

EDUCATIONAL SERVICES MARKETING METHODS IN INCREASING SCHOOL SELLING VALUE

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ARTICLE INFO

Article history

Received: 20-08-2022

Revised: 25-08-2022

Accepted: 4-09-2022

Keywords

*Marketing Method,
Educational Services,
School Impression*

ABSTRACT

This study's purpose was to determine the education marketing method at MINU Tenggulunan. This is descriptive qualitative research with data collection methods using observation, interviews and documentation. Data analysis uses several steps: reducing data, presenting data and verifying. The study results found that MINU Tenggulunan had implemented several suitable marketing methods for educational institutions to improve the school's image. This can be seen from the variety of marketing strategies used by educational institutions. This school has offered products that are in line with the community's needs, the fees charged to MINU Tenggulunan students are affordable compared to other private schools, and this school is in a strategic place to carry out educational activities. The marketing methods carried out by the MINU Tenggulunan institution are by conducting promotions through student guardians, printing media, social media and school output.

Introduction

Education plays a significant role in human life. Education is considered a means to improve people's standard of living. Education provides people with knowledge to develop knowledge. With education, people can see a better and more focused future life and can achieve success in social life.

Education is an investment that gives the country dignity and provides social and personal benefits for graduating individuals.¹ With education, people become more creative, innovative and global, the role of educational institutions becomes more valuable in the eyes of society, becomes better and can improve the quality of technology, capacity and future regulatory capacity. Therefore, educational institutions must be able to adapt and develop rapidly with the demands of the times.

At this time, too many novelties in social life related to the institutional value of education. If we only focus on well-known and educated educational institutions. This certainly encourages each school to improve further the value of quality from the community's perspective in the form of new things that exist differently so that

¹ Engkoswra & Komariah. *Administrasi Pendidikan*, (Bandung :Alfabeta. . 2010) hlm.1

they can have the required value. Such as improving aspects of the progress of educational institutions in Indonesia.

To increase the value of quality and achieve good quality, educational institutions need dynamic strategies and ways to improve, continue to grow and become better. Marketing is as familiar in our society as educational marketing. Although the characters have described in many ways, not all of them are available in educational institutions because of the circumstances and situations that exist in schools. Marketing for educational institutions is essential, and the wider community will know educational institutions if they carry out marketing functions correctly.²

In this case, public relations (PR) educational institutions have a reasonably significant role in carrying out educational marketing. The purpose of educational marketing is to provide information to the public and increase interest in educational institution products, provide assessments and provide advantages and stabilize the existence of educational institutions in the community.³

One of the marketing strategies is the promotion technique. Promotion is one of the determining factors for the success of a marketing program. The marketing mix in the context of education is an essential element and can be combined to produce a marketing strategy that can be used to win the competition.⁴

School marketing activities are activities that compete for students in school competitions and increase the selling value of schools. Selling value is an impression based on one's knowledge or understanding of something. This selling point comes from the way the company does business, whose main foundation is service. The selling point illustrates how the whole community evaluates and acknowledges what the school itself has done. A good selling point of an organization has a positive effect, but a lousy image harms the organization.

Promoting or marketing the school is certainly one form of improving the school's appearance by using excellent and dynamic strategies to make the school's name in the community, touch and be involved in the education of their children, with the quality offered by the school.

In this case, it is necessary to increase optimization through marketing strategies by promoting activities at MINU Tenggulunan. Therefore, the researcher chose this school as the object of research because of the many extracurricular activities and its active support for the psychological development of students by using a good marketing strategy.

Results and Discussion

The method is a plan that has been prepared, determined and then used to carry out management activities in an agency or organization. On the marketing

² ijaya, David. 2008. Pemasaran Jasa Pendidikan Sebagai Upaya untuk Meningkatkan Daya Saing Sekolah. *Jurnal Pendidikan Penabur* - No.11/Tahun ke- 7/Desember.

³ Faizin, Imam. 2017. Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Nilai Jual Madrasah, *Jurnal Madaniyah* Vol. 7 no. 2

⁴ Khasanah, Afidatun. 2015. Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan mutu di SD Alam Baturraden, *Jurnal el-Tarbawi* Vol VIII, No. 2.

side, schools need strategic and systematic marketing activities to increase student acceptance in the new school year.

A marketing strategy is a set of goals, guidelines, and rules that guide marketing activities at all levels and locations over time.⁵ Every school member carries out the marketing approach at MINU Tenggulunan by carrying out their mission in a collaborative, planned and best manner within a certain period.

The presence of leaders in the marketing process is beneficial in increasing school effectiveness. Many schools do not change their presence even with solid support, and some do well. To develop a plan of study promotion activities aimed at raising the view of schools in the school environment, the Education sector can carry out its functions in coordination with school supervisors without explicit instructions or instructions for the education component.

In this case, the Head of MINU Tenggulunan said that in addition to collaborating with teachers and committees, the Principal also involved the surrounding community in increasing school competitiveness by increasing the school's selling value. Therefore, tactics are always related to the assessment and selection of other ways for management to achieve the goals set and formulated previously as targets to be achieved.⁶

The Principal has a crucial role in marketing the school, by directing the staff on duty, encouraging them to be even better, and then assigning tasks according to their abilities to become individual responsibility.

Marketing is one of the main activities of a company or business and is primarily intended to grow the business or business, maintain business or business continuity and generate profits. In the KBBI, the origin of the word marketing is market, which means a place or place to conduct buying and selling transactions. Meanwhile, marketing means the process, method, and act of marketing merchandise, in line with the opinion expressed by Kotler and Armstrong quoted by David Wijaya in his book stating that marketing is a process of social and administrative interaction carried out by individuals or groups to fulfil their needs and desires by creating and exchanging products and value with others.⁷

According to another, more detailed opinion, namely the definition according to William J. Stanton in the book of the Indonesian Bankers Association, marketing is a comprehensive system of all business activities aimed at planning, determining and selecting prices, promoting, and distributing goods and services that satisfy needs, both from existing consumers as well as potential consumers.⁸ This opinion sees marketing from a business perspective. It reveals that marketing is a selling or exchange process that begins with planning the art of management or

⁵ Graham J Hooley, Nigel F. Piercy, Brigitte Nicoulaud. *Marketing Strategy and Competitive Positioning*. (London: Prentice Hall, 2008), hlm. 7

⁶ Alma, Buchari. *Manajemen Pemasaran dan Pemasaran Jasa*. (Bandung: Alfabeta. 2007), hlm. 200.

⁷ David Wijaya, *Pemasaran Jasa Pendidikan*, (Jakarta: Salemba Empat, 2012), hlm.55

⁸ katan Bankir Indonesia (IBI). *Strategi Sukses Bisnis Bank*. (Jakarta: PT Gramedia Pustaka Utama. 2014).

hlm, 163

how to market products, selecting and pricing products, promoting or introducing our products to destinations and then distributing them.

A marketing method is a set of goals, guidelines, and rules that guide marketing activities at all levels and locations over time.⁹ The role of the marketing mix is a set of marketing tools used to achieve the goals set by the institution itself, so the marketing strategy cannot be separated from the marketing mix used by the institution.

In David Wijaya's book, service is a series of identifiable and intangible activities which are the main object of providing satisfaction according to what customers want. Services are intangible activities or intangible benefits that do not have property or other consequences and can be provided to other parties.¹⁰

Its manufacture cannot and is not tied to a physical product.¹¹ Another definition of service includes all activities that provide services aimed at maintaining and increasing product value, such as installation, repair services, training, supply of raw materials, and product adjustment.¹²

From the interpretation of the professional definition of services, experts conclude that services are all economic actions, processes, performances or activities that provide benefits or other outputs with physical products and can bring customer satisfaction. One of the functions of marketing in education is to create well-organized selling points to attract prospective new students. Therefore, educational institutions must make various efforts to achieve their transaction objectives. One of the efforts is to use the elements of the marketing mix. The marketing mix strategy for educational services combines various elements presented by schools to educational service clients to promote their educational services.

The marketing mix in the context of education is an essential factor and can be combined to create a marketing strategy to win the competition.¹³ So marketing activities in educational institutions are carried out together, including the marketing mix's components, without being separated where each component is bound to each other so that it cannot run independently without the other components.

For the long-term success of an educational institution, it must provide satisfactory services. To create this satisfactory service, the agency prepares a marketing mix. A marketing mix is a well-developed, mixed, organized and well-developed set of marketing elements that enable the agency to effectively achieve its marketing objectives while satisfying the needs and wants of consumers.

In marketing, educational services are also an inseparable part of the marketing mix.¹⁴ The service marketing mix referred to at MINU Tenggulunan is:

⁹ M. Nur Rianto Al Arif, *Dasar-Dasar Pemasaran Bank Syariah*, (Bandung: Alfabeta, 2014), hlm.130

¹⁰ David Wijaya, *Pemasaran Jasa Pendidikan*, (Jakarta: Salemba Empat, 2012), hlm.22.

¹¹ Fandy Tjiptono. *Strategi Pemasaran*, edisi 2, (Yogyakarta. Andy. Ghozali, Imam 2000). hlm. 6.

¹² Mudrajad Kuncoro. *Strategi Bagaimana Meraih Keunggulan Kompetitif*. (Penerbit Erlangga. 2005). hlm. 68.

¹³ Khasanah, A. 2015. Pemasaran Jasa Pendidikan Sebagai Strategi Peningkatan Mutu di SD Alam Baturraden. *Jurnal eL Tarbawi* (Online). Volume 3 Nomor 2.

¹⁴ David Wijaya, *Pemasaran Jasa Pendidikan*, (Jakarta: Salemba Empat, 2012), hlm.75

1. Product

Product is anything that can be offered to be noticed, requested, sought, purchased, used or consumed by the market to fulfil the needs or desires of the relevant market. In the context of educational services, products are services offered.

Not only facilities and services to educational service customers, but can be in the form of reputation and prospects of students after studying at the school to continue to a higher level or enter the community.

Schools that are in great demand by the community or customers of educational services are schools that provide good, quality and relevant service products. In this case, MINU Tenggulunan has provided a reasonably good service for students and parents of students by establishing communication about school progress and student achievement.

2. The concept of the price is set at MINU Tenggulunan.

Regarding the price set at MINU Tenggulunan, based on observations obtained in interviews with the Principal, "School promotion efforts aim to increase the selling value of schools by applying various perspectives considering the market, then price and school suitability, costs, promotions, quality improvement, human resources, shows strong evidence, namely supporting infrastructure, good service quality."

As an extension of this step, the Principal must create various programs, which are then adapted to the existing school's yearly program.

3. The concept of place used at MINU Tenggulunan

The choice of school location is an essential value that an organization must consider to support its Promotion or marketing and services. MINU Tenggulunan is located in Tenggulunan Village, Candi District, Sidoarjo Regency, East Java Province. Therefore, MINU Tenggulunan needs to develop a location strategy to make it easier for school residents to use MINU Tenggulunan products and services. Thus the choice of location becomes very important to be taken into consideration.

4. The concept of Promotion (Promotion) used at MINU Tenggulunan

By applying the school's marketing formula, Promotion aims to convey what they can get from the school. On the other hand, the purpose of the promotional program is to convince potential customers of educational services about the superiority of the products to be offered so that they choose the school.

The Principal of MINU Tenggulunan said, "In general, the Promotion of education services is to display school profiles, programs and achievements. The form of Promotion can be in various ways. As part of its promotional activities, MINU Tenggulunan has taken various steps, including improving the quality of education.

Then the next effort is to improve the quality of education services because schools realize that before carrying out promotions, the most important thing

to do is to ensure the quality of education services and provide the community or the target market for educational services. Excellence in serving students and parents is a crucial strategy.

As the Principal said, "Because Promotion is related to service quality, schools implement promotional programs throughout the year to improve quality. However, schools apply promotions for new enrollment promotion programs when entering the new school year."

Forming the PPDB team is a good step, but ideally, schools should have a marketing team from the particular education office to carry out their marketing activities. Therefore, improving the quality of education services is the right approach because implementing marketing education services is very dependent on the educational services provided by schools. If the products offered are reasonable, appropriate promotional actions can be taken.

There are four steps of promotional activities carried out by MINU Tenggulunan every year, which are as follows:

1. Promotion by parents

Promotion by guardians of students is a promotion of reviews or submissions of guardians of students to the broader community who feel that the educational services provided by MINU Tenggulunan are good. If the guardians of students feel positive changes or see good learning outcomes in their children, this quality will automatically be conveyed to the community. The Promotion by the student's guardian who conveys the actual state of the school to the community is the easiest Promotion, because it happens without even a warning.

So the Promotion of student guardians is closely related to the school's quality of services. So that MINU Tenggulunan continues to improve its educational programs and services. In addition, MINU Tenggulunan must maintain good relations and communication with the guardians of students by holding regular parent meetings and providing guidance to the guardians of students in various activities tailored to the needs of parents and schools.

This is done because schools realize that it is not enough to educate students only from school, but parents have a significant role. So that a program was created that must be followed by the parents of students so that they understand how the MINU Tenggulunan program is and can establish cooperation. So that it is expected to achieve success in educating students.

2. Promotion through print media

Promotion through print media is a promotion that MINU Tenggulunan also pioneered. Promotion through print media is carried out in two forms: making brochures, calendars and banners. Here is the description:

a. Brochure/ Pamphlet/ Calendar

Brochures are the printed media that MINU Tenggulunan has used. Brochures are used to disseminate information related to the state of the school to the broader community. The contents of the MINU Tenggulunan brochure are the same as school brochures in general, which explain various information

related to the state of the school, such as the school's vision and mission, the school's flagship program, self-development or extracurricular activities at the school, the location of the school, the process of teaching and learning activities at school, the facilities provided by the school, achievements of students, registration requirements, schedule for the implementation of entrance tests, details of education costs, photos of student activities and photos of school facilities and infrastructure.

b. Calendar

The Calendar is the next form of print media used by MINU Tenggulunan for Promotion. This Calendar is given to parents every year to make it easier for parents to promote MINU Tenggulunan. The information contained in the banner is more or less the same as in the brochure, namely information related to the state of the school, superior programs, activities carried out, and information related to the achievements of students.

c. Banners/Banners

The following form of print media, MINU Tenggulunan, for Promotion is a banner or banner. The information in the banner is more or less the same as that in the brochure, namely information related to the state of the school and information related to registration to enter MINU Tenggulunan. Banners are installed in several locations that are considered strategic to be known and seen by potential customers of educational services or the wider community. Such as in front of the school building, in front of the school gate, beside the highway and in the centre of the crowd.

3. Promotion through Social Media

Social media promotes by distributing pamphlets or brochures containing the same information as those in the brochures or documenting school activities later disseminated through social media. Dissemination of information through pamphlets or documentation of activities is not only carried out through accounts owned by MINU Tenggulunan but is carried out by all stakeholders. In addition, it is not uncommon for teachers and stakeholders to share photos of students while doing activities at school through social media.

This ultimately makes the information accepted by parents and the wider community, mainly social media users. This Promotion is an effective and efficient promotion strategy because it is easy for information related to the state of the school to be spread widely and not to spend a lot of energy and money. Especially in the current era, the use of social media is very high. The following is a description of the social media used by MINU Tenggulunan:

a. Instagram

Instagram is the social media used by MINU Tenggulunan. This is good because, in this era, it can be ensured that everyone uses Instagram, so schools can share information or documentation that is not only photos but even videos

about activities carried out by schools and achievements achieved by students to Instagram users.

b. Facebook

The following social media used by MINU Tenggulunan is Facebook. Unlike Instagram, Facebook can also be a means to spread information through writing, pictures and even videos. The thing that differs may only be from the aspect of the user. Many parents still use Facebook instead of Instagram.

c. Whatsapp

The last social media used by MINU Tenggulunan is Whatsapp. WhatsApp provides the WhatsApp story feature, which is also on Facebook and Instagram. This feature can also be used as a suggestion to disseminate information through writing, images and even videos. However, the WhatsApp social media, MINU Tenggulunan, does not have a particular school account but through the WhatsApp accounts of school stakeholders, namely principals, teachers and education staff.

4. Promotion through graduates or school output

MINU Tenggulunan realizes that students are school assets. So that MINU Tenggulunan conducts coaching and prepares graduates with their advantages. This was conveyed by the Principal, who said that:

"Schools guide students because students are school assets. Students are outputs, both those who have graduated and those who have been studying for one or two years. If they have memorized the Koran, mastered the subject matter and excelled, this is a value in itself."

The quality of school output, namely graduates or students who have attended school programs, influences the community's assessment of the services provided by the school. School graduates who excel will be a record of success for the school for the community. So this is a prima donna in itself to attract and mobilize the community so that their children are interested and go to school at the school. So making students a critical asset or part and conducting coaching is the right and reasonable step.

Conclusion

Marketing Strategy for education at MINU Tenggulunan applies a marketing mix strategy for education services regarding financing, location, and Promotion. The promotional activities carried out by MINU Tenggulunan include Promotion through student guardians; student guardians carry out this Promotion through word of mouth to the broader community who feel that the educational services provided by MINU Tenggulunan are good. Then Promotion through print media is carried out in three forms: making brochures, banners and calendars. Then Promotion through social media by distributing pamphlets such as Instagram, Facebook, WhatsApp and Youtube was carried out by all stakeholders at MINU Tenggulunan. Then the last is Promotion through graduates or school outputs who excel, especially in memorizing the Koran.

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