

## IMPLEMENTATION OF THE AIDA MODEL (ATTENTION, INTEREST, DESIRE, ACTION) IN INCREASING THE NUMBER OF STUDENTS AT MTs COKROAMINOTO LEBAKWANGI, BANJARNEGARA DISTRICT

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### ABSTRAK

Ukuran keberhasilan lembaga pendidikan salah satu yang menjadi tolak ukur adalah semakin banyaknya peserta didik di dalamnya. Agar peserta didik semakin banyak, maka lembaga harus memiliki manajemen yang baik dalam meningkatkan peserta didiknya. Penelitian ini bertujuan untuk mengkaji implementasi model AIDA (Attention, Interest, Desire, Action) dalam upaya meningkatkan jumlah peserta didik di MTs Cokroaminoto Lebakwangi Kabupaten Banjarnegara. Model AIDA merupakan pendekatan komunikasi pemasaran yang dirancang untuk menarik perhatian, membangun minat, menumbuhkan keinginan, serta mendorong tindakan dari calon konsumen, dalam hal ini calon peserta didik dan orang tua. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa penerapan model AIDA mampu meningkatkan daya tarik madrasah melalui strategi promosi yang sistematis dan terarah, sehingga berdampak pada peningkatan jumlah peserta didik di MTs Cokroaminoto.

**Kata Kunci** : Penerapan, AIDA, Peserta Didik

### ABSTRACT

*One measure of the success of an educational institution is the increasing number of students. To increase the number of students, the institution must have good management in increasing its student population. This study aims to examine the implementation of the AIDA (Attention, Interest, Desire, Action) model in an effort to increase the number of students at MTs Cokroaminoto Lebakwangi, Banjarnegara Regency. The AIDA model is a marketing communication approach designed to attract attention, build interest, foster desire, and encourage action from potential consumers, in this case prospective students and parents. This study uses a qualitative approach with data collection techniques in the form of observation, interviews, and documentation. The results of the study indicate that the implementation of the AIDA model is able to increase the attractiveness of the madrasah through a systematic and targeted promotional strategy, thus impacting the increase in the number of students at Junior High School (MTs) Cokroaminoto.*

**Keywords:** Implementation, AIDA, Students

## **INTRODUCTION**

Competition among educational institutions is currently intensifying, particularly in attracting prospective new students. Educational institutions are not only required to provide quality educational services but also to be able to effectively communicate their strengths to the public (Hermawan & Zahro, 2024). MTs Cokroaminoto Lebakwangi, Banjarnegara Regency, as an Islamic-based educational institution, faces challenges in increasing its student population. Therefore, an appropriate and effective promotional strategy is required. One approach is the AIDA (Attention, Interest, Desire, Action) model, which has been widely applied in marketing.

The background to this research is based on the increasing level of competition among educational institutions, especially at the junior high school (MTs) level, in an effort to attract new prospective students (Mohamad et al., 2026). The increasing number of schools and madrasas, both public and private, requires each institution to be able to demonstrate its excellence and characteristics so that it can be recognized and chosen by the community (Azhari & Nurfadhilah, 2025). In these circumstances, educational institutions cannot simply focus on learning activities; they also need to develop strategies to introduce themselves more effectively. Furthermore, the way society considers school choices has also undergone significant changes. Parents now tend to be more critical and selective in choosing educational institutions for their children (Erdiyanti, 2017). Various aspects are taken into consideration, such as the quality of education, completeness of facilities, superior programs, learning environment, and the values taught (Hasanah et al., 2024). This shows that the decision to choose a school is no longer a simple decision, but rather the result of various mature considerations.

Developments in information and communication technology have also significantly impacted how people obtain information about educational institutions. Information can now be easily accessed through various digital media such as websites, social media, and other communication platforms (Hasan et al., 2023). This condition requires educational institutions to be able to adapt to these developments, especially in terms of delivering information and more modern promotional strategies.

With these changes, traditional promotional methods alone often fail to reach the public optimally. Therefore, educational institutions need to adopt a more planned, systematic approach that builds positive public perception. A marketing communications model is needed to assist educational institutions in developing targeted promotional strategies.

One approach that can be applied is the AIDA model which is taken from the acronym Attention, Interest, Desire, Action (Hasan et al., 2023). This model illustrates the stages an individual goes through before making a decision. At the attention stage, educational institutions attempt to attract public attention through various forms of promotion (Sya'adah, 2024). Next, at the interest stage, the information conveyed must be able to foster a sense of interest in the institution.

The next stage is desire, namely building a strong desire in prospective students and parents to choose the educational institution (Hidayat et al., 2025). This can be done by highlighting the program's strengths, achievements, and various programs. The final stage is action, where prospective students decide to enroll.

The application of the AIDA model in education is considered relevant because it can assist educational institutions in developing targeted and effective promotional strategies. This approach enables educational institutions to convey information in a more engaging and persuasive manner, thus not only providing knowledge but also influencing public decisions.

MTs Cokroaminoto Lebakwangi, Banjarnegara Regency, is a religious-based educational institution with potential for growth. However, this institution also faces challenges in attracting prospective students amidst increasingly fierce competition. Therefore, innovative strategies are needed to increase the public's awareness of the madrasah.

To date, promotional efforts have likely been suboptimal and have not fully utilized modern marketing approaches. This can result in poor dissemination of information and a lack of public engagement. Therefore, the application of the AIDA model is expected to be a solution to increase the effectiveness of promotional efforts.

This research is important because it is expected to provide an understanding of how the AIDA model can increase student enrollment. Furthermore, the results are also expected to inform the madrasah's development of more effective promotional strategies. Not only that, this research can also be a reference for other educational institutions that want to increase their competitiveness through more targeted marketing strategies.

## **METHOD**

This research applies a qualitative approach with a case study design to gain a deeper understanding of the phenomenon under study within a real-life context. The research was conducted at MTs Cokroaminoto Lebakwangi, Banjarnegara Regency, as a location appropriate to the study's focus. Data collection techniques included field observations to obtain a direct overview of the situation, interviews with the principal, teaching staff, and the new student admissions committee to obtain comprehensive information, and documentation as supporting data in the form of archives and official documents (Rachmawati, 2007).

The collected data is then analyzed through several stages, namely data reduction to select relevant information, presenting data in a structured manner so that it is easy to understand, and drawing conclusions as the final result of the research which is systematic and can be accounted for (Safrudin et al., 2023).

## **DISCUSSION**

### **Background to the Increase in the Number of Students at MTs Cokroaminoto**

The increase in the number of students at an educational institution does not occur spontaneously, but rather through a series of conscious considerations made by parents and prospective students. When choosing a school, they typically consider various important aspects, such as the quality of education offered, the availability of flagship programs, the physical condition of the building, the availability of facilities, the quality of service, the location of the school, and the cost. All of these factors complement each other in shaping public confidence in an educational institution.

A study conducted with several parents and guardians of students at MTs Cokroaminoto Lebakwangi, Pagedongan District, Banjarnegara Regency, showed that the primary reason for choosing this madrasah was its flagship programs: Quran memorization and yellow book memorization. Both programs are considered to be superior because they provide a deeper understanding of Islam. Parents believe that the ability to read and memorize the yellow book is an important foundation for developing a strong religious understanding in children.

In learning the yellow book, students are guided to master the science of grammar (*nahwu*) and *shorof* (*shorof*) as the main foundation for understanding Arabic. In addition, they also study various other texts, such as Islamic jurisprudence (*fiqh*) and morals. Mastery of Arabic is crucial because Arabic texts are quite complex. With this knowledge, students are expected to be able to read and understand the texts more deeply and comprehensively.

Furthermore, the Quran memorization program is also a major draw for students. Their motivation is not limited to memorization, but also to gain religious values and understand the meanings contained within the Quranic verses. In its implementation, this program emphasizes not only memorization but also complements the study of other religious knowledge and daily worship practices. Thus, students can develop a balance between knowledge, understanding, and practice.



**Figure 1. MTs Cokroaminoto teachers' council**

The implementation of these two flagship programs is supported by the Nurudluha Islamic Boarding School, which is integrated with MTs Cokroaminoto. The location of the Islamic boarding school within the same area as the madrasah facilitates the development, mentoring, and supervision of the students. This integrated environment contributes to a conducive learning environment and supports optimal character development for students.

In addition to the flagship programs, facilities are also a crucial consideration. The availability of complete facilities and infrastructure, including adequate buildings and a comfortable learning environment, creates a positive impression on the community. Good facilities reflect the institution's commitment to providing quality educational services. Furthermore, the madrasah's achievements also contribute to attracting prospective students. These achievements are tangible evidence of the success of the learning process. Therefore, in addition to the flagship programs of memorizing the Quran (tahfidz) and memorizing the yellow books (kitab kuning), achievements are also a key factor in motivating the community to choose MTs Cokroaminoto Lebakwangi as the educational institution for their children.

### **Surge in Student Enrollment at MTs Cokroaminoto**

Over the past three years, the number of students has experienced significant fluctuating growth. This change not only reflects quantitative increases but also reflects the ongoing process of improvement and strengthening undertaken by the madrasah. This indicates that the madrasah is able to adapt and develop in line with the needs and expectations of the community regarding educational services.

This development is closely related to the role of the madrasah principal, who consistently encourages all members of the madrasah community to contribute to improving the quality of education. Through proactive and directed leadership, various efforts have been made to strengthen the quality of learning while increasing the madrasah's appeal to the community. Synergy among the madrasah community is a key strength in achieving these goals.

Furthermore, the madrasah's flagship programs have also had a significant impact. These programs are not only designed to complement the school but also

serve as distinctive features that provide added value to students. The successful implementation of these programs has yielded tangible results, building a positive image and increasing public trust in the madrasah.

Concurrently, public trust in MTs Cokroaminoto has increased. This is evident in the growing number of parents entrusting their children's education to the madrasah. Thus, the increase in student enrollment is concrete evidence that the madrasah has successfully demonstrated its quality and is able to sustainably attract public interest. This can be seen in the year-over-year increase in enrollment, as seen in the participant table below:

**Table 1. Student Improvement**

No	Tingkat Kelas	Jumlah Siswa	Jumlah Rombel	Jumlah Siswa per Rombel
1	Kelas VII	236 siswa	7 rombel	32 siswa
2	Kelas VIII	196 siswa	6 rombel	32 siswa
3	Kelas IX	176 siswa	5 rombel	32 siswa

### **Implementation of AIDA as a Strategy to Increase the Number of Students**

Research conducted at MTs Cokroaminoto Lebakwangi in Banjarnegara Regency shows that the implementation of the AIDA (Attention, Interest, Desire, Action) model significantly increased the effectiveness of the school's promotional strategies. This model was implemented in a phased, planned, and continuous manner, thus fostering positive public perception and encouraging an increase in the number of new students.

Overall, the strategy employed did not rely solely on a single promotional method, but rather integrated various mutually supportive communication approaches. The school utilized print media such as brochures and banners, as well as digital media such as social media to expand its reach. This demonstrates the school's awareness of adapting to technological developments and the increasingly dynamic needs of society.

In the attention stage, the school strives to attract public attention through various promotional activities (Fadhli, 2023). These efforts include installing visual media in strategic locations, disseminating information to surrounding elementary schools, and utilizing digital platforms to promote the madrasah. Furthermore,

community-based activities such as competitions and religious activities are also being used to increase the madrasah's exposure.

The effectiveness of this stage is evident in the increasing level of public awareness of MTs Cokroaminoto Lebakwangi. This is indicated by the increasing number of people seeking information, both through direct visits to the school and through other communication media. Thus, the attention stage can be said to be successful in creating a strong first impression. During the attention stage, the school focuses on a well-planned strategy to attract public interest. MTs Cokroaminoto Lebakwangi uses not only conventional promotions but also incorporates various creative methods to effectively convey the school's advantages. Visual media are installed in strategic locations, information is distributed to surrounding elementary schools, and digital platforms are utilized to reach a wider audience. Furthermore, community-based activities, such as competitions, religious studies, and religious events, serve as a means to introduce the school and foster direct interaction with the community.

The results of these efforts are evident in the increased public awareness of the school. More parents and prospective students are actively seeking information, both through direct visits and through other communication media. This demonstrates that the attention the madrasa receives is not merely formal, but also fosters curiosity and a deeper interest in the programs and facilities offered. This strong initial impression lays an important foundation for the next stage, building interest, where prospective students begin to assess the relevance and benefits of education at the madrasa.

Next, at the interest stage, the madrasah begins to focus its strategy on delivering more detailed and engaging information. The madrasah's various strengths, such as educational programs, extracurricular activities, student achievements, and available facilities, are presented in a communicative and easy-to-understand manner (Mikraj et al., 2025). The presentation of information is also packaged visually to further attract the attention of prospective students. This stage plays a crucial role in fostering community interest in the madrasah. Research shows an increase in community involvement in various activities organized by the madrasah, such as open houses and outreach events. Furthermore, social media

interaction has also increased, indicating that the information presented is able to capture deeper attention.

At the desire stage, the madrasah strives to strengthen this interest into a more concrete desire (Armasta et al., 2023). Strategies used include highlighting the unique strengths of the madrasah, such as the integration of general and religious education, character building, and a supportive learning environment. Testimonials from alumni and parents are also utilized to build public trust.

Research results indicate that at this stage, prospective students and their parents begin to develop confidence in the quality of the madrasah. They are not only interested but also begin to seriously consider choosing MTs Cokroaminoto Lebakwangi as a place to continue their education. This indicates that the desire stage has successfully built a strong preference.

The final stage, action, is where prospective students make the decision to enroll (Herdianyah et al., 2025). Madrasahs support this phase by providing easy registration, clear information, and responsive service. The role of the new student admissions committee is also crucial in providing guidance to prospective applicants. Data shows a significant increase in the number of applicants compared to the previous period. This indicates that all stages of the AIDA model have been implemented effectively and mutually supportive (Rahmawati & Setyani, 2024). Success in the action phase is inseparable from the success of the previous phases in building attention, interest, and desire. In general, the implementation of the AIDA model has a positive impact on madrasah promotional strategies. This model helps madrasahs develop promotional steps that are more targeted, systematic, and aligned with community needs. Furthermore, this approach also enables madrasahs to build more effective communication with prospective students and parents.

However, this study also identified several obstacles in implementing this strategy. Limited human resources, particularly in digital media management, were a major obstacle. Furthermore, limited supporting facilities also impacted the optimization of promotional activities. From a theoretical perspective, the results of this study reinforce the view that the AIDA model is an effective approach to influencing the decision-making process. In the educational context, this process involves stages that are not instantaneous, but rather involve recognition, interest,

conviction, and ultimately action. Furthermore, the successful implementation of this model demonstrates the importance of innovation in educational institutions' promotional strategies. Amidst increasingly fierce competition, educational institutions are required not only to maintain high quality but also to effectively communicate these advantages to the public.

Thus, it can be concluded that the implementation of the AIDA model at MTs Cokroaminoto Lebakwangi, Banjarnegara Regency, significantly increased the number of students. Going forward, continued efforts are needed to develop more creative and adaptive promotional strategies, particularly utilizing digital technology, so that the madrasah can continue to improve its competitiveness and maintain its existence amidst the evolving world of education.

## CONCLUSION

Based on research, the implementation of the AIDA (Attention, Interest, Desire, Action) model at MTs Cokroaminoto Lebakwangi, Banjarnegara Regency, has proven successful in increasing the number of students enrolled. This model is implemented in stages, starting with attracting attention, fostering interest, building desire, and then encouraging enrollment. Each stage supports each other in influencing the decisions of prospective students and parents, as reflected in increased public awareness, interest in the madrasah program, and an increase in the number of applicants.

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