

**THE INFLUENCE OF SEARCH ENGINE MARKETING METHOD
(SEM METHOD) TO ENHANCE PROSPECTIVE STUDENTS' INTEREST IN
SMA ISLAM AS-SAKINAH SIDOARJO**

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The thesis is based on my research, except for parts that are referenced to sources.

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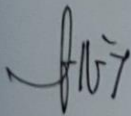
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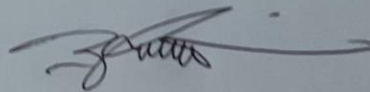
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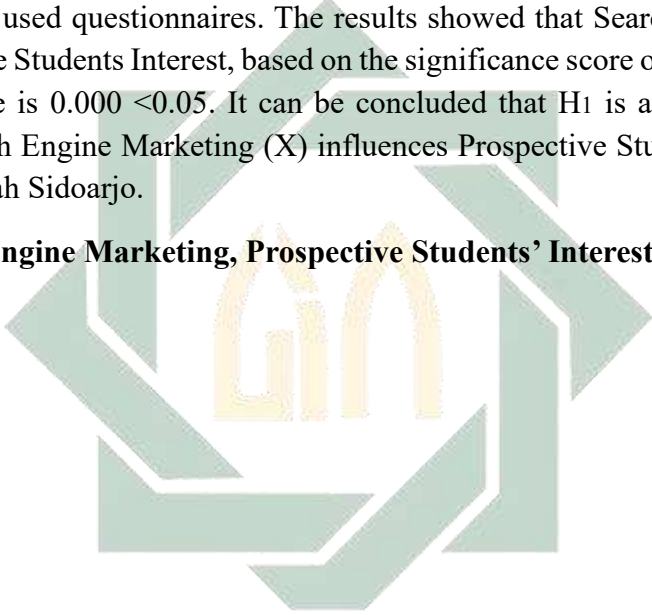
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ABSTRACT

Mokhamad Imam Mudin Cahyo Pratama (06020321037). The Influence of Search Engine Marketing Method (SEM Method) to Enhance Prospective Student's Interest in SMA Islam As-Sakinah Sidoarjo. Study Program Islamic Education Management, Faculty of Tarbiyah and Teacher Training, UIN Sunan Ampel Surabaya. Supervisor I Nur Fitriatin, M.Ed and Supervisor II Muhammad Nuril Huda, M.Pd.

This study aims to fine out the influence of Search Engine Marketing to Enhance Prospective Students Interest in SMA Islam As Sakinah Sidoarjo. This research uses theory from Mike, Bill, Musnaini, Imantoro, and Khoirul, which states Search Engine Marketing is an online marketing strategy, designed to attract customers to click and visit a website. This research took 92 students as samples from grades 10, 11, and 12 in SMA Islam As Sakinah Sidoarjo. The data collection techniques used questionnaires. The results showed that Search Engine Marketing influences Prospective Students Interest, based on the significance score of the coefficient table, the significance value is $0.000 < 0.05$. It can be concluded that H_1 is accepted, so it can be interpreted that Search Engine Marketing (X) influences Prospective Students' interest (Y) at SMA Islam As Sakinah Sidoarjo.

Keywords: Search Engine Marketing, Prospective Students' Interest, Digital Marketing, Islamic Education.



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ABSTRACT

Mokhamad Imam Mudin Cahyo Pratama (06020321037). The Influence of Search Engine Marketing Method (SEM Method to Enhance Prospective Student's Interest in SMA Islam As-Sakinah Sidoarjo. Program Studi Manajemen Pendidikan Islam, Fakultas Tarbiyah dan Keguruan, UIN Sunan Ampel Surabaya. Pembimbing I Nur Fitriatin, M.Ed dan Pembimbing II Muhammad Nuril Huda, M.Pd.

Penelitian ini bertujuan untuk menemukan pengaruh of Search Engine Marketing to Enhance Prospective Students Interest in SMA Islam As Sakinah Sidoarjo. Penelitian ini menggunakan teori dari Mike, Bill, Musnaini, Imantoro, and Khoirul yang berpendapat bahwa Search Engine Marketing adalah strategi pemasaran online yang didesain untuk menarik minat pelanggan dalam mengunjungi website. Penelitian ini mengambil 92 sampel siswa dari kelas 10,11, dan 12 di SMA Islam As Sakinah Sidoarjo. Teknik pengumpulan data menggunakan kuesioner. Hasil dari penelitian menunjukkan Search Engine Marketing mempengaruhi Prospective Students' Interest berdasar hasil signifikansi skor koefisien tabel $0.000 < 0.05$, yang mana dapat disimpulkan H1 diterima atau Search Engine Marketing (X) berpengaruh terhadap Prospective Students' Interest (Y) di SMA Islam As Sakinah Sidoarjo.

Keywords: Search Engine Marketing, Prospective Students' Interest, Digital Marketing, Islamic Education.



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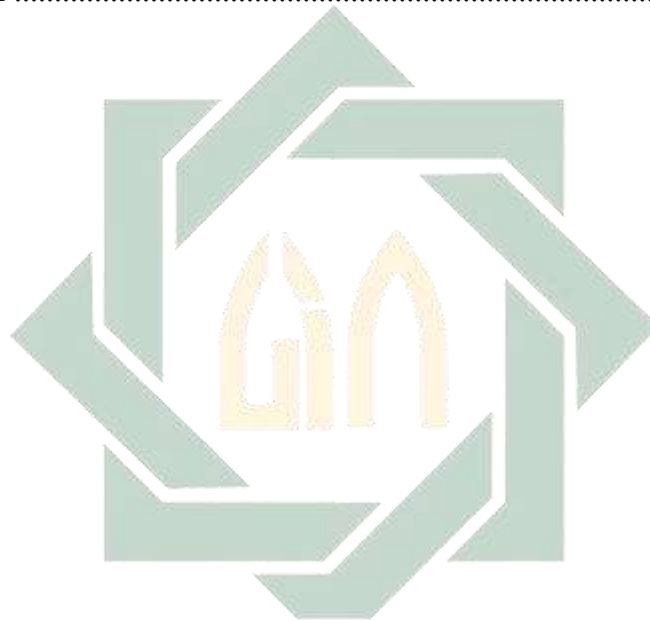
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