Edutec
Journal of Education And Technology
2597-9221 (Online)
Volume 5 Number 1 September 2021

Educational Services Marketing

Muallief Umar, Hasyim Nawawi, Nur'aini Latifah, Agus Eko Sujianto
UIN Sayyid Ali Rahmatullah Tulungagung
mualliefumar2202@gmail.com

Article History	Received : July 9th 2021
	Revision : August 17th 2021
	Publication : Sept 30th 2021

Abstract
This research aims to expose the importance of Marketing in the world of education is indispensable, with the aim to introduce schools or Madrasahs for prospective new students with respect to the quality of the school. Competition in the world of education is very interesting, so special strategies are needed in educational marketing. Effective marketing of educational services will have good feedback about the school because the image of the school in the community will be better and the school will attract new students. The purpose of this research is to describe and analyze: (1) marketing of Educational services, (2) Implementation of Education Services Marketing. Evaluation. The approach used in this research is a qualitative approach with case study research design. The data collection techniques in this study use interviews, observations, and documentation studies. The data obtained is then analyzed by data condensation techniques, data presentation, and data verification. The results showed that: 1.Formulation of SDINU Pare in the marketing of educational institution services, with the form of making a superior program of Tahfidz activities. 2. Implementation or implementation of agency marketing at SDINU Pare begins with the implementation of Tahfidz's flagship program and registration using talent and interest channels. 3. The evaluation conducted by SDINU Pare is evaluated by institutional meetings where the implementation of the evaluation of marketing of educational institution services through Tahfidz's flagship program activities, acceptance of interest and talent pathways, as well as continuous marketing promotion. This is done to see the extent to which the effectiveness of marketing the services of educational institutions needs to be changed or revised. Follow-up will be done if there are deficiencies in terms of marketing the agency's services, and follow-up will be carried out for implementation in the following year.

Keywords: Marketing, Services, Educational Institutions.

INTRODUCTION

The development of science and technology requires society to make changes so that it is able to keep up with the times. The role of knowledge is essential for any society that is willing to improve its ability to compete competitively in multidimensional crises. In the Constitution of the Republic of Indonesia of 1945

After amendments in chapter XIII on Education and Culture article 31 paragraph 3 mentioned that, "The Government seeks and organizes a national education system, which increases faith and piety and noble morals in order to educate the ife of the nation, which is regulated in law"(MPRRI, 2005).

Education is believed to be a strategic tool to improve human living standards. Through education, humans become intelligent, have abilities or skills, a good attitude of life, so that they can get along well in society. Education becomes an investment that provides social and personal benefits that make the nation dignified and its individuals into human beings who have degrees. . Economists see education as contributing to the individual by acquiring competencies that can be used to improve his or her economy.) It is in this context that education actually has a very strategic role in society. Society wants education that is able to provide aspects of instilling values in attitudes and behavior, in this case qualified human beings who believe, fear, noble, creative, innovative, insightful, disciplined and responsible and master science and technology. This vision must be developed in the field of education(Alma & Hurriyati, 2016; Meirawan & Engkoswara, 2019)

Thus there is no concern for parents, society and generations who need a quality generation for the next generation. An educational institution is a production organization that produces educational services. The main consumer is the student or student. If the manufacturer is unable to market its production, because the quality of its products is not liked by the community, does not provide added value, the service is not satisfactory, then the service products offered will not sell, so the school is closed because of the inadequacy of its managers.

Business and marketing do not work with advertising and promotion that deceives the public, but educates and convinces the public to be right and believe that this school is quality. So the marketing of educational services is the activity of educational institutions that provide services or deliver educational services to consumers in a satisfactory way. At the time of admission of new students every year there are advertisements from private colleges, schools on newspapers, radio, printed leaflets, brochures and banners on the roadside and in the village. All of this is aimed at attracting the attention of prospective students. Marketing ethics greatly avoids bad character, and expects educational institutions to offer the quality of intellectual services and character formation as a whole.) The marketing function of a profit-oriented organization (company) with a non-profit organization (school) is very different. The real difference lies in the way the organization obtains the resources needed to carry out various operations of the company, obtaining its first capital from investors or shareholders(Hanover Research, 2014; Yang, 2016).

If the company has been operating, the company's operational funds are mainly obtained from the sale of products produced by the company. In contrast,

non-profit organizations (schools) obtain funds from donations from donors or parent institutions that do not expect anything in return from those organizations.) According to Peter and Olson, marketing strategies are designed to increase the chances that consumers have positive assumptions and feelings about a particular product, service and brand, will try that product, service or brand. To develop a competitive marketing strategy, marketers need to know which consumers are likely to buy their products, what factors are roughly causing them to like the product, what criteria are used in deciding to buy a product, how they obtain information about the product and so on.) From the exposure stated that the marketing of educational institution services is related to the needs of customers which is then formulated into product design, product quality and product services including in facilities offered to the community (promotion) either through the media or through public relations(Ristiyanti & Ihalauw, 2005; Wijaya, 2017).

Marketing for educational institutions (especially schools) is absolutely necessary. First as a non-profit institution engaged in educational services, to any level, it is necessary to convince the community "customers" (learners, parents, and other relevant parties) that educational institutions still exist. Second, it is necessary to convince the public and "customers" that educational services are really relevant to the needs of the community. Third, it is necessary to conduct marketing activities so that the type and type of education can be known and widely understood by the public. Fourth, so that the existence of educational institutions is not abandoned by the wider community as well as "potential customers")(Durkin et al., 2012; Rivera & Alarcón, 2020).

Therefore, educational institutions must be able to analyze the needs of the education services market. Nahdlotul Ulama' Pare Islamic Elementary School (SDINU) Pare, is one of the islamic private schools with an address at Jl. Opak no.08A Pelem Kec.Pare Kab. Kediri. Prov. East Java Indonesia. This school was established on April 29, 2006 until now has increased the number of students who entered SDINU Pare. Which then gave birth to two branches of SDINU School in pare. . Departing from the above rationale, researchers want to try to examine how the marketing of educational institution services carried out by SDINU Pare in an effort to improve the products of educational institutions, who is the target of the market, how it is promoted, and how it is implemented in the marketing of educational services carried out by SDINU Pare(Alma & Hurriyati, 2016). Furthermore, in order to sharpen the point of urgency of marketing the services of educational institutions, the author can formulate critical questions that must be answered. The question the author is referring to is: *first,*how is the concept of marketing educational services in SDINU Pare kediri? *Second,*how is the implementation of marketing of educational services at SDINU Pare? And *third,*how is the evaluation in the marketing of educational services at SDINU Pare?

LITERATURE REVIEW

The Concept of Marketing Products of Educational Institutions

A product is a set of attributes both tangible and intangible, including problems of color, price, good name of the factory, good name of the store that sells, and factory services received by buyers to satisfy their customers. Kotler stated " *a product is anything that can be offered to a market to satisfy a want or need. Product that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information and ideas*". A product is everything that can be offered in the market, to satisfy the needs and desires of consumers. Products consist of goods, services, experiences, events, people, places, ownership, organizations, information and ideas(Alma & Hurriyati, 2016).

So the product is not only in the form of something tangible, such as food, drink, clothing, and so on, but also something intangible such as service services. All of this is intended for the satisfaction of needs and wants (need and wants) from consumers. Consumers not only buy products to satisfy needs, but also aim to satisfy their desires or vice versa. For example buy shoes, styles, colors, brands and prices that suit your needs or vice versa prices that give rise to prestige. If a person needs a product, then the first imagine is the benefits of the product, after that just consider other factors beyond the benefits. These are the factors that make consumers decide to buy or not.

The most important element of a market offer is the product. Kotler said that the market will assess the market offer based on three basic elements, namely the quality and exceptionalness of the product, the quality and mix of the market, and the suitability of bargain prices. Kotler also said educational services products are "educational service offerings offered by schools and normally include learning activities and other educational services". Educational service products can then be detailed, namely: product range, product benefits, product age and product quality). While Baker argues that the offering of educational service products consists of two elements, namely core services that include the core benefits of educational services and secondary services that include tangible educational service products and additional educational service products.) Love lock also has almost the same opinion, that the service product consists of two elements, namely core products and complementary services that can help distinguish core products and create a competitive advantage that includes facility services and improved services.).(Neneng Nurmalasari & Masitoh, 2020; Wahyudi, 2017)

Like a flower, the service consists of strand after strand of flower that complement each other. There are several strands of service attributes that wrap

the product as a core. When one or two strands fall out the beauty of the flower will fade. So the marketing of educational service products must ensure that every element of the service must appear supportive of each other. Referring to the definition, the author argues that educational service products consist of three elements, namely:

a. Core Services
   That is the benefits of educational services received by customers. These core services include an educational curriculum covering the objectives of the educational program, the number of subjects and the content of the curriculum that creates a competitive advantage.
b. Facilities Services
   Namely educational services that include registration and recording activities of student data, library services, as well as exams, student assignments and information.
c. Improvement Services
   These improvement services include consultation, hospitality, and security.

Marketing comes from English, which means marketing. Marketing is not only active in the field of resource and service planning, but can also move in the non-profit sector to provide services. Here are some opinions on the importance of marketing as follows:

1. Maynar and Beckman at Bukhari Alma made a statement about marketing, as he wrote in his book "Principles of Marketing", which is as follows: Marketing encompasses all business activities related to the flow of goods and services from production to the consumption sector. (Bukhari Alma, 2,007,1-2).
2. Paul D. Converse and Fred M. Jones in bukhari alma offer a comprehensive explanation of production and marketing, which is thoroughly discussed in marketing in his work entitled Introduction to marketing, stating that the business world is divided into two, namely production and marketing. Production is defined as the work of producing goods, while marketing works to bring goods into the hands of consumers.
3. Rayburn D Tousley, Eugene Clark, Fred E. Clark, in Bukhari Alma explain that marketing consists of these efforts that ensure their physical distribution. Marketing consists of efforts that influence the transfer and transfer of goods and services, including their distribution. (Bukhari Alma, 2007,2).

From the three theories above, it can be concluded that marketing is the business process of a person or institution to influence, channel and transfer ownership from one person to another, related to goods or services. To determine the purpose and function of educational marketing, it is inseparable from the above ideas. The objectives of educational marketing are: (1) to inform the public

about the products of educational institutions, (2) to increase the desire and interest of educational institution products, (3) to distinguish the products of educational institutions from other educational institutions (4). to provide better rankings for the community with the products offered and (5) to stabilize licensing and the importance of educational institutions in the community. (Lecturer Team of Education Administration 2009,348).

So what we want to achieve from educational marketing is to attract goal-focused customers, regardless of whether it's the quality or quantity of potential customers (students). (Mujamil Qomar, (2007: 200). The function of educational marketing, however, is a step in the innovation process when educational institutions need to compete for customers. (Lecturer Team of Education Administration 2009,348). Educational marketing is useful as a step to balance the position of education in an era of global competition. Users of educational services in choosing educational institutions are influenced by various environmental factors such as parents, family, close friends, school friends, and so on. The user behavior of educational services focuses on the way individuals make decisions to use their available resources (time, money, effort) to buy consumer goods. The study of consumer behavior as a separate marketing discipline begins when marketers realize that consumers don't always act or react as marketing theory suggests.

Education as a service product is something that does not exist, but can meet the needs of consumers who are processed by using physical products where interaction between service providers and service users does not result in transfer of rights or ownership. In the world of education, the raw materials used to produce services are people who have different traits from each other. The saying goes that no one has the same twins. This is the basis for educational services to be different. Seeing the characteristics of these educational services is received after interacting with the liaison, which largely depends on who, when, and where the service is provided. This explains that the success of education depends on who, when and where the process is carried out.

RESULTS AND DISCUSSIONS

Formulation of Marketing of Educational Institutions Services

With respect to the formulation of service marketing for Islamic educational institutions, some aspects of the marketing formulation used by SDINU Pare will be described in detail. At SDINU Pare formulates the vision, mission and objectives of the institution and sets out to be one of the institution's marketing strategies to attract public interest and confidence for the use of the educational services offered. Market segmentation is also carried out by institutions, with the aim that the vision, mission and objectives meet the expectations of the

community of users of educational services. If the institution is able to respond to the needs of the community, the institution will be able to market institutional services for the community to send their children to Islamic educational institutions to the school. The strategies the institution uses to market its educational services to the public and to prospective new students are based on a variety of well-planned activities. Such as tahfidz registration activities and basic programs to read the yellow book. Price is also a key factor in the success of attracting potential service users of educational services. For SDINU Pare the student guardian does not mind for the payment of the amount set, because the community trust can qualify in academic affairs and religious ahlak in the formation of their children.

The location of educational institutions is also a marketing strategy that should be considered by the community and future students. In addition to the facilities, quality, programs offered by educational institutions, people often also see educational locations as a reference for safety and comfort for their children. The location and facilities at SDINU Pare are very easy for students to reach. Because its location is on the transportation line of Kediri city. If students use public transportation, they can get off the bus or angkot at the SDINU Pare location. SDINU Pare has a very strategic and accessible educational location. The promotion conducted by SDINU Pare came directly at TK / RA to socialize the activities of the Tahfidz Program and Basic Reading of the Yellow Book in addition to the Arabic and English Programs, but also distributed brochures, so that they could easily spread from hand to hand in the wider community. Promotion as an easy way to introduce educational institutions to the wider community related to everything that exists SDINU Pare, so as to get people to use the services of islamic educational institutions. In addition, human resources in the marketing activities of Islamic educational institutions also determine the success of institutions in increasing the use of educational services. Therefore, it is necessary to form a reliable and responsible marketing team to make this promotional process meet expectations. Service marketing formulations also require physical evidence in terms of proper facilities and infrastructure. So that educational institutions have enough buildings and rooms for students' learning needs. It cannot be denied that physical evidence in terms of facilities and infrastructure is one of the considerations of the community and prospective students to use educational services in schools of interest. Educational institutions also have a complete form of worship facilities, in the form of adequate mosque buildings along with several facilities and supporting facilities. The process of institutional services for students, student guardians and the community takes precedence. So that users of educational services can get satisfaction from every service provided by the institution.

Implementation of Marketing services of educational institutions.

In connection with the implementation or implementation of marketing of educational institutions in SDINU Pare will be discussed in detail using the steps taken by the institution. The marketing process is tangible evidence of formulations formulated in detail from the beginning. All this is done in order to achieve the vision, mission and objectives of Islamic educational institutions, which are formed by all citizens of Islamic educational institutions consistently and responsibly. The process of implementing the marketing of Islamic educational institutions that has been carried out at SDINU Pare is to organize an extra Tahfidzul Qur'an program and basic reading of the yellow book as a characteristic of NU which becomes one of the foundations to capture potential users of good and standardized educational institutions. This activity is carried out intensively and in demand by prospective users of educational services. The community can also get to know the institution that will later become a place to seek good knowledge for his daughter's son, the student guardians of the Tahfidz Program participants also support and welcome this activity. The board of teachers who accompany students also feels happy when students after graduating from kindergarten / RA can enter SDINU Pare. This institution is also one of the attractions of the community to send their children to this school because it is located adjacent to the English campong Tulung Rejo Pare Kediri.

In addition, the geographical location of the institution is very easy to reach when students use public transportation. They can go directly to SDINU approximately 20 meters down from public transportation to get to the location. Likewise with promotions carried out by institutions as one of the efforts to improve the education of service users. As a routine every year, the institution continues to hold a Joint Prayer of the student's guardian and all the final class students when they want to carry out the exam, Qurbani activities to train students to share, always maintain cleanliness as a form of implementation of the Prophet's guidance, manners and berahlaqul karimah and always uphold a sense of togetherness. Teachers as mentors and builders for students always set a good example. In addition, students should be able to read the Qur'an well and practice it in worship and daily life. The existence of facilities and infrastructure buildings including, classrooms, laboratories and all facilities required by all citizens of educational institutions to support the learning process at SDINU Pare, in accordance with their respective duties and it is a must.

This institution has made standardization of facilities and infrastructure so that the increase in users of educational services can be easily realized because all the demand of the community increased in the last three years. This is an indicator

that the number of users of educational services is increasing because it is supported by complete facilities that will produce qualified graduates.

Assessment of Marketing services of educational institutions

Evaluation is a process of understanding the effectiveness of a measurable strategy to achieve marketing goals. (B Curtis, James J. Floyd, Jerry L. Winsor, 1996. 414) Evaluation of the marketing strategy of educational institutions in SDINU Pare is carried out in every sector of the activity. The more activities evaluated, the more deficiencies are known and sought to improve the progress of the institution. Therefore, the strategies used will bring good results to improve the users of educational services. Similar evaluations are carried out by the committee at SDINU Pare, not often the evaluation is carried out thoroughly ranging from principals to gardeners. So that deficiencies are quickly identified and updated as an effort to improve the goals of competitive educational institutions. Teacher board meetings also take place regularly from the beginning of the year, midterms and the end of the semester. This is done as a manifestation that marketing activities are carried out continuously and continuously evaluated. Through interviews and observations that this SDINU Education institution applies a marketing mix that considers product, price, place, promotion, people, physical evidence and process.

CONCLUSION

From all the data that has been presented in the previous chapter and discusses the marketing of the services of Islamic educational institutions in improving the users of educational services in SDINU Pare, the following can be found some conclusions including:

1. Formulation of formulation of Marketing services of Islamic Educational Institutions at SDINU Pare.

   Formulation of SDINU Pare, from the marketing of islamic educational institution services in the form of a superior program of tahfidz activities and basic reading of the yellow book, registration of students with talents and interests, religious activities carried out every year on a regular basis. In addition, the location of the institution is very strategic and easily accessible to prospective users of educational services and carried out the promotion of institutions in all elements of the community and the completeness of all facilities and infrastructure that can support the institutional service process for education service users so that teaching and learning activities are very supportive.
2. Implementation of Marketing Strategy of Islamic Educational Institutions at SDINU Pare.

Implementation or implementation of marketing strategies of Islamic educational institutions in SDINU Pare. Starting with the implementation of the flagship program tahfidz and basic guidance of reading the yellow book and registration by using channels of talent and interest in addition to adequate educational facilities and selection of prospective students in accordance with the abilities and abilities of students.

3. Evaluation of the marketing of islamic educational institutions in improving the users of educational services in SDINU Pare.

   Evaluation conducted by SDINU Pare namely; evaluated by institutional meetings where the implementation of marketing of the institution's services through the activities of the flagship program tahfidz and basic guidance of reading the yellow book, acceptance of the path of interest and talent, as well as continuous promotion of marketing. This is done to see the extent to which the effectiveness of marketing the services of the institution needs to be changed or revised. Follow-up will be done if there are deficiencies in terms of marketing the agency's services, and follow-up will be carried out for implementation in the following year.

REFERENCES

Alma, B., & Hurriyati, R. (2016). *Manajemen corporate & strategi pemasaran jasa pendidikan*.

Durkin, M., McKenna, S., & Cummins, D. (2012). Emotional connections in higher education marketing. *International Journal of Educational Management*. https://doi.org/10.1108/09513541211201960

Hanover Research. (2014). Trends in Higher Education Marketing, Recruitment, and Technology. *Hanover Research*.

Meirawan, H. D., & Engkoswara, H. (2019). *Kepemimpinan dan Manajemen Pendidikan Masa Depan*. PT Penerbit IPB Press.

Neneng Nurmalasari, & Masitoh, I. (2020). Manajemen Strategi Pemasaran Pendidikan Berbasis Media Sosial. *Jurnal.Unigal.Ac.Id*.

Ristiyanti, P., & Ihalauw, J. (2005). Perilaku Konsumen. *Yogyakarta: Andi*.

Rivera, J., & Alarcón, V. (2020). Model for assessing the quality of marketing-management education. *Journal of Economics, Finance and Administrative Science*. https://doi.org/10.1108/JEFAS-09-2017-0095

Wahyudi, K. (2017). Manajemen pemasaran pendidikan. *Kariman*.

Wijaya, D. (2017). *Manajemen keuangan konsep dan penerapannya*. Gramedia Widiasarana Indonesia.

Yang, X. (2016). Education Marketing Research. *Theoretical Economics Letters*. https://doi.org/10.4236/tel.2016.65111