

Building Differentiation of Piyungan Muhammadiyah High School through Radio Extracurricular School

Author

Erwan Sudiwijaya (Orcid ID. 0000-0001-7179-4790)
Budi Dwi Arifianto (Orcid ID. 0000-0003-1896-4935)

Correspondence

Universitas Muhammadiyah Yogyakarta
erwansudiwijaya@umy.ac.id, buditobon@gmail.com

Abstract:

Piyungan Muhammadiyah High School is the only private high school in Piyungan District. To get students into PPDB, this school has to compete with two high schools, namely Piyungan 1 Public High School and Banguntapan State High School, as well as four vocational high schools, namely Budhi Dharma Piyungan Vocational School, Maarif Vocational School 1 Piyungan, Maarif 2 Piyungan Vocational School and Piyungan Muhammadiyah Vocational School. Compared to its competitors, SMA Muhammadiyah Piyungan still needs to have a positioning differentiator because the SBM development plan relied on a positioning that cannot be realized for PPDB 2022. For this reason, we formed a school radio extracurricular through workshops on writing scripts for air magazines and grants for mini radio station infrastructure. The implementation method we use is Observation, Pre-test & Post-test, Workshop and Radio station installation. Our findings are an increase in students' understanding of UGC, an increase in experience in writing air magazine scripts, an increase in awareness of the potential for schools to become UGC and an increase in students' abilities in making air magazines. School radio can be applied as positioning for SMA Muhammadiyah Piyungan.

Keywords: School Radio, SMA, Muhammadiyah, Piyungan.

Received: 12 November 2022. Accepted: 29 December 2022

Introduction

Muhammadiyah high schools in urban areas are now threatened with a decrease in the number of new enrollees due to the government's policy of building schools in sub-district cities. On the student side, they don't have to go all the way to the town to study; on the other hand, the market share of students from satellite areas has decreased drastically.

The second threat is the zoning system that allows students with low NEMs to be admitted to public schools because their homes are included in the school zoning. This zoning system also regulates the distribution of BOS funds which are only given to students from the same zoning area as the school.

To fill the vacancy for educators in public schools, the government opened a PPPK selection which took place in three stages of recruitment until mid-2022 with a quota of 506,000 teachers. The impact felt for Muhammadiyah schools was the reduction of 3,000 teachers accepted into the PPPK program; some teachers even had the status of school principals.[1]

This needs to be emphasized so that there are no more managers and organizers of private schools who blame the situation or government policies. Realistic steps private schools can take at this time are repositioning and updating schools so that they still have customers and are still trusted by the community.

Private schools are independent schools that receive funding from the community, not from the government. People are willing to pay as long as the quality is to their

hopes and dreams. Private school managers rarely understand this logic, so all they do is copy and paste public schools. In short, the paradigm, the way of thinking, that places private schools as a complement to (and suffers from) public schools, has collapsed.

In plain view, this old paradigm can be seen when PPDB only hopes for "mercy" and the awkwardness of students who public high schools do not accept.

The promotion paradigm in the current management of Muhammadiyah school promotions is to wait for the overflow of students who are not accepted in public schools. As a result, the emergence of zoning policies and school construction in satellite areas had a significant impact on the implementation of the acceptance of new students.

Judging from its status, this Muhammadiyah school is a private school financed independently and does not rely on government funding as a whole. This independent fund is obtained from the parents of students in the form of tuition fees; therefore, it is necessary to understand the motivation of parents of students in paying tuition fees and entrusting their children's education to the concept of school education. The uniqueness of the educational concept of each school is the main reason for parents to choose Muhammadiyah schools and the motivation to pay tuition fees on time; therefore, Muhammadiyah schools can no longer imitate the concept of public school education as their competitors. [2]. Muhammadiyah, an Islamic organization focused on equitable educational growth, currently has 6,083 educational institutions from elementary to high school and

vocational schools, which are learning places for 1,046,111 students and are guided by 75,734 teachers.

The pandemic that has hit Indonesia since the implementation of the first PPKM in March 2020 has had a significant impact on the acceptance of new students, and the dynamics are pretty contrasting because not all of them have experienced the disaster of a decline in students but also a blessing because their students have increased. In general, we can categorize Muhammadiyah schools as schools that have experienced a decrease in the number of students and their quality and iqamah schools that have not been affected by the pandemic with the same number of students. The third category is Muhammadiyah schools which have an increase in students due to the development of innovation and creativity. [3]

Positioning is a critical concept in marketing, branding and strategy. Included in school marketing where differentiation can be market or brand-oriented. [4]. The following are the positioning characteristics that should be owned by a brand marketing strategy, namely determining a definite positioning, having a prominent positioning and a second positioning, and choosing a commodity, service, price or location as a positioning. Having a different positioning from competitors and having quality above the average industry level [5]. The results of research [6] show that a narrow brand positioning strategy should be directed at the brand's competitive advantage. A little brand positioning with fewer and easily recognized associations will make it difficult for new competitors to access. Because the target audience more easily acknowledges and accepts the brand compared to broad positioning. In determining the positioning of each brand, it should pay attention to what value it wants to offer its consumers, along with the choices, namely value for money, function, premiumization, promotion, brand name, and visual aesthetics. [7] and product attributes. Then it is strengthened by (organizational integration, internal perception and social capital [8]

Piyungan District is in Bantul Regency, Yogyakarta with an area of 3,254.86 Ha. Inhabited by 10,177 households with a total population of 37,814 people in the Piyungan District, most of the population are farmers. The sub-district monograph data recorded that 16,420 people, or 43.4% of the Piyungan sub-district population, worked in the agricultural sector.

Piyungan Sub-District has two high schools, namely SMA Negeri 1 Piyungan and SMA Muhammadiyah Piyungan, and four vocational high schools, namely SMK Budhi Dharma Piyungan, SMK Maarif 1 Piyungan, SMKS Maarif 2 Piyungan and SMK Muhammadiyah Piyungan.

Muhammadiyah Piyungan High School, the only private high school in Piyungan District, is managed by six teachers. In the first semester of the 2019/2020 academic year, it takes care of 66 students consisting of 31 and 35 female students. This school is located in Munger, Srimartani, Kec. Piyungan, Bantul, Special Region of Yogyakarta 55792 stands on a land area of 3,292 square meters and has six classrooms, one laboratory room and one library room.

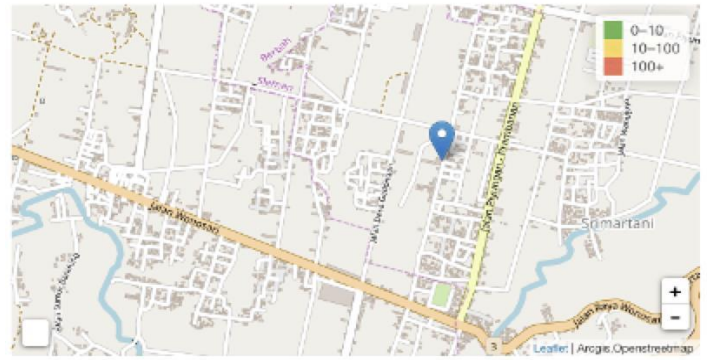


Figure 1. Location Map of Piyungan Muhammadiyah High School



Figure 2. Front View of Muhammadiyah Piyungan High School



Figure 3. Muhammadiyah Piyungan High School Building

When we met at the observation on December 20, 2020, the head of Muhammadiyah Piyungan High School, Janan Sarjito, S.Ag, explained the plan to strengthen the school's positioning, namely digital da'wah. For 2022, the positioning is manifested in the form of developing a school format to become a Muhammadiyah Boarding School. The head of the school, who also serves as the head of the Elementary and Elementary Schools of the North branch of Muhammadiyah, said that his party had started recruiting new teachers based on Islamic boarding school education to be in charge at MBS.

To achieve this plan, he hopes for a promotional program to make his MBS discussed as a school for students

who want to explore da'wah in digital media.

Method

The solutions we have planned for partners will be realized in the following stages:

a. Observation and planning

Observations were made in stages twice by collecting data through in-depth interviews with the principal of Muhammadiyah Piyungan High School, Janan Sarjito, S.Ag. In the first stage the team found that the school's plan to develop SMA into SBM would start in PPDB 2022, so it was agreed that the school's problem was SBM promotion with solutions encouraging students and teachers to make UGC through workshops. Three months before the workshop, we made a second observation and found that the MBS team was not ready and in PPDB 2022 the school is still in high school format. The obstacle that arises at this time is that the school does not have a different brand positioning compared to vocational high schools in the Piyungan sub-district. In this second observation, we found insight from students who were bored with online learning, so that they hoped to be able to return fully to school for education and extracurricular activities. From here, we offer solutions for making school radio extracurriculars. This solution is supported by adequate internet infrastructure and services.

b. Pre-Test / Post Test

This stage was carried out to measure the understanding and ability of Muhammadiyah Piyungan High School students in making air magazine scripts. The test is carried out through an online survey where the results will be used as a basis for compiling learning material.

c. Air magazine script-making workshop

We started an education to improve students' skills in managing school radio by holding a workshop on air magazine script writing attended by 30 grade 10, 11 and 12 students. In the first session, five groups of students studied together to make scripts, and then in the second session, they tried to broadcast the hand completed.

d. School radio station installation

This community service program donated a package of local radio stations complete with microphones, mixers, monitor speakers, and speakers in the school area.

Results and Discussion

To build the positioning of Piyungan Muhammadiyah High School with school radio, the UMY Communication Sciences community service team helped realize it in two stages, namely workshops and the installation of a local school radio station.

Workshop

On April 21 2022, at 13.00, a total of thirty students took part in a radio magazine-making workshop at Muhammadiyah



Figure 4. Air magazine script writing workshop

The first segment of this workshop is compiling a script for a focus group discussion program where all group members will discuss one topic jointly, starting with the host who opens the segment, introduces the appointed friend and then asks all his friends' opinions on this matter. This first segment is closed with a conclusion by the host. This first segment is closed with a conclusion by the host.



Figure 5. Loading the air magazine module

The second, third and fourth segments are entertainment in the form of challenges and games that involve all team members, namely Andeca-andeci, with the challenge of fighting rhymes that are sung together. The third segment is Bang foreman, with a challenge to make extensions of city names, and the third segment is Bangtalima-lima gobang bang, with a challenge of related words.



Figure 6. Air magazine broadcast preparation

After writing the script, each group was asked to broadcast locally by reading the hand that had been made.

Local radio station installation

To provide experience in training broadcasting skills, local school radio stations are installed with specifications of microphones, mixers, monitor speakers and speakers in the school area. These analogue tools will provide an essential experience for students in arranging the main sound, background music and sound effects so that they are comfortable and dynamic to hear.

The workshop process was carried out to introduce the making of radio magazine narratives using experimental learning methods. Explorative learning positively impacts improvisational creativity and innovation (Valaei, N., Rezaei, S., & Emami, M., 2017). Teaching strategies that need attention involve and create space for participant participation and highlight the importance of participants finding ways to understand the material. (Fauskanger, J., Helgevold, N., Kazima, M., & Jakobsen, A. 2022). So that students will be encouraged to see themselves as part of the workshop material through creative assignments that support personal exploration and a sense of community towards their team (Hesen, R., Wals, A. E. J., & Mauritz, R. L., 2022)

Evaluation

We measured the effectiveness of the workshop with questionnaires distributed online using Google Forms. From the data obtained, we found improvements in all four indicators.

References

- [1] I. CNN, "3 ribu guru Muhammadiyah Ramai-Ramai Pindah Jadi PPPK Sekolah negeri," *CNN Indonesia*, 2022. <https://www.cnnindonesia.com/nasional/20220111201939-20-745422/3-ribu-guru-muhammadiyah-ramai-ramai-pindah-jadi-pppk-sekolah-negeri.%0A>
- [2] M. Ali, "Runtuhnya Sekolah menengah Muhammadiyah Perkotaan," *Kalimahsawa.ID*, 2022. <https://kalimahsawa.id/runtuhnya-sekolah-menengah-muhammadiyah-perkotaan/>
- [3] A. Ardianto, "Kondisi Lembaga pendidikan muhammadiyah di Masa Pandemi," *Muhammadiyah.or.id*, 2021. <https://muhammadiyah.or.id/kondisi-lembaga-pendidikan-muhammadiyah-di-masa-pandemi/>
- [4] C. Urde, M., & Koch, "Market and brand-oriented schools of positioning. Journal of Product & Brand Management," *J. Prod. Brand Manag.*, vol. 23, no. 7, pp. 478–490, 2014, doi: <https://doi.org/10.1108/jpbm-11-2013-0445>.
- [5] L. Fei, L., Bu, M., Gao, W., & Xiang, "An empirical study on the positioning point of successful retail enterprises in China.," *Nankai Bus. Rev. Int.*, vol. 1, no. 2, pp. 152–165, 2010, doi:

The first indicator is that the level of understanding of the students participating in the training towards user-generated content has increased from previously not knowing and doubtful to knowing. The second indicator is the experience level of the students participating in the activity to have experience writing air magazine scripts from never before and doubtful. The third indicator is the level of awareness of the participating students regarding the school's potential to be reported has increased from previously not knowing and doubting. The last indicator is the level of ability of the students participating in the training on the ability to write air magazine scripts which has increased from previously not knowing and doubting.

Conclusion

To answer the problem of SMA Muhammadiyah Piyungan not having a positioning, the UMY Communication Sciences community service team offered a solution for making a local school radio. The realization of school radio began with a workshop on creating an air magazine using an experimental method and continued with installing a local school radio station. Students can use this school radio extracurricular program to enhance their radio broadcasting experience.

- [6] L. Olsen, L. E., Meling Samuelsen, B., Pappas, I., & Warlop, "Development of empirically based customer-derived positioning taxonomy for consumer electronics sector in the Indian Emerging Market.," *Int. J. Emerg. Mark.*, vol. 56, no. 3, pp. 799–816, 2021, doi: <https://doi.org/10.1108/ijoem-12-2020-1568>.
- [7] M. S. Saqib, N., & Satar, "Development of empirically based customer-derived positioning taxonomy for consumer electronics sector in the Indian Emerging Market," *Int. J. Emerg. Mark.*, 2021.
- [8] A. Brockhaus, J., & Zerfass, "Strengthening the role of Communication Departments: A Framework for positioning communication departments at the top of and throughout organizations," *Corp. Commun. An Int. J.*, vol. 27, no. 1, pp. 53–70, 2021, doi: <https://doi.org/10.1108/ccij-02-2021-0021>.
- [9] K. Sekolah, "SMA Muhammadiyah Piyungan." <http://sekolah.data.kemdikbud.go.id/index.php/home/profil/BB9BDC4E-523F-4F08-98A9-46B854FB0A5B.%0A>