

**ABSTRAK**  
**PELAKSANAAN MANAJEMEN PENDIDIKAN DAN MARKETING SEKOLAH DI**  
**AL-AZHAR YOGYAKARTA BOARDING SCHOOL**

Farid Lutfi Bachtiar

NIM 17913090

Dalam dunia pendidikan tentu tidak lepas dari manajemen dan marketing. Manajemen sekolah merupakan faktor yang paling penting dalam menyelenggarakan pendidikan dan pengajaran di sekolah, keberhasilannya diukur oleh prestasi yang didapat. Penelitian ini bertujuan untuk mengetahui pelaksanaan manajemen pendidikan dan marketing sekolah di al-azhar yogyakarta boarding school.

Penelitian ini termasuk penelitian kualitatif. Informan dari penelitian ini adalah bidang akademik protokoler dan kemudian marketing corporate . Dengan menggunakan teknik *purposive sampling* dengan metode observasi, wawancara dan dokumentasi.

Hasil penelitian ini menunjukkan bahwa manajemen pendidikan dan marketing sekolah yang digunakan di Al-Azhar Yogyakarta Boarding School sebagai berikut:

1. Menghasilkan program manajemen sekolah berjalan semakin baik sehingga mampu menerima dan menjawab tantangan era globalisasi di zaman sekarang yang semakin modern dan canggih ini, serta kami selalu mengedepankan berakhlakul karimah, *science* dan teknologi mampu bersaing, baik tingkat nasional maupun internasional, sehingga peserta didik mampu dan unggul dalam iptek serta imtak..
2. Peserta didik yang mendaftar di Al-azhar Yogyakarta Boarding School mengalami peningkatan berdasarkan satu tahun terakhir. Pada tahun ajaran 2018-2019 berjumlah 1125 orang, kita menerima siswa sebanyak 725 murid baru dan 400 dinyatakan tidak lulus atau layak masuk di sekolah Al-azhar Yogyakarta Boarding School. Kemudian untuk penerimaan siswa baru dari tahun ajaran 2019-2020 yang mendaftar di sekolah Al-azhar Yogyakarta Boarding School adalah 1345, kita menerima siswa sebanyak 845 murid baru dan 500 dinyatakan tidak lulus atau layak masuk di sekolah Al-azhar Yogyakarta Boarding School.

**Kata kunci: Manajemen Pendidikan, Marketing Sekolah**

**ABSTRACT**  
**IMPLEMENTATION OF SCHOOL EDUCATION AND MARKETING**  
**MANAGEMENT IN AL-AZHAR YOGYAKARTA BOARDING SCHOOL**

Farid Lutfi Bachtiar

NIM 17913090

Education world cannot be separated from management and marketing. School management is the most important factor in the implementation of education and teaching in school in which its success is measured from the output obtained. This research aims to observe the implementation of education management and school marketing in Al-Azhar Yogyakarta Boarding School.

This is a qualitative research in which the informants of this research were the academic fields of protocol and corporate marketing. The data were collected through observation, interview and documentation method using purposive sampling technique. The results of this study indicate that the education management and marketing schools used at Al-Azhar Yogyakarta Boarding School are as follows:

1. Producing school management programs running better so that they are able to accept and answer the challenges of the globalization era in an increasingly modern and sophisticated era, and we always prioritize morality, science and technology able to compete, both at national and international levels, so that students are capable and superior in science and technology and imtaq.
2. Students enrolling at Al-Azhar Yogyakarta Boarding School have increased based on the past year. In the 2018-2019 school year there were 1125 students, we accepted 725 new students and 400 were declared not graduated or eligible to enter the Al-Azhar Yogyakarta Boarding School. Then for the admission of new students from the 2019-2020 school year who enrolled in the Yogyakarta Boarding School Al-Azhar school is 1345, we received 845 new students and 500 were declared not to graduate or are eligible to enter the Al-Azhar Yogyakarta Boarding School.

**Keywords: Education Management, School Marketing**

December 28, 2019

**TRANSLATOR STATEMENT**

The information appearing herein has been translated by a Center for International Language and Cultural Studies of Islamic University of Indonesia  
CILACS UII Jl. DEMANGAN BARU NO 24  
YOGYAKARTA, INDONESIA.  
Phone/Fax: 0274 540 255