IMPLEMENTATION OF MARKETING STRATEGIES IN EDUCATIONAL INSTITUTIONS

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Abstract : *Marketing education services is a social and managerial process to get what is needed and to chill through creating offers, exchanging valuable products with other parties in the field of education. The purpose of this study is to determine the implementation of marketing strategies in educational institutions. The research method used is a descriptive qualitative approach to the study of literature from books, journals and other sources. The results show that to create a synergistic relationship between educational institutions, the education service user is not only used as a customer, but is also positioned as a manager, and also as a partner. Education service users are involved in policy making and planning in education. Thus the user of educational services also determines the development of educational institutions that ultimately affect the development of children.*
Keywords: *Marketing Strategies, Education, Educational Institutions,*

Introduction

Educational institutions are places where humans are trained, educated, and taught to reach their level of maturity. Meanwhile on the other hand the students themselves are strongly influenced by emotions, maturity, parental talents, parental environment, parental economics and education, parental leadership, and many others. So that the role of a marketing is needed to make these potentials to be brought in the development of education.

Understanding how buyers' needs and diverse desires are important in developing an effective marketing strategy. The need to increase organizational understanding of the market is increasing because the needs of buyers are unique and the availability of technology to meet them is increasingly possible. Consumers have different choices and ways to meet their needs and desires and with different consumption patterns. This is what creates a market segment that marketers need to understand through market segmentation activities.

The development of the world of education is currently entering an era marked by the onslaught of technological innovation, thus demanding an adjustment to the education system that is in line with the demands of the world of work. Education must reflect the process of humanizing humans in the sense of actualizing all of their potential into abilities that can be utilized in everyday life in the wider community.

The level of success of Indonesia's national development in all fields will greatly depend on human resources as the nation's assets in optimizing and maximizing the development of all human resources they have. These efforts can be done and pursued through education, both through formal education channels and non-formal education channels.

Marketing is a social and managerial process that involves important activities that enable individuals and groups to get their needs and desires through exchanges with other parties and to develop exchange relationships. The marketing process is strongly influenced by various factors such as social, cultural, political, economic, and managerial. As a result of these effects, individuals get their needs and

desires by creating, offering, and exchanging things of value with each other.[1]

The school is a non-profit educational institution which is engaged in educational services. Besides that competition between schools is getting tougher. So in this case education providers are required to be creative in exploring the uniqueness and excellence of their schools so that they are needed and demanded by customers of educational services. The emergence of international standard schools and the birth of public and private schools that offer superior facilities, even at affordable costs, can add to the rise of educational competition. Educational services marketing activities that were previously considered taboo because they smelled of business and tend to be profit oriented, have now been done openly. Because educational services play an important role to develop and improve the quality of human resources.[2]

The multidimensional crisis that is happening in the midst of this nation has caused high-quality educational institutions to become a non-negotiable necessity. Therefore, each element, especially education practitioners, must fight more collegially collectively to advance educational institutions which are the main foundation of the nation's progress. Quality improvement is a major challenge in every path, type and level of education. The quality must be improved so that educational institutions are able to provide meaning for the provisions of the lives of students in the future. Marketing has become one of the qualities driving the progress of educational institutions. The challenges of the global era are increasingly complex and must be responded to by the presence of high quality educational institutions.[3]

A conclusion can be drawn that marketing is a social and managerial process in which individuals and groups get their needs and desires by creating, offering and exchanging things of value to each other. Marketing not only serves to deliver the product or service up to the hands of consumers, but how the product or service can provide satisfaction to customers by generating profits. Marketing in the context of educational services is a social and

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[1] Imam Machali dan Ara Hidayat, *The Handbook of Education Management,* (Jakarta: Prenadamedia Group, 2015), 278.

[2] Afidatun Khasanah**,** *Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan Mutu di SD Alam Baturraden*, Jurnal el-Tarbawi Volume VIII No 2 tahun 2015.

[3] Jamal Ma'mur Asmani, *Manajemen Efektif Marketing Sekolah Pertama*, (Yogyakarta: DIVA Press, 2015), 116.

managerial process to get what is needed and chill through creating offers, exchanging valuable products with other parties in the field of education. Marketing ethics in the world of education offers quality intellectual services and the formation of character as a whole. Marketing education can be done through promotion, with the aim to provide information to the public about school products, increase public interest and interest in school products, differentiate school products from other school products, emphasize the added value that people enjoy about the products offered, and stabilizing existence and meaningfulness school in the community.

The Concept of Market Driven

Market driven companies are companies that place the market and consumers as a starting point in formulating their business strategies.[4] They are **market**-oriented, and make consumers the focal point for the company's overall business. This means that the corporate culture is systematically and fully dedicated to continuously creating superior customer value.[5] Market driven companies strive not only to meet the expected product needs of consumers, but more than that they are trying to meet augmented products even potential products from consumers.[6]

Products can be categorized into 4 (four) levels, namely:[7]

1. Generic products, which are products that only meet consumer core benefits.
2. Expected product is a product that meets what is considered a minimum benefit that can be received by consumers.
3. Augmented products are products that provide benefits that have never been considered by consumers. Augmented products try to meet the hidden needs (latent needs) of consumers, namely needs that are not yet realized or have never been voiced by consumers.
4. Potential products are products that provide benefits that can attract or retain consumers.

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[4] David W Cravens, dan Nigel Piercy, *Strategic Marketing* (New York: McGraw-Hill, Inc, 2003), 4.

[5] David W Cravens, dan Nigel Piercy, *Strategic Marketing*, 5.

[6] Slater, Stanley F dan Narver, John C, *Research Notes and Commnunication: Market Oriented is More Than Being Customer-Led* : (Strategic Management Journal, Dec 1999), 1165 – 1168.

[7] *Ibid.*

So, it can be concluded that the market driven company is a company that is committed to understanding the needs of consumers, both expressed (current needs) and still hidden (expressed and latent needs), sharing this understanding to all components of the company, and coordinating all business activities of the company to produce superior customer value.[8]

In the era of highly competitive marketing today, almost all companies realize the need for change to become a market driven company. Market driven companies, usually have special characteristics that are not shared by other companies. The intended characteristics are:[9]

1. Market Sensing. Market driven company, is a company that has the ability to learn about consumers, competitors, and distribution channels. So they have more ability than their competitors in terms of "feeling" events and trends, both currently and in the future. They can anticipate the response of company actions designed to retain customers, improve the quality of distribution channels, or beat competitors.

2. Customer Linking. Namely all the expertise, abilities, and processes needed for collaborative customer relations, so that the needs of each consumer can be known by all parts of the organization, and the availability of well-organized procedures to respond to those needs.

With these capabilities, market driven companies usually have a better level of performance compared to organizations that are not market driven. Research conducted by George S Day[10] concluded that companies with organizational structures tailored to their customer groups have:

1. A higher level of customer relationship accountability
2. Employees have greater freedom to take action in terms of satisfying customers
3. Employees have more openness to share about customers with coworkers, which in turn encourages companies to be able to serve their customers better.

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[8] *Ibid.*

[9] George S Day, *The Capabilities of Market-Driven Organization*, Journal of Marketing, Vol. 58, No. 4 Oct 1994 , 37 – 53.

[10] George S Day, *Aligning the Organization With The Market*, MIT Sloan *Management Review*, Volume 48 No 1, Fall 2006, 41 – 49.

Even Narver and Slater have done further research on the relationship between an organization's market orientation and the company's profitability. After conducting a survey of 400 managers from 140 strategic business units (SBU) of large American companies, Narver and Slater concluded that there was a positive relationship between an organization's market orientation and the company's profit level.[11]

Designing Market Driven Marketing Organizations

Specialization of functions is often the main consideration in choosing an organizational design. Specialist functions become interesting because they develop expertise, resources and skills in a specific activity. Attention to functions may be inappropriate when trying to link activities with target markets, products and customers. The target market and product scope also influence organizational design.[12]

Several factors influence the design of a marketing organization,[13] including:

1. Compliance with strategic objectives and direction of the company
2. Determine the need to change the vertical structure of the organization
3. Decisions on the breadth of types of organizational design processes
4. Integrate activities by creating values around customers
5. Partnership with independent organizations to carry out marketing activities
6. The influence of the Internet on organizational design decisions

Implementation of Marketing Strategies in Educational Institutions

Before determining marketing strategies in education, it must first be determined and mapped market targets. In general, there are two market shares in educational institutions, namely internal public

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[11] John C Narver, dan Stanley F Slater, *The Effect of Market Orientation on Business Profitability*, Journal of Marketing, Volume 54, Oct 1990, 20 – 36.

[12] Craven David W, Pemasaran Strategis Edisi Kelima, Erlangga, Jakarta, 2000, 89.

[13] Kerin Roger A, Peterson Robert A : *Strategic Marketing Problems ; Cases and Comment, Tenth edition*, Pearson education, New Jersey, 2004, 57.

(public who are part of the unit or body or company or institution or organization itself) and external public (public in general or society). The importance of setting targets for marketers is to identify the most appropriate segment to be targeted by a program. It is important to create priority scale, choose the right media and techniques, and prepare the most appropriate message so that it is quickly and easily accepted by the target audience. Public education institutions consist of:[14]

1. Students are all individuals who are taking or studying at university. Is the most important internal public for educational marketing goals. Student opinions and behavior are strong factors in determining public perception of a college.

2. Educators and Education Personnel, consisting of Principals, Teachers and Employees.

3. Alumni, i.e. all individuals who have graduated or have completed their lectures and obtained their education degrees from universities. One of the external publics that is at the core of the public relations function is where public relations must be able to foster good relations with alumni.

4. Society and the Business Environment, namely the community around the tertiary institution and the business environment where the tertiary institution conducts Community Relations to reach this public. An education marketing has a duty to remind the surrounding community that the school has a positive influence on the environment, including positive contributions from a cultural perspective.

5. Government, namely the local government body and national government body.

6. Pers. Building a good relationship with the media is in principle the process of fostering relationships that require a long process but are easily damaged if not managed. Public opinion is formed more by negative things than positive things. The task of public relations is to balance the news in the media that may have a less favorable impact with the achievements and results that have been achieved by universities.

7. Parents and other related parties. Parents are the core of support for universities. The parents here are parents of students, parents

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[14] Ida Anggraeni Ananda, *Public Relations Perguruan Tinggi : Membangun Reputasi Organisasi Melalui Pengelolaan Budaya Organisasi* (BPP Perhumas :2004), 101-103

of prospective students, donors, opinion leaders, funders of educational institutions that are partners.

Talking about marketing is very closely related to public relations strategy. Because to do marketing work requires a public relations strategy. According to Ahmad S. Adnan Putra in Rosady Ruslan, the definition of understanding about public relations strategies is the optimal alternative chosen to achieve public relations goals within the framework of a public relations plan.[15] The form of public relations strategies themselves include reports from parents of students, monthly bulletins, newspapers, school exhibitions, home visits by guardians of students, explanations by school staff, radio and annual reports.[16] The strategies for building relationships with the community include:

1. School strategies in building relationships between citizens themselves (internal public).
   a. Extracurricular activities
      This extra-curricular activity aims to get public opinion (public opinion) by looking at some school programs that support student activities, both programs that support school learning, as well as programs that concentrate on student skills. For example scouts, PMR and so on.[17]
   b. Study tours
      Field trip or field trip in the sense of education is the visit of students out of school to learn certain objects as an integral part of curricular activities at school.[18] Or in other words study tours is a visit to a place outside the classroom which is carried out as an integral part of all academic activities and especially in the context of achieving educational goals. Field trips are educational activities that are realistic and useful for gaining hands-on experience. While the benefits that can be learned are encouraging learning by observing yourself on objects, providing insight (insight) to the nearest environment, carrying out integration of lessons in class with reality in

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[15] Rosady Ruslan, *Manajemen Public Relation dan Media Komunikasi*, (Jakarta: Raja Grafindo Persada, 2003), 110.

[16] Pawit M. Yusup, *Komunikasi Pendidikan Dan Komunikasi Instruksional*, (Bandung: Remaja Rosdakarya, 1990), 73.

[17] Fatah Syukur, *Teknologi Pendidikan*, (Semarang: Rasail, 2005), 119.

[18] Nana Sudjana Dan Ahmad Rifdi, *Media Pengajaran*, (Bandung: Sinar Baru, 1990), 210.

society, motivating to conduct new investigations and discoveries, teaching togetherness, cultivating and instilling love in nature around it.[19]

c. Camping

Camping is a school activity. This program is intended to meet the needs of students in following rapidly changing societal developments. Camping will develop an understanding of objects, events, social environment and natural environment that is realistic and concrete. In this campsite students are trained in independence, creativity, discipline, physical strength, courage and others.[20]

d. Work or field practice

Work or field practice aims to train and improve students' abilities in applying the knowledge and skills they have acquired. This activity is carried out in the 'field', which can be meaningful in the workplace, as well as in the community. The advantage of this strategy is the real experience gained can be directly felt by students, so that it can trigger the ability of students to develop their abilities.

e. Deliberation with teachers and employees

Face to face communication is communication to foster harmonious relationships, maintain mutual understanding and increase trust. This can be done with ordinary conversation but it can be for all teachers and employees to discuss one issue related to education.[21]

f. Community service project

Service project means providing services or services to the community through various school activities. The community can feel the benefits, certain benefits, the community not only improves and helps the school program but is repaired and assisted by the school. For example the existence of health services, community service work environment, and others.[22]

2. School strategies in establishing external public relations.

a. School community relations with parents

1) Report to students' parents

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[19] Fatah Syukur, *Teknologi Pendidikan,* 114-115.

[20] Fatah Syukur, *Teknologi Pendidikan,* 118.

[21] Bambang Siswanto, *Hubungan Masyarakat,Teori Dan Praktek,* (Jakarta: Bumi Aksara, 1992), 19.

[22] Fatah Syukur, *Teknologi Pendidikan,* 117.

Reports on children's progress which is the relationship between school and parents of students (community) in writing, the report is given to parents in each semester. The report should explain clearly the results of children's work to their parents. Not just figures, but the report must serve as a diagnosis, show the child's strengths, give suggestions on procedures to correct the child's weaknesses and may include a general impression of the child.

2) School magazines

    This school magazine is run by parents and teachers in schools which are published every month, should not only be about guidelines for child care and education, but also include explanations about all activities and conditions of the school, new policies and even information in the form of commercial advertisements in order to increase the operational costs of the magazine.

3) School exhibition

    School exhibitions can be held at the end of the school year, schools can program them continuously to exhibit students' work including staging written works, art, skills and so on. This exhibition can be used as an arena to create relations between schools and surrounding communities, as well as to raise funds for the development and smoothness of education in schools.[23]

4) Open house

    With this open house, it is expected to provide opportunities for the wider community to find out about school programs and activities. Of course on such an occasion schools need to highlight programs that appeal to the community.[24]

5)   School visitation

    School visits by parents of students are carried out when the lesson is given. The person is given the opportunity for his child to see their child while studying in class, also see the laboratory and some equipment in the school. So they get a clear picture of all their children's lives and activities at the school.

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[23] E. Mulyasa, *Menjadi Kepala Sekolah Profesional,* Cet. Ke-4 (Bandung: PT. Remaja Rosda Karya, 2004), 176.

[24] E. Mulyasa, *Menjadi Kepala Sekolah,* 175.

6) Radio and television

In general, people are now very familiar with radio and television. This habit can be used to establish cooperation between the community and the school, meaning that the school can convey problems encountered at school through community radio and television programs to provide direct response or assistance to the school concerned or through other designated institutions.

7) By mail and telephone

Through this letter and telephone, the school can ask for ways of handling naughty students or frequently violating discipline at school to psychologists or educational consultants in the community (such as in the mass media). The results of the consultation can be used as a guide in fostering students in schools.[25]

b. School community relations with outside parties

1) Case conference

Case conference is a meeting about a case, usually used in the guidance and counseling of parents, BP and teachers.

2) School support agency

This auxiliary body functions to help and maintain the school so that the school can live a fertile life and be more capable of fulfilling its duties as a place to form virtuous, capable human beings. For example Parents' Association and Teachers .[26]

3) Annual report

This annual report is prepared by the school principal, and this report is given to the higher officials; for example sub rayon ma'rif, government. This report contains the problems of activities undertaken by schools including curriculum, personnel, budget and so on. This is as a fostering a harmonious relationship and as an effort to instill confidence in the outside community towards educational institutions.[27]

To get a good impression in the community the terms of the message should be carried as follows:

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[25] E. Mulyasa, *Menjadi Kepala Sekolah Profesional,* 176.

[26] Zahara Idris, *Dasar-Dasar Kependidikan I,* (Padang: Angkasa Raya, 1992), 99-101.

[27] Bambang Siswanto, *Hubungan Masyarakat,* 20.

1. The message that is spread must be arranged clearly, firmly and briefly so that it is easy to catch. It must be understood that everyone has different catch power, so the message delivered should be captured by as many people or most of the people concerned.
2. When you have to use symbols that should be easily understood, can be understood by those who are targeted, meaning that if you use language use language that is easily understood;
3. The messages disseminated should be able to generate interest, attention, and desire in the community to do something to the institution;
4. Messages that are spread should be able to cause stimuli to receive a positive influence.[28]

With the existence of community relations, all school community activities and policies contribute to the parts, products and results of the school that are not useful. All can certainly be accepted by society. Public relations activities can be seen if the community and the school become a unit that gives input and influences each other, including always coordinating on every issue, all policies adopted by the school lead to the interests of the school and the community.[29]

In line with that, the author quotes a writing from Gunadi[30] about the key to success in encouraging consumer education participation in this case is the parents of students are by establishing harmonious relationships. Then it is necessary to do several things, including:

1. Involve parents proportionally and professionally in developing planning, implementing and evaluating school programs. For example in developing excellent programs in schools and life skills
2. Establish intensive communication. Proactively contact the school parents

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[28] Santoso Sastro Poetro, *Partisipasi, Komunikasi, Persuasi Dan Disiplin Dalam Pembangunan Nasional*, (Bandung : Alumni, 1998), 214.

[29] Abu Ahmadi, *Sosiologi Pendidikan*, (Jakarta: Rineka Cipta, 1991), 134.

[30] Tugas Ali Gunadi, *Pentingnya Peran Serta Orang Tua dalam Peningkatan Mutu Pendidikan di SMK*, Jurnal JUPEDASMEN Volume 2 No 1 tahun April 2016, 47.

3. Conduct a brief introduction and orientation with the school, board of education, and school committee to the parents of students so that they know the school with various programs and activities
4. Hold regular meetings with parents, so meetings can be effective and parents can get to know each other
5. Sending news about the school periodically, so parents know about the school's programs and developments
6. Invite parents to develop students' creativity and achievements
7. Conducting home visits to solve problems and develop students' personalities
8. Carry out the division of tasks and responsibilities between the school and parents in the personal coaching of students
9. Involving parents in various programs and activities in social school
10. Involving parents in making decisions, so they feel responsible for implementing them
11. Encourage teachers to empower parents as a source of learning and support the learning success of students.

The success of education marketing can be seen from the success of the implementation of the program specified in education marketing planning. The success of marketing education in Islamic Education Institutions can be seen from the implementation of the programs that have been implemented in the implementation of marketing education in the school. In terms of the process, education marketing is said to be successful and quality if all or at least most of the school stakeholders play an active role, both physically, mentally and socially in the process of implementing marketing education, in addition to showing high enthusiasm, great participation and trust in self.

While in terms of results, the implementation of marketing education at Islamic Education Institutions is said to be successful if there is a positive change in the activities carried out. The notion that schools are no longer able to adjust to social changes in society, also schools that are too progressive or too advanced so that they cannot be understood by the community, are blurred assumptions. With the existence of community relations, all school community activities and policies contribute to the share, products and results of the school that are not useful. All can certainly be accepted by society. Educational marketing activities can be seen if

between the community and the school become a unit that gives input and influence each other, including always coordinating on every issue, all policies taken by the school lead to the interests of the school and the community.[31]

From some of these explanations indicate that everything These programs and activities aim to impress the community by displaying a number of activities at school. Many paths were taken to introduce the existence of schools to the community. All of this aims to create a good and harmonious collaboration between the school and the community in order to achieve a goal. It is impossible for a school to stand without the slightest support from the community, because the school is a structural institution in the community as an alternative system that is always open at any time in developing human creativity.

Conclusion

Market driven companies are companies that place the market and consumers as a starting point in formulating their business strategies. They are market oriented, and make consumers the point central to the company's overall business. In designing an organization influenced by conformity to strategic objectives and direction of the company, determining the need to change the vertical structure of the organization, decision on the extent of the type of organizational design process, integrating activities to create values around customers.

To create a synergistic relationship between educational institutions and the community (parents of students), the community is not only used as a customer, but also positioned as a manager, and also as a partner. In this case the community or parents are involved in policy making and planning in education. Thus the community will determine the development of educational institutions which will ultimately affect children's development. Internally, educational institutions must effectively carry out marketing education to internal public in order to meet the expectations of the community and the shared goals that have been built as a result of interaction or marketing education to the external public. Positive interaction between schools, families and communities is very important to be upheld, because it will largely determine student success, student productivity in teaching and learning activities, and that dynamic

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[31] Abu Ahmadi, *Sosiologi Pendidikan*, 134

partnerships between schools and communities will improve school effectiveness and contribute to the quality of life in society overall. Therefore it is necessary to look for effective marketing strategies in the administration of education.

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