can produce good and quality output. The quality of the institution's graduates is quite good. This is evidenced by the number of students who were accepted by the favorite Raudlatul Atfalan in the surrounding area. Raudlatul Athfal Perwanida III's brand image is not only seen from the advantages possessed by the institution, but the quality of its graduates is also one of the results of the implementation of the branding image management strategy applied at this institution.

4. Continuous Improvement

Continuous improvement is carried out by monitoring so that the branding that has been carried out is truly controlled by involving the Deming concept so that the image that has been attached remains stable(Sriwidadi, 2001). Appropriate and good branding image management will have an impact on improving the quality of the institution by making continuous improvements. Deming defines quality as the continuous development of a stable system, along with an overview of branding image management in increasing the competitiveness of the Raudlatul Atfal Perwanida III institution;

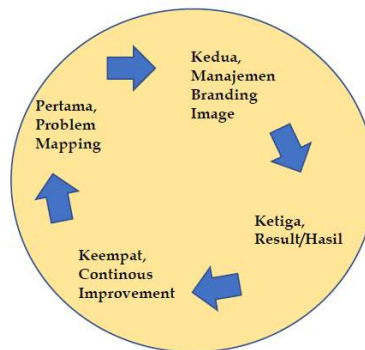


Figure 1. Deming's Concept

Management institutions continuously control and monitor the sustainability of the branding image program in increasing competitiveness. Monitoring is carried out directly by the head of raudlatul athfal, chairman of the foundation, related parties such as madrasa supervisors and the association of guardians of students who take part in maintaining

quality and stability. Input from various parties is used as a reference for the institution's self-evaluation in correcting the gaps found.

However, so far the flagship programs that have been implemented have not found significant gaps. Broadly speaking, the programs proclaimed in fostering a positive image are capable of creating competitive competitiveness that benefits institutions. As explained by IF6 as the student's guardian, said that we as student guardians are very proud of the superior programs carried out at this institution because with the flagship program our children can be motivated to further improve their achievements both in the academic and non-academic fields according to the interests they desire. .

Also emphasized by IF7, this institution in the community has a positive image known as an institution with character (polite and polite) as well as an institution that achieves with various awards. We as parents of students are very proud to choose this institution to foster knowledge of our children, the institution also always works with parents in developing programs by asking for ideas or constructive evaluations of the institution.

Continuous improvement as a step from monitoring to measuring and improving implemented activities, such as matching the results of activities. The purpose of the self-evaluation is so that the plans that have been arranged can achieve the goals set and can be implemented. The results of the follow-up evaluation are intended to re-plan, as well as function as the final administration and management.

CONCLUSION

Creating positive branding is not as easy as imagined, but if it is done seriously and continuously, it is not impossible to achieve the branding image program. In the 5.0 era, there have been many offers from high-quality education circles, so it is appropriate for established schools to innovate in order to maintain their existence to the public so that they remain institutions of interest. Branding image management carried out by institutions is carried out by conducting problem mapping (mapping problems that exist in institutions), then implementing branding images that will become the flagship of the institution, then knowing the results obtained from the programs being implemented, the last step is continuous improvement which is able to provide improvements to the program. With this management, the institution has managed to get a positive image from the community, the institution can also maintain its quality and quality and can generate full trust from the community. Of course, this strategy cannot be generalized to every institution because the environmental conditions in each institution are different. So that the situation makes it possible to bring in further researchers who can explore and explore the same case with different characteristics in order to add insight into branding image management in increasing competitiveness.

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