

ABSTRAK

Bintang Diva Shofura, Strategi *School Branding* SMA Telkom Bandung sebagai Sekolah Teknologi.

Persaingan pendidikan yang semakin kompetitif, khususnya di kalangan sekolah swasta, mendorong lembaga pendidikan untuk berlomba-lomba membangun citra yang kuat demi menarik minat calon siswa dan orang tua. Tuntutan ini membuat sekolah tidak hanya perlu menonjolkan kualitas pendidikan, melainkan juga memperkuat identitas melalui strategi branding yang terstruktur dan konsisten. *School branding* berperan penting dalam meningkatkan kepercayaan publik, membentuk reputasi positif, serta menciptakan perbedaan di tengah banyaknya pilihan sekolah. Konteks pendidikan di Indonesia menunjukkan bahwa strategi ini sangat relevan, terutama bagi sekolah swasta yang bersaing dalam hal mutu, fasilitas, dan pengalaman belajar yang ditawarkan.

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan strategi *school branding* yang diterapkan oleh SMA Telkom Bandung menggunakan konsep *Brand Positioning* dari David A. Aaker, yang meliputi lima elemen utama yaitu 1) *brand identity*, 2) *value proposition*, 3) *target audience*, 4) *active communication*, dan 5) *competitive advantage*.

Penelitian ini menggunakan pendekatan kualitatif dan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa SMA Telkom Bandung sebagai institusi berbasis teknologi merespons kondisi tersebut dengan menerapkan strategi *school branding* untuk memperkuat identitas dan daya saingnya. Strategi branding SMA Telkom Bandung meliputi pembentukan *brand identity* melalui nama, logo, dan *tagline* yang mencerminkan nilai dan visi sekolah, penyusunan *value proposition* melalui fasilitas dan program unggulan, penetapan *target audience* secara tepat dengan fokus pada siswa kelas 9 SMP dan orang tua, serta penerapan *active communication* melalui media digital dan *event offline*. *Competitive advantage* ditunjukkan melalui optimalisasi fasilitas teknologi dan pencapaian akademik siswa sebagai nilai jual utama. Strategi ini dilakukan secara terstruktur, berkesinambungan, dan berbasis digital, guna meningkatkan citra serta daya tarik sekolah di mata publik.

Kata Kunci: Strategi *Branding*, *School Branding*, SMA Telkom Bandung, Pendidikan Teknologi

ABSTRACT

Bintang Diva Shofura, School Branding Strategy of SMA Telkom Bandung as a Technology School.

The increasingly competitive landscape of education, particularly among private schools, has driven educational institutions to actively build a strong image in order to attract prospective students and parents. This demand requires schools not only to emphasize the quality of education but also to strengthen their identity through structured and consistent branding strategies. School branding plays a crucial role in enhancing public trust, shaping a positive reputation, and creating differentiation amid the abundance of school options. In the Indonesian educational context, this strategy is especially relevant for private schools competing in terms of quality, facilities, and learning experiences offered.

This study aims to explore and describe the school branding strategies implemented by SMA Telkom Bandung using David A. Aaker's Brand Positioning concept, which includes five key elements: (1) brand identity, (2) value proposition, (3) target audience, (4) active communication, and (5) competitive advantage.

This research employs a qualitative approach with a descriptive method. Data collection techniques include in-depth interviews, observation, and documentation. The findings indicate that SMA Telkom Bandung, as a technology-based institution, responds to this competitive environment by implementing school branding strategies to strengthen its identity and competitiveness. The branding strategy includes the development of brand identity through the school's name, logo, and tagline that reflect its values and vision; the creation of a value proposition through superior programs and modern facilities; precise targeting of its audience, focusing on 9th-grade students and their parents; and the application of active communication through digital media and offline events. Its competitive advantage is demonstrated through the optimization of technological facilities and students' academic achievements as its main selling points. These strategies are implemented in a structured, continuous, and digital-based manner to enhance the school's image and public appeal.

Keywords: Branding Strategy, School Branding, SMA Telkom Bandung, Technology Based Education