

# Implementation of Blue Ocean Strategy at Integrated Islamic Junior High School Al Muawanah Rajadesa, Ciamis Regency

Karyat Heryana<sup>1</sup>, Diding Nurdin<sup>2</sup>, Taufani Chusnul Kurniatun<sup>3</sup>, Eka Prihatin<sup>4</sup>  
Universitas Pendidikan Indonesia  
Bandung, Indonesia

[karyatheryanafisika@gmail.com](mailto:karyatheryanafisika@gmail.com), [didingnurdin@upi.edu](mailto:didingnurdin@upi.edu), [taufani@upi.edu](mailto:taufani@upi.edu), [ekaprihatin@upi.edu](mailto:ekaprihatin@upi.edu)

**Abstract**— This study aims to examine Blue Ocean Strategy at Integrated Islamic Junior High School Al Muawanah Rajadesa, Ciamis Regency, because this school is considered successful in retaining its devotees. The method used in this study uses a qualitative approach with data collection techniques, namely interviews, observations, and document studies. There is The strategy applied by Integrated Islamic Junior High School Almuawanah Rajadesa, Ciamis Regency, is in the acceptance of new students and in the education process. The strategy in new student acceptance, namely: forming a network of alumni associations, both alumni of Islamic boarding schools and school alumni; regularly hold meetings with foundations and schools with alumni associations throughout Indonesia through recitation activities per region; do school advertisements on social media; distribute informational brochures about the school to the community. The strategy in the education process is to improve the competence of education/education staff, services to students, communication and listening to complaints/input/criticism/suggestions from parents/guardians of students, eliminating discrimination/discriminating the application of discipline to educators and education staff in school, and reduce negative things that happen at school. The results showed that Integrated Islamic Junior High School Al Muawanah did not lack students, even the last new student acceptance

**Keywords**— *Blue Ocean Strategy, students, capacity*

## INTRODUCTION

Global competition has quite an impact on the world of education, not to mention the competition in junior high/or equivalent schools in Ciamis Regency, especially in Rajadesa District.

The high growth in the number of schools is enough to contribute to the emergence of competition between schools to get new students in Rajadesa District, Ciamis Regency. Until 2022, there are at least 6 public junior high schools, 2 private junior high schools, 2 public MTs, and 3 private MTs with a total of 13 Junior High School in Rajadesa District, both public and private [1].

This condition is enough to make each school experience a decrease in the number of new students. This causes various strategies to be applied by schools to attract the interest of their prospective students. Not a few schools are trapped in the competition to get prospective students with the same "consumer market", so that they are included in the crater of competition with students who live and are occupied in Rajadesa District. In practice, the competition has reached the hearts of students and parents in various ways, including distributing school uniforms, shoes, bags, etc. so that prospective students register at their schools. In other words, these schools are involved in competition in the red ocean (Red Ocean Strategy) [4] [6].

In order for schools to continue to get registrants in recruiting new students, schools need a new strategy, namely the Blue Ocean Strategy [2]. This strategy is considered appropriate considering that if it remains in competition for students whose numbers are not balanced with the number of schools in the Rajadesa sub-district, then Integrated Islamic Junior High School Al Muawanah certainly will not get the number of students according to the existing capacity.

Based on the explanation above, the formulation of the problem in this paper is how to design a strategy at Integrated Islamic Junior High School Almuawanah Rajadesa, Ciamis Regency in getting new students according to the capacity of the school.

## METHODOLOGY

The research method used in studying Blue Ocean Strategy New Student Acceptance At Integrated Islamic Junior High School Al Muawanah Rajadesa, Ciamis Regency is a qualitative approach. The qualitative research method is a research method based on the philosophy of postpositivism and the results emphasize more on meaning, used to examine the condition of natural objects, the researcher is the key instrument and the data collection techniques are inductive/qualitative, [5]. Data were collected through document studies, interviews, and observations to the participants, namely the school principal.

## FINDING AND DISCUSSION

The vision Integrated Islamic Junior High School Almuawanah Rajadesa, Ciamis Regency is to become an educational institution that creates a generation of Muslims who have strong faith, knowledge and charity and are ready to compete at the advanced level of education. As for the school's mission, they are as follows: to prepare individuals who have Islamic knowledge in accordance with themselves, their people and their era; prepare a person who believes, diligently worships and has noble character; growing a spirit of independence and leadership; and preparing competitive students to continue their education to a higher level.

The Based on the results of tracing information through SWOT analysis

### Strength

- have excellent programs;
- complete facilities;
- competent educators;
- disciplined educators and education personnel;
- graduate quality standards.

### Weaknesses

- a student administration system that is not yet online;
- limited non-academic partnerships;
- Community Service is not yet optimal d. The location of the school is far from the city.

### Opportunity

- high public interest in sending their sons/daughter to Integrated Islamic schools;
- the existence of BOS funding support;

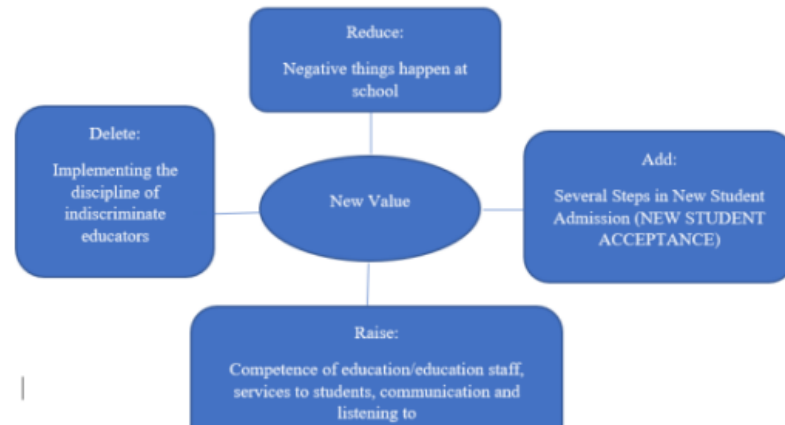


Figure 1 Blue Ocean Strategy at SMPIT Almuawanah

- Tahfidz Al-Quran program is a flagship program.

### Threats

- high growth in the number of schools at the junior secondary level;
- reduced number of educators who graduated as first aid and were placed in state schools.

## 2. Blue Ocean Strategy

Based on the results of the SWOT analysis that has been obtained, the school then develops strategies in implementing the Blue Ocean Strategy. The strategies are made in the form of a picture as follows,

Based on the picture above, it can be seen that there are four main steps in implementing the Blue Ocean Strategy at Integrated Islamic Junior High School Almuawanah. In getting to new values, the first thing to do in accepting new students is crucial in getting new students, there are four strategies implemented by Integrated Islamic Junior High School Almuawanah Rajadesa, Ciamis Regency in New Student Acceptance, namely: (1) forming a network of alumni associations, both alumni of Islamic boarding schools and alumni of schools, (2) regularly hold meetings with foundations and schools with alumni associations throughout Indonesia through regional recitation activities, (3) conduct school advertisements on social media, (4) distribute information brochures about schools to the public. The second strategy is to increase, including raising/increasing the competence of education/education staff, services to students, communication and listening to complaints/input/criticism/suggestions from parents/guardians of students. Then the fourth strategy is to eliminate discrimination/discriminate the application of discipline to educators and education staff

in schools. And the last strategy is to reduce negative things that happen at school, which means trying to avoid bad service to students which causes bad news (negative) to come out.

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## CONCLUSION AND RECOMMENDATION

Based on the results of the discussion in this study, the following conclusions were obtained, 1. Competition among schools, especially at the junior high school level in Rajadesa, Ciamis Regency is very tight, it is proven that there are 13 Junior High School level schools in the area. 2. Integrated Islamic Junior High School Almuawanah Rajadesa, Ciamis Regency has succeeded in implementing the Blue Ocean Strategy in the acceptance of new students and in the education process in their schools. the strategies implemented in New Student Acceptance are: forming a network of alumni associations, both alumni of Islamic boarding schools and alumni of schools; regularly hold meetings with foundations and schools with alumni associations throughout Indonesia through recitation activities per region; do school advertisements on social media; distribute informational brochures about the school to the community. The strategy in the education process is to improve the competence of education/education staff, services to students, communication and listening to complaints/input/criticism/suggestions from parents/guardians of students

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