

EDUCATIONAL MARKETING STRATEGY

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Abstract

This type of research is qualitative research. Qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of calculations. Qualitative research method is a type of purpose sampling research that is a non-random sampling techniques where researchers determine the sampling by determining specific characteristics in accordance with the objectives of the researcher so that it is expected to answer the researcher's problems. So the researchers only need to take important points regarding sampling techniques and user indications. The purpose of this study was to find out how educational marketing strategies in MTs Al Amiriyyah Blokagung Tegalsari Banyuwangi , efforts in improving education marketing strategies in MTs Al Amiriyyah Blokagung Tegalsari Banyuwangi , knowing the driving and inhibiting factors that influence the marketing strategy of MTs Al Amiriyyah Blokagung Tegalsari Banyuwangi . Data analysis tools used in this study are interaction models, which consist of data displays, data reduction, data collection, conclusion drawing and data verification. The research results obtained are the educational marketing strategy matrix is a strategy of concentration through horizontal integration or stability (there is no change in earnings). . The conclusion in this study is the strategy used in educational marketing which is divided into two short-term and long-term strategies, efforts to improve education marketing by marketing mix, the driving and inhibiting factors that influence education marketing strategies namely the existence of other educational institutions that are competitors and are the same area, and the feeling of not having a madrasa.

Keywords: Strategic Marketing, Educational Marketing

A. Introduction

Development knowledge and technology require man adapt with change the . In era modern This , competition in field education develop fast , by Because That important for every individual For increase his ability to do so compete in complex situation . Education is considered as means For increase quality life

somebody . Through education , somebody will become smart , have skills , as well attitude positive so that more easy mingle in society .

In situation like This is a promotion carried out by the school becomes very important for guard continuity his life especially in interesting interest candidate student. No only important for school for guard quality education, but also need introduce programs Which offered to public wide. Matter This veryrequired Because If No There is effort introduction, possibility big school No will know by the public general. Moreover Again for schools new new stand And Not yet own reputation among public.

According to Constitution Number 20 of 2003 concerning National Education System, CHAPTER I Provisions General Article I Paragraph I, education is deliberate effort and planned For create environment Study And process learning so that participant educate can active develop potency self in religious spiritual aspects, control self, personality, morality Which Good, as well as Skills Which needed by individual ThatAlone, society, nation and country.

In context marketing education in this world, service be one factor important Which support interest public as consumer service education. The more good services offered to customer education the so the more fulfil need they with more Good Draft marketing in the world education Still considered sensitive, because generally marketing more often linked with activity business Which aim For look for profit. However, service education own role important in develop and improve quality source Power man through various interesting strategies interest student For study in school the By Because that, schools also start use strategy marketing To use promote their programs and attract interest students to choose institution the as place study.

Without do effort marketing, school No will known by the public. If programs marketed and offered by schools in accordance with need And hope public moment This , matter the will create impression or image Which positivein the heart public . Important for school For get image good on the eyes public related with programs Which he offered . If image Which formed in betweenpublic to school the negative , possibility big school Also will lost interest from public.

According to David (2010), strategy refer on method or steps Which used For reach objective period long. In context business, strategy can form expansion geographic, diversification, acquisition, development product, market penetration, rationalization employee, divestment, liquidation, And joints venture. Tjiptono (2011) describe the strategy as series related actions with implementation idea or plan certain in period time that has been set. Temporary That according to Anthony Parrewe , and Kacmar (2013), strategy involves formulation mission and objective organization as well as compile plan action For reach objective the . Strategy Alsoconsider condition competition and factors external influences continuity organization in a way direct nor no direct. So basically whole can concluded that strategy is method or the steps used For reach objective period long in something organization or business.

Strategy promotion is Suite activity Which done for offer serviceor service school to customer, then there is several drafting processes strategy is like following:

- 1) Determine Mission and Objective
- 2) Development Profile
- 3) Analysis Internal Company (Strength And Weakness)
- 4) Analysis Environment External (Opportunity and Threats)
- 5) Identification Chance Dan Threat Strategy

- 6) Making Decision Strategy
- 7) Development Strategy Company
- 8) Implementation Strategy
- 9) Return And Evaluation

According to Philip Kotler (1997:8), " marketing is a social process in which people And group fulfil need as well as desire they with create , offer , and mutual exchange valuable product with other people in a way free ." Marketing service education is activity Which done by institution education For provide or give service education to consumer with satisfaction (Buchari Alma, 2005: 75). Marketing is a process social And administrative Which involve series action important Which possible individual and group For fulfil needs and desires they with method do exchange with party other . Based on a number of definition marketing education above , yes concluded that marketing is a business process used For satisfying need consumer with create and offer product For marketed .

Furthermore there is two type Educational marketing viz mix marketing and mix promotion. According to Kotler and Fox stated that marketing service education will offer service education with mix marketing consisting on seven tool namely 7P of them consists from: Product, Prince, Promotion, People, Physical Evidence, Process. According to Private and Irawan (2005: 347), "mix promotion is combination strategy Which most Good from variables advertising , personal selling, And tool promotion Which other, Which everything planned For reach objective program sale .Mix promotion is the tools used in promotions consisting from advertising, promotion sale And marketing direct. As for a number of types mix promotion that is: Advertising (Advertising), Sale Personal (Personal Selling), Promotion Sales (Sales Promotion), Publishing (Puublicity).

Moment here , there is many models of approach marketing used by schools - school with different goals . For example is Darussalam, a institutioneducation Which provide two type level education that is MTs (Madrasah Tsanawiyah) And JUNIOR HIGH SCHOOL (School Intermediate First). Second level This own effort in do promotion of their program as well as interesting interest student For join with institution the . In context here it is importance use draft marketing in the world of education . However So , still required understanding that objective main from activity marketing in the field education is For give access best for the students so that can develop potency they optimally . The implementation of marketing strategies must be in line with mission and values academic as well as ethics the good one .

Al Amiriyyah Tsanawiyah Madrasah stand since April 02 , 1968 on November 26 , 1983 got certificate establishment with No. LM /3712-13/1983 with Number Madrasah Statistics (NSM): 121235100017 and in 2003 obtained Number sort School (NUS) from Service P And K city Banyuwangi with Number : 210210. Moment This MTs Al Amiriyyah Blokagung has 1460 students , 45 in total personnel consisting from the teacher, employees , and officers others , 25 spaces classes , 115 lessons , and 8 extracurriculars . Viewed from product as well as service Good in marketing education in MTs Al Amiriyyah Blokagung the has Lots bring very satisfying results Good For party school , students nor people who use it service Educational Marketing . For serve excellence in educational programs as well service required a number of strategy marketing Which for school the , Good from product Which owned institution , Andschool you have to do it yourself too Can know and apply that's the strategy No left behind with institution other.

MTs Al Amiriyyah Blokagung is schools below shade Cottage

Foundation Boarding school Darussalam , school This based Islamic boarding school , so Lots public local Which more prioritize education And guidance Which Good in religion and religiosity for his children . For knowledge social and scientific natural in accordance with main program school . Compared to with marketing strategy education is a must too balanced with need society , because with thereby naturally school No will myself, because There is a number of competitive schools For make impression which are more quality and more interested. In institution education that , marketing covers promotion school with the right way, contact direct with public around, maintenance devotion social, competition between schools, scholarships and offers superiority in maintenance activity extracurricular Which No owned by school other.

MTs Al Amiriyyah do marketing through access direct to parents student , which gives rise to a number necessary questions researched more carry on in connection with strategy marketing education MTs Al Amiriyyah . MTs Al Amiriyyah No too prioritize advertising , however more prioritize Islamic boarding school internal products That Alone , like offers advanced programs namely the Quran tahfidzul , language and Islamic boarding school programs boarding school . This program expected can interesting client education . Interestingly , the program which is offered is a program that does not offered at other schools is the program tahfidz. MTs Al Amiriyyah has reach Lots award in level subdistrict , regency and province .

Based on background background and the facts above can is known that marketing in institution education useful For overcome competition between school Which the more tall and also how later school will get good image in society . Marketing education very

important its implementation in institution education To use build that image good in society . One marketing strategy that can done school that is is with promote And Also offer various type educational programs and achievements that will be interesting public send to school his son to the school / madrasah because madrasahs already get a good image in the heart public that is as a superior madrasah . With thereby so writer interested For research . "Strategy Marketing Education In MTs Al Amiriyyah Blokagung Tegalsari Banyuwangi "

B. Methodology Study

Type Study This use approach qualitative Which describe about marketing strategy education at MTs Al Amiriyyah Blokagung and all data Which obtained will collected And grouped in accordance the focus Then sorted And described as well as displayed in form report. Location study in MTs Al Amiriyyah Blokagung Banyuwangi.

Source data Which used in study This There is two that is : source data primary And secondary . Source data primary is source data Which used researcher in collect data main ie manager MTs Al Amiriyyah as source person main And observation direct institutionalized For get data form condition real problem study. whereas source data secondary obtained from part system business For get data data related administration and data supporter study other.

Data obtained in a way directly, that is with do observations at MTs Al Amiriyyah Blokagung, then interview with madrasa head and teachers' council. For obtain accurate data, then in data retrieval via observation role as well as, Where researcher become observer And at a time part from group Which observed. And in the the

interview use type interview informal conversation, where is the interview done with atmosphere normal, questions asked depend spontaneity interviewer.

Analysis data in study This use analysis SWOT (strengths, weakness, opportunities, and threats)

C. Results and Discussion

From results observation as well as interview Which held by researcher obtained resultsfindings study .

1. Strategy Marketing Education in MTs Al Amiriyyah :

a. Mix Marketing

Mix Marketing in MTs Al Amiriyyah There is (7p) Which Includes : Product , Price,Place, Physical Evidence, Promotion, Process.

- 1) Product intracurricular , extracurricular , religious , as well as product superior Science, Language and Tahfidz . superiority products owned namely the program ipa And tahfidzul Koran . Weakness product the ie plumpness students / i Which achievement the ie Students cottage boarding school so that If they have graduated from school will return home and will difficult For look for cadres new .
- 2) Price taken from performance student . For champion 1 level regency free SPP1 semester, 1st place winner 1 year free provincial tuition fee , for 2nd place is free LKS. Excess has 2 standards price ie regular and non- regular . The downside , guardian student No Can installments For payment . Because financing combined become one (integrated).
- 3) Place. the power it has school ie location existing school at

the cottage biggest se Banyuwangi , the drawback ie Far from center cityas well as vasily public .

- 4) Internet media promotion via WA, FB, website, radio broadcasts , print media with spread brochures , and put up banner . As well as holding event certain . The downside No can reach outside area , less time And cost energy , expensive cost For advertisement .
- 5) Possessed physical evidence school ie means adequate infrastructure 98% good service . weaknesses it has exists guardian students who No Can reachable For give information about his son .
- 6) People have team specifically what is called a functioning PSPBB For matter marketing education Which pushed by representative head madrasa. Weaknesses owned party school Still take shelter and follow foundation , Not yet Can establish Alone .
- 7) Process in marketing education naturally No always fluent , Good Andin accordance with the desired plans and goals , will but walk with gradually initially process marketing Still in scope Whichnarrow Because demands development era Finally party school create innovation new And make process the become develop .

b. Mix Promotion

- 1) The audience becomes target namely SMP and MTs in Darussalam For level in , for level outside ie MTs Mambaul Huda.
- 2) Determined budget covers tuition fees and rewards for child educate Which get performance among them free of charge Tuition fees and LKS.

- 3) Channel communication Which used MTs Al Amiriyyah ie channel communication direct or not direct , communication direct with method form team specifically called special PSDPDB For part marketing and reception participant gecko just also helped by the teacher, TU And WAKA Public Relations, communication No direct with method conveymessage Which form profile school through message media Internet, program certain like Haul and others.

2. Factor Encourages and Inhibitors in Educational Marketing Strategy at MTs Al Amiriyyah Blokagung

a. Factor Pusher And Inhibitor Mix Marketing

- 1) Product in institution MTs Al Amiriyyah , as for factor pusher Which includes superior programs rare tahfidz owned by another institution , student Which own provisions performance from cottage And school left develop it just . For factor inhibitors you have institution related product ie student Which is at on shade cottage boarding school NoCan create cadres new .
- 2) Determination cost education becomes factor pusher ie budget cost education at MTs Al Amiriyyah customized with level class , and facilities obtained students , as well party school give rewards for outstanding students . For factor inhibitors you have ie object guardian student will determination cost education Which combined with cost cottage boarding school as a result guardian student No Can installments Forpay it off .
- 3) For factor pusher related location owned by the institution ie institution located at the foundation cottage boarding

school the biggest at BWI, meanwhile factor inhibitor Which owned institution ie If institution No shade cottage boarding school so institution will dead .

- 4) Factor pusher promotion related marketing education ie promotion can obtained with Lots method in accordance with development technology Which require institution For develop . For factor the barrier ie No Can reach promotion outside area only past student just .
- 5) Factor pusher from proof physical possession institution ie own all over activity extra means And There is the product . For factor the barrier ie how difficult it is reach guardian students who don't own application WA so that difficult For give information related his son .
- 6) People involved in marketing education ie all teachers, students , existing staff institutionalized the . Factor the barrier ie school Not yet Can establish PSBDB Alone will but Still follow with foundation .
- 7) The process of becoming factor pusher ie school Can develop more Good Because the demands of an increasingly modern era .

b. Factor Pusher And Inhibitor Mix Promotion .

- 1) Opportunity more easy reachable Because audience the target is at at location the same one . For the threat ie There is school that became competitor namely SMP Plus Darussalam Because is at in area Which The same .
- 2) Acquired threats from opportunity the ie exists other competitors Which offer cost education more cheap .
- 3) Opportunity Which obtained ie strengthen connection Good with society , meanwhile threats received ie exists

competitors who more competent in intertwine connection
Good with public .

Study This done in MTs Al Amiriyyah Blokagung with
source person Father Ahmadi, M.Pd.I as head of Madrasah at
MTs Al Amiriyyah Blokagung . Study This use method
qualitative with use SWOT analysis .

a. *Strengths*

Strength (strength) MTs Al Amiriyyah Blokagung
Banyuwangi is own image the positive under shade cottage
Islamic boarding schools , became private madrasahs
biggest in BWI, HR Which Enough Good , means
infrastructure Which adequate And own quality
performance Which achieved . MTs Al- Amiriyyah utilise
strength Which There is And maximizing opportunity
Which in have by madrasah in promote his education both
within the Pondok Foundation environment Darussalam
Islamic Boarding School and outside environment Cottage
Boarding school . Although in practice marketing
education in environment cottage boarding school become
top priority . This matter because majority students / i his
is Students cottage boarding school .

b. *Weakness*

Weakness (weakness) MTs Al Amiriyyah Blokagung is
location school Which Far from center city , And Far from
vasility public , flavor No own madrasah, limitations costs
, time and effort , output no Can create cadres new . MTs
Al Amiriyyah tries minimize weakness Which There is as
well as avoid threat with still prioritize foundation cottage
boarding school .

c. *Opportunities*

Opportunities (Opportunity) MTs Al Amiriyyah Blokagung is many party interested consumers with MTs Al Amiriyyah Blokagung Because foundation which based Islamic boarding schools , also products superiority that it has namely science, language, and Religion today become need in education children , especially programs Diniyah For non- Islamic boarding school female students at MTs Al Amiriyyah Blokagung seldom owned by another institution , open brochure about achievements achieved by MTs Al Amiriyyah Blokagung intertwine communication Which Good to audiencetarget , holding a specific event For convey message profile school . MTs Al Amiriyyah utilise opportunity Which There is And minimize weakness specifically in scope boarding school Which where the reality M.A Al- Amiriyah This own superiority that is schoolgirl non boarding school Can follow school Diniyah Islamic boarding school at MTs Al- Amiriyyah Blokagung is not owned by another institution level junior high school in the same scope ie cottage boarding school .

d. *Threats*

Thearts (threats) MTs Al Amiriyyah Blokagung exists institution other education which become competitor in the same area , competition price as well as quality with institution other education , other institutions capable produce more output innovative and creative , competitors are offering price cheap , competitors who have more capacity big . MTs Al- Amiriyah utilise existing powers

and maximizing opportunity Which in have by madrasa in promote his education both within the Pondok Foundation environment Darussalam Islamic Boarding School and outside environment Cottage Boarding school . Although in practice marketing education in environment cottage boarding school become top priority . This matter because majority students / i his is Students cottage boarding school .

D. Conclusion

From the results study about marketing strategy education at MTs Al Amiriyyah blokagung , researcher can interesting conclusion as following :

1. Marketing Strategy at MTs Al Amiriyyah Blokagung Banyuwangi

Strategy Which done in MTs Al Amiriyyah ie endeavor in improving marketing strategies at MTs Al Amiriyyah usually use strategy promotion including :

- a. Advertising , like brochure school , install banner , form groupschool in account social media, facebook WhatsApp , as well as website.
- b. Public Relations, at MTs Al Amiriyyah do promotion with method relate direct with public , like stage events certain , like meeting parent , haul, follow olympics , holding race extracurricular with activity the so public will more know MTs Al Amiriyyah , as well as can grow connection Good with various society , as well as parents student

2. Factor Supporters and Inhibitors in Education Marketing Strategy du MTs Al Amiriyyah Blokaung Banyuwangi

- a. Factor supporter in strategy marketing education in MTs Al Amiriyyah , between other:
- 1) Power the educator teach in MTs Al Amiriyyah
 - 2) majority Already certification And teach in accordance the field eacheach.
 - 3) Has a school website that is used For promote service education
 - 4) Has a Diniyah program For non-Islamic boarding school female students at MTs Al Amiriyyah Blokagung Which seldom owned by institution other Interweave connection Good with public , student , as well as person old student with increase quality and service school .
 - 5) Location school Which strategic , as well as school Which based boarding school .
- b. Whereas factor inhibitor in strategy marketing in MTs Al Amiriyyah as following :
- 1) Own competition Which strict , Also own strength Which great. It is institution other which in in areas the same one .
 - 2) Limited budget cost , time And power Which used Forprograms marketing school .

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