

## **ABSTRACT**

Education is very important and very influential nowadays. Schools are formal educational institutions where people studies. This study was based on the existence of intense competition between schools in the marketing process. Most of schools nowadays only based on education business oriented, so that the cost of education today tend to be expensive. SDIT Selokerto Darussalam is one of the Islamic elementary school that has a cheap but quality concept. In the public perspective, SDIT itself tends to be associated with the word “expensive”. SDIT Darussalam Selokerto have constraints in increasing the number of students. The purpose of this study was to determine the strategy and marketing communication activities conducted by SDIT Darussalam Selokerto. The theory underlying this study is the theory of Terrence A.Shimp marketing communications. This study methods used a qualitative approach to the observation and interview techniques. Observation is used to observe activities Marketing Communications of SDIT Darussalam Selokerto. Interviews are used to collect data in the form of a perspective or view of the management of the Foundation Darussalam Selokerto, Principals and Teachers of SDIT Darussalam Selokerto. The results showed that SDIT Darussalam Selokerto is trying to introduce itself to the community that is through marketing communications activities, from Personal Selling, Publicity, Sales Promotion, and Event/Sponsorship, but the results are not optimal yet and still need improvement. The conclusion of this research, the marketing communication strategies of SDIT Darussalam Selokerto in practice, covering all marketing communications activities are not maximum yet and needs to be more increased.

**Keywords:** Marketing Communications, SDIT Darussalam Selokerto, Descriptive Study, Terrence A. Shimp.