

## Analysis Of Marketing Strategy Non-Profit Organization the International Center For Awqaf Studies (ICAST) In Gontor Ponorogo

Dhika Amalia Kurniawan<sup>1</sup>, Febri Arius<sup>2</sup>, Muhammad Rizky Ramadhani<sup>3</sup>

Faculty of Economics and Management, University of Darussalam Gontor, Ponorogo, Indonesia<sup>123</sup>

[dhika.amalia@unida.gontor.ac.id](mailto:dhika.amalia@unida.gontor.ac.id)

\*corresponding author

### Article Information

Submission date	13 Desember 2023
Revised date	14 Februari 2024
Accepted date	15 Maret 2024

### Abstract

**Research aim :** This research aims to formulate a marketing strategy for a non-profit institution, namely the International Center for Awqaf Studies (ICAST), in its operations as an institution that provides waqf education to the wider community.

**Design/Method/Approach :** Data collection used a qualitative approach, data collection used observation, interview and documentation techniques and data analysis used was descriptive analysis techniques.

#### Research Finding :

The results of the research show that the ICAST institution needs to take advantage of the opportunities and strengths it has to develop a marketing strategy for ICAST to the wider community, and strategies are also needed for each component of the advertising mix indicators, even though ICAST is an institution that does not aim to make a profit, a marketing strategy is needed to be able to carry out The goal of the organization is to provide knowledge. and educating the public about the importance of waqf in social life.

**Theoretical contribution/Originality :** This research provides theoretical contributions regarding marketing strategy in the context of non-profit organizations

**Practitioner/Policy implication :** The results of this research can be utilized by non-profit institutions to carry out marketing in their non-profit activities so that they can be of interest to the wider community in their operations of providing waqf education to all levels of society.

**Research limitation :** This research is still limited to one object of non-profit institutions engaged in waqf education, it is not comprehensive in other non-profit institutions, so further research is needed in other non-profit organizations.

**Keywords :** Marketing Strategy, SWOT Analysis, Non-profit organization.

### Introduction

The organization divided into two parts, viz franchise or non-profit. As for what is meant by the franchise, it is an organization that prioritizes profit and profit in its operations. As said by (Ansoff, 2005) , franchise organizations in general are internally effective, come out proactive, aggressive, and bound to one goal, the pursuit of profit. In a business-oriented organization, a direct relationship occurs between the company's products and the consumer. The company sets the price, and the consumer buys. Without a buyer, the company cannot survive. Basically, their financial resources come from the private sector and do not depend much on regulations issued by the government, such as supermarkets and trading and service companies. Mutia Rahmah said, a non-profit an organization that focuses on a specific social or objective goal and does not prioritize profit or operating profit. As Rahma said, a non-profit is an organization established with the main goal of attracting the attention of the public, groups,

or specific groups of people and allocating income.

Franchisees in all their strategies try to offer promotions that are interesting to look at and to hear so that consumers who see them will be interested in trying to buy them, but they are different from the nonprofit that promotes them. Vision Define the organization so that only consumers who need it want to hear, see, and hear about the promotions from the nonprofit. The formulation of a good strategy must be determined systematically, comparatively and strategically to formulate a good strategy.

Strategy is an analysis carried out by all the organization to find out the situation and development of the organization (Ansoff, 2005). A good analysis will identify the results of activities that did not occur or occurred through the good or bad results of the activities of the organization, and this type is known as SWOT analysis, strengths, weaknesses, opportunities and threats, as a means of analyzing activities that did not occur or occurred. Pearce and Robinson state that strategy is a broad plan oriented towards the future in order to be able to interact with competitive conditions to achieve corporate objectives.

In Ponorogo, East Java there is the International Center for Awqaf Studies (ICAST), a single institution working in the field of awqaf education. The study center was established in 2018 at the University of Darussalam Gontor. This foundation strives to provide awqaf education on much needed insights about the awqaf, but since this foundation is still 4 years old in 2023, it needs a special and interesting marketing strategy to be known to the wider community for its educational purposes. This is not an easy thing like the ICAST Foundation, because what is done socially is not an interesting product but thought, understanding and insight regarding the waqf.

It is very important for academics to be able to help with how ICAST non-profit organization is known by the public, listened to and demanded by its science so that it benefits people and has an impact on the social and economic well-being of the broader community later on. From this presentation, the researcher, as an academic, is interested in assisting ICAST in developing the marketing strategy for the non-profit organization. What is the marketing strategy for the non-profit organization "International Center for Awqaf Studies (ICAST)" in Gontor Ponorogo and the usefulness of this research in obtaining results that are expected to be used as knowledge and references And additional for all parties that need to explain the importance of awqaf education at ICAST.

### **Statement of Problem**

What is the marketing strategy for the non-profit organization "International Center for Awqaf Studies (ICAST)" in Gontor Ponorogo?

### **Research Objectives**

This research aims to analyze the marketing strategy of the non-profit institution "International Center for Awqaf Studies (ICAST)" in Gontor Ponorogo.

### **Method**

Type in this study using a descriptive type of research with a qualitative approach. (Lexy.J.Moleng, 2014) Qualitative research is the research that aims to understand the apparent suffering of the people who were subjected to the research, such as behavior, perception, motivation, work, and others. The researchers collect data starting from the stage of field observation, unstructured interviews, and collect data with documents. In this study, the researchers collected data related to the marketing strategy of the non-profit organization "International Center for Awqaf Studies (ICAST)" in Gontor Ponorogo. The object of the study is marketing strategy of non-profit organization "International Center for Awqaf Studies (ICAST)" in Gontor Ponorogo, while the subject of the study is the President of ICAST Foundation and the administrative members of ICAST. The location in this study was on Siman, Ponorogo.

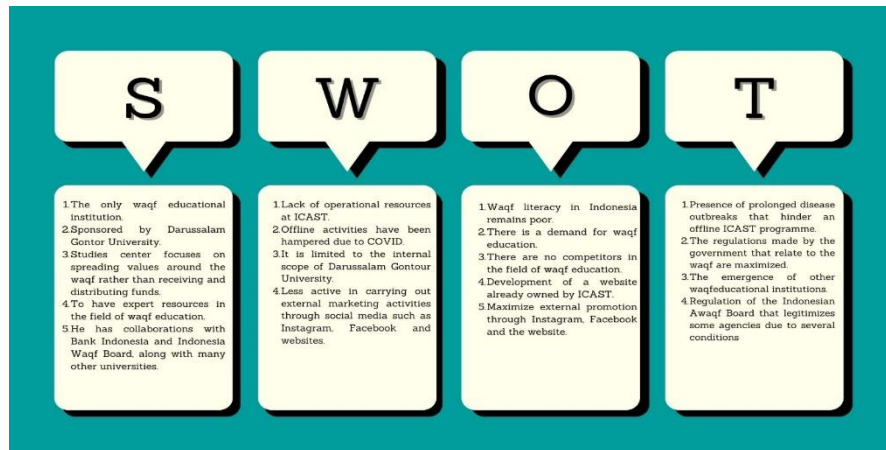
**Results and Discussion /Hasil dan Pembahasan**

This study deals with how to apply the marketing strategy in the International Center for Awqaf Studies. In this case, researcher discuss the results of field research related to marketing strategies on ICAST. This research uses basic research techniques to determine marketing strategies on ICAST. In the first stage, collecting data related to the strengths, weaknesses, opportunities and threats of the ICAST institution, and and the second stage is collecting data related to marketing that has been carried out by the institution using marketing mix analysis.

Researchers conducted interviews with sources, namely stakeholders of the ICAST institution regarding SWOT and Promotion Mix, then mapped the results using Promotion mix indicator analysis. The results obtained are as follows:

**Analysis SWOT On ICAST.**

**Table 1. Result of an interview with International Center for Awqaf Studies**



From the results of mapping using SWOT analysis, conclusions were drawn regarding the development of the ICAST institution by utilizing opportunity components and minimizing the weaknesses of the institution. As for existing strengths, they need to be improved and stronger, while for threats that exist in the future, a strategy to strengthen existing strengths and opportunities is needed so that threats can be minimized.

**AnalysisPromotion Mix on ICAST**

**a. Advertising**

Advertising is a form of indirect communication based on information about the benefits of a product, which is structured in such a way as to evoke a sense of fun that will change a person's mind to make a purchase(Fandy Tjiptono, 2000).Advertising is one of the most common promotional tools used by an organization to direct persuasive communication to targeted participants and audiences. Through advertising, companies inform the public about the goods or services to be marketed using media such as magazines, newspapers, radio, television and billboards.

In developing ICAST education waqf institutions in the future, it is necessary to implement strategies such as making ICAST profile brochures that can be distributed to many institutes, universities and other institution, and placing signage at many public waypoints in Ponorogo City to make ICAST available. Dissemination of waqf education activities extensively and consistently in various media that were owned by ICAST such as Instagram, Facebook, WhatsApp groups and also the official ICAST website. ICAST also needs to create a YouTube account to post videos of its educational activities to make it more interesting when released to the public, so that it is easier for people to understand waqf

sciences with different topics.

#### **b. Personal Selling**

Personal selling is a personal presentation by a company's sales team for the purpose of selling and building relationships with customers (Kotler & Armstrong, 2004). ICAST has implemented personal safety processes in the implementation of its operations. The activities that have been implemented by ICAST are speakers in different daily studies which are scheduled once a month, as speakers in national symposia with UNIDA Gontor and seminars in other institutions. In addition, ICAST conducts scheduled activities, namely training of the waqf principal by inviting external speakers who are experts in the field of waqf. ICAST also forms the activities of GISWAF (Indonesian Conscious waqf Movement) in Indonesia or abroad by holding seminars and many other activities to introduce the ICAST Foundation.

In the development of the ICAST educational endowment foundation in the future, it is necessary to implement strategies such as cooperation with various agencies, the foundation and various universities both at home and abroad to hold educational activities in the form of online and offline seminars, studies and lectures. With speakers from ICAST members and expert speakers at the stand outside of ICAST rotating, in order to introduce the ICAST Foundation to local and foreign communities. In view of this, waqf superintendent training activities should also be carried out extensively for the community in various locations in Indonesia and abroad.

#### **c. Sales Promotion**

Incentive sales promotions use short items such as coupons, premiums or discounts that stimulate customer purchase (Zeithaml & Bitner, 2003). That ICAST does not do sales promotion because ICAST does not receive, administer or even distribute funds but rather disseminates values and literacy about the endowment. Thus, ICAST does not need the promotional tools of sales promotion that use coupons, discounts, etc. Media is a promotional tool that is commonly used to provide special offers and programs for consumers to buy products, money, etc.

#### **d. Direct Marketing**

Public relations is concerned with a number of marketing tasks. These tasks include building and maintaining an image, and supporting other communication activities; Dealing with problems and issues, promoting position; Influence certain audiences, and help launch new services (Payne, 2000). That ICAST has implemented public relations in the implementation of its operations, including by becoming a sponsor and committee provider for social and other public activities with Ponorogo City. ICAST is currently cooperating with institutions such as Bank Indonesia, Indonesian Waqf Board, and many local and foreign universities.

In the future development of the ICAST educational waqf institution, it is necessary to implement strategies such as increasing collaboration with various agencies, the foundation and universities in sponsorships and committees and becoming spokespeople in support of social and public activities so that ICAST institutions are indirectly recognized by the wider community as educational institutions. The waqf is under the auspices of UNIDA Gontor Ponorogo

#### **e. Public Relation**

Direct marketing is the last component of the promotion mix. There are six main areas of direct marketing, direct mail, mail order, direct response, direct selling, telemarketing, and digital marketing. at the same time. ICAST has implemented direct marketing in the management of its business. Efforts in introducing ICAST activities are done through letters, telephone, fax and e-mail.

In the future development of the ICAST Educational Foundation, it is necessary to be more bold in sending letters, telephones and e-mails to the Foundation and other universities to attend seminars or events organized by ICAST and also to be more practical in reading the suggestions that have been made available for future ICAST advancement.

### Conclusion

Based on the results of the analysis related to the SWOT, the development to be carried out is ICAST organizations by maximizing their current strengths and weaknesses, as well as minimizing threats and weaknesses by taking advantage of opportunities such as developing websites already owned by ICAST, maximizing external promotions Through Instagram, Facebook and YouTube, as well as the need to legalize the establishment of the educational foundation in order to obtain an official certification from Indonesian Waqf Board.

Based on the results of the analysis related to the development of ICAST through the marketing mix approach, advertising for ICAST needs to create ICAST profile brochures, place ICAST banners at several points on main roads of Fonoroku City and more extensively and consistently publish educational activities in various ICAST account media such as Instagram And Facebook and WhatsApp group and also the official website of ICAST. ICAST also needs to create a YouTube account. In the personal conversation, there is a need to cooperate with various agencies, foundation and universities at home and abroad to hold educational activities in the form of online and offline seminars, studies and lectures in order to introduce ICAST to the broader community, and the principal of the waqf training activities should also be carried out intensively in various locations in Indonesia and abroad.

In community relations, ICAST needs to improve collaboration with various agencies, foundation and universities in sponsorships, committees and being a spokesperson in support of social and public activities. In direct marketing, it is necessary to be more daring in sending letters, phones and emails to the institution and other universities to attend seminars or events conducted by ICAST and also to read the suggestions submitted on a regular basis for future progress in ICAST.

### References

- [1] Ansoff, Igor .2004. Implementing Strategic Management, New York: Prentice Hall Inc.
- [2] Fandy Tjiptono. *Strategi Pemasaran*. Penerbit Andi, Yogyakarta. 2000.
- [3] Kotler, Philip . Amstrong. Dasar-Dasar Pemasaran, Jilid 1. Alih Bahasa Alexander Sindoror Dan Benyamin Molan. Jakarta: Penerbit Prehalindo.2004, hlm. 467
- [4] Lexy.J.Moleng. *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya 2014.
- [5] Payne, Adrian. Pemasaran Jasa, *The Essence of Service Maerketing*, Andi Yogyakarta.2000, hlm. 199.
- [6] Bitner, Zeithaml. *Reasement Of Expectations As A CompaisonStandar In Measuring Service Quality: Implication For FutherReseach*. Journal Of Marketing. 2003, hlm. 449
- [7] Bitner, Zeithaml. *Reasement Of Expectations As A CompaisonStandar In Measuring Service Quality: Implication For FutherReseach*. Journal Of Marketing. 2003.