

EDUCATION MARKETING STRATEGY IN IMPROVING THE IMAGE OF MTS MASYARIQUL ANWAR CARINGIN

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ABSTRACT

This study aims to analyze the educational marketing strategies used by MTs Masyariqul Anwar Caringin in improving the image of educational institutions. The image of educational institutions has an important role in attracting prospective students and maintaining the trust of stakeholders, this study was conducted at MTs Masyariqul Anwar Caringin, a madrasah in the Caringin area. The research method used is qualitative method with case study approach. Data was collected through interviews, observations, and analysis of documents related to marketing strategies carried out by the agency. The collected data is then analyzed using descriptive analysis techniques. The results showed that MTs Masyariqul Anwar Caringin has implemented several effective educational marketing strategies. The strategy includes the use of social media to promote the institution, cooperation with external parties in holding joint activities, and the development of excellent programs that attract prospective students. In addition, good communication with parents of students and the surrounding community is also an important factor in improving the image of the institution. However, the study also identified several challenges in implementing educational marketing strategies. Such challenges include limited resources, competition with other educational institutions, and changing trends in student and parent preferences. To overcome these challenges, MTs Masyariqul Anwar Caringin needs to continue to develop responsive and innovative marketing strategies, as well as strengthen collaboration with external parties. This research contributes to the understanding of the importance of educational marketing strategies in improving the image of educational institutions. The implications of this research can be used as a guide for other educational institutions in developing effective marketing strategies to improve their image in society.

Keywords: Strategy, Educational Marketing, Image of Educational Institution.

Submitted	Accepted	Published
June 10th 2023	June 18th 2023	June 20th 2023

INTRODUCTION

Education is one of the sectors that has an important role in community development. In the era of globalization and increasingly fierce competition, educational institutions need to develop effective marketing strategies to improve their image in the eyes of the public. The image of an educational institution has a significant impact in attracting prospective students, maintaining the trust of stakeholders, and gaining support from the community.

In general, the term marketing is more familiar in the business or corporate world. However, Marketing for educational institutions is also necessary. The first reason, as a non-profit institution engaged in educational services, for any level, we need to convince the community and customers that the educational institutions we manage still exist. Second, we need to make sure that the educational services we do are relevant to their needs. Third, we need to carry out marketing activities so that the types and types of educational services we do can be widely known and understood by the community, especially customers. Fourth, so that the existence of

educational institutions that we manage is not left behind by the wider community and potential customers. (Fradito et al., 2020)

Schools are educational institutions for learning, the products produced by schools are educational services and graduates. (Indriani et al., 2021) So it can be said that the products of educational institutions are not goods like products in the company, but educational services that can be presented to its customers, namely students and the community.

According to Sholicha & Karwanto in Saifurrahman's thesis, marketing strategy is one of the efforts to explore excellence to be known by the wider community during competition between educational institutions. Meanwhile, according to Zancajo in Saifurrahman's thesis, marketing strategies are becoming an increasingly important way to attract students. (Kasus et al., 2022) Among the problems faced by educational institutions, especially private education, the role of education marketing strategies is a solution for them. If private educational institutions implement educational marketing strategies well, it is not impossible to match or even exceed the quality of educational institutions. So, in the face of competition, the right marketing strategy is needed. In addition, the marketing strategy aims to get students who match the criteria of the manager of the educational institution. Because a superior input will produce a superior output as well.

Marketing education Gaining momentum with the influx institution-private educational institutions, change societal attitudes towards education and scope of change for various Types offered by each educational institution. Technological change and shrinking border Global boundaries have increased the importance of marketing for educational services. Educational services can be described as high contact, Consumer-based services and person (Kalenskaya et al., 2013). The main goal of education marketing management is to get the desired response from the public. Every effort designed in the marketing activities of educational institutions is expected to generate satisfaction from the community.

In today's social media era, the brand image circulating in society is very difficult to control. Everyone can build an institution's brand image and influence the perception of others through social media. Islamic educational institutions need to provide stimulus to the community to build the image of the institution. The ability of Islamic educational institutions to manage the uniqueness of the institution to form a positive image is the key to the success of the marketing activities of educational services themselves. This study seeks to provide an overview of how a brand image of an Islamic educational institution can affect the interest of students in determining the choice of institution in marketing activities.

Marketing aims to give direction and goals to the activities of the activities of the educational institution. In addition, the purpose of marketing is to make the product of the company or institution competitive because there is a difference value with competitors, the stronger the difference value, the better for the company or institution. In finding differences requires foresight, accuracy, and high creativity. To form a good image of the institution and in attracting a number of prospective students, the educational institution has used various strategic efforts known as the marketing mix strategy (marketing mix strategy). In the marketing mix element consisting of 7 Ps, namely Promotion, Place, Price, Product, Physical evidence, People and Process. (Sari et al., 2020)

As has been explained in some notions of educational marketing, it is necessary to conduct research to analyze the educational marketing strategy carried out by MTs Masyariqul Anwar Caringin in improving the image of educational institutions.

The purpose of this study is to identify and analyze educational marketing strategies carried out by MTs Masyariqul Anwar Caringin in improving the image of educational institutions. This research is expected to provide benefits for MTs Masyariqul Anwar Caringin in formulating more

effective marketing strategies to improve the image of educational institutions. In addition, this research can also contribute to the development of knowledge and understanding of educational marketing strategies.

RESEARCH METHODS

Research methods as an effective way to find scientific truth can basically be stated in two main parts, namely about the method aspect which includes the way of thinking to find a goal and the technical aspect which includes the way of action in carrying it out. (Syahza & Riau, 2021) This research uses a qualitative approach, Qualitative Research, which is research whose data is in the form of words, sentences, meaning the data is not in the form of numbers (Arikunto, 2011) with case studies as research designs. Data was collected through interviews with related parties at MTs Masyariqul Anwar Caringin, direct observation, and analysis of related documents. The collected data is analyzed descriptively and interpreted to answer the research question. With a comprehensive approach in this research, it is expected to provide a deep understanding of educational marketing strategies and their contribution in improving the image of educational institutions.

RESULTS AND DISCUSSION

The Concept of Educational Marketing Strategy in Improving the Image of Educational Institutions

According to the Chartered Institute Of Marketing, marketing is a "management process of anticipating, identifying and satisfying customer requirements profitably". (Fathurrochman et al., 2021) It is implied that marketing is a management process responsible for recognizing, anticipating, and satisfying the wants and needs of buyers in order to achieve profit. Marketing in education as a series of activities, institutions, and processes for exchanging offers that include but are not limited to pedagogical content, knowledge, and ideas that provide value to consumers, stakeholders, and society. (Grewal et al., 2022) In terms of processes and activities, education includes instruction, teaching, tutoring, schooling, training, guidance, and coaching. Results of educational processes such as learning, increased knowledge and insight, and changes in beliefs as well as long-term outcomes such as knowledge accumulation, changes in behavior, employment, and income.

Strategy is a broad, integrated set of plans that link an organization's internal strengths to the opportunities and threats of its external environment. Some marketing strategy concepts include:

1. Market segmentation/market classification
2. Market Positioning
3. Market entry strategy
4. Strategy on marketing mix
5. Timing Strategy

After understanding the concepts and marketing strategies that are good and correct, then the presenter here will give examples of marketing strategies, (Irianto, 2016) Including:

1. Promotion through social media
2. Partnership / Cooperation
3. Discon soft opening or discounted price
4. Maintain the loyalty of existing customers.

Fandy Tjiptono argues that the concept of marketing in education is an educational service activity to consumers using ways that can satisfy consumers. In the context of education, marketing management does not only focus on the interests of prospective students or businesses so that madrasah gets many students, but a form of madrasah responsibility to the community about educational services that have been, are and will be carried out. (Amiruddin. Ritonga, 2021).

Marketing strategy in the field of education requires two marketing strategy concepts that can be considered, namely: (1) Distinctive competence, actions taken by educational institutions in conducting activities better than competitors; (2) Competitive advantage, specific activities developed by educational institutions to be superior to their competitors. (Fradito et al., 2020) The implementation of the right marketing strategy for school education services will trigger the growth and development of education for educational institutions.

In the end, the results of education in the form of human resources can be used to meet the needs of society outside and within the field of education itself. If producers are unable to market their production, in this case educational services due to their quality cannot satisfy consumers, then the production of services offered will not be in demand by consumers. (MY et al., 2022)

The marketing mix is a tool for marketers consisting of various elements of marketing programs that need to be considered in order to implement marketing strategies and *Positioning*. The set can run successfully. In the context of education, this marketing mix can be combined in such a way that strategies can be used to win competition. The elements contained in the broadcasting mix are: Product, price, location or place, promotion, human resources, infrastructure, process. (Machali, Imam. Hidayat, 2016)

Educational marketing serves as a medium for distributing services from producers to consumers through their activities. The purpose of educational marketing is to help educational institutions continue to exist because the number of customers is increasing. (Azan, n.d.) Any educational institution belongs to the human, the institution must strive to promote its activities.

An educational marketing strategy is a series of steps or actions taken to promote and market an educational institution, educational program, or educational service to the right target market. This strategy aims to improve the image of the educational institution, increase attractiveness, increase student enrollment, and achieve the set educational goals. Some commonly used educational marketing strategies include:

1. Target market identification: Identify groups of prospective students or audiences that are the main target of educational institutions. This can be done by considering demographic factors, interests, geographic location, or other criteria.
2. Market research: Conduct research to understand the needs, wants, and preferences of prospective students or potential audiences. With a good understanding of the market, educational institutions can develop strategies that are suitable and attractive to the target market.
3. Branding: Building a strong image and brand for an educational institution. This involves developing a consistent visual identity, clear and cohesive messages, as well as ensuring a good quality of education.
4. Digital marketing: Utilizing digital platforms such as websites, social media, or online marketing campaigns to increase the presence of educational institutions in cyberspace. This includes promotion through relevant content, paid advertising, and active interaction with online audiences.

5. **Effective communication:** Communicate the advantages and advantages of an educational institution clearly to prospective students and audiences. This can be done through publications, brochures, presentations, parent meetings, or other promotional events.
6. **Community relations:** Build good relationships with the community around educational institutions, including parents, teachers, local government, or other educational institutions. Good collaboration and partnership can improve the image and reputation of educational institutions.
7. **Customer service:** Provide good and responsive service to prospective students, parents, and existing students. The positive experiences and support provided to students can help build loyalty and positive recommendations.
8. **Evaluation and adjustment:** Conduct regular evaluations to see the effectiveness of the marketing strategy implemented. If needed, adjust or improvements so that the marketing strategy can be more effective.

Each educational institution may have a different marketing strategy depending on the objectives, target market, and available resources. It is important to carefully plan and implement a marketing strategy to achieve the desired results.

Marketing Strategy in Improving the Image of MTs Masyariqul Anwar Caringin

The term *imaging* initially appeared and is widely used in the industrial world, especially related to product quality. But what happened in the industrial world penetrated the world of education. The existence of globalization is what triggers the use or borrowing of terms in each field, so that the term *product image* produced by an industry is also used in the education sector. A good image can help educational institutions face fierce competition, increase student enrollment, expand networks, and get support from various parties.

The school's strategy in image improvement is to empower all school residents to participate in advancing the school, because the image of the school is formed based on many elements in the form of components. (Vinet & Zhedanov, 2011)

Profile of MTs Masyariqul Anwar Caringin Educational Institution: In this study, it was found that MTs Masyariqul Anwar Caringin is a secondary education institution located in the Caringin area. The institution has a curriculum that focuses on Islamic education with the application of religious values. In addition, MTs Masyariqul Anwar Caringin also has adequate facilities and qualified educators.

Local lessons owned by MTs Masyariqul Anwar Caringin are one of the additional values so that they can compete with other junior high schools or MTs. MTs Masyariqul Anwar Caringin graduates are equipped with religious knowledge such as: Tafsir, Ushul Fiqh, Faroid, Qiri'at and BTQ.

The right marketing strategy will be able to increase the interest of potential customers. This increased interest in potential consumers is expected to increase the number of students applying to madrasas. The large number of students who register will allow the madrasah to select by selecting only potential prospective students to succeed. Thus, students who are accepted at school can follow the process of maximum learning activities supported by competent educators and school facilities so as to achieve the vision and mission of the school (Fajar Sri Utami, Mudofir, 2022)

Based on research, the image of MTs Masyariqul Anwar Caringin educational institution is currently very good. This positive image is formed through a good reputation in providing quality education, consistent application of Islamic values, and proud student achievement results.

However, there are also some community members who are less familiar with or have a negative perception of this institution.

Marketing Strategies Carried Out by MTs Masyariqul Anwar Caringin have been to improve the image of educational institutions, including:

1. Promoting through social media

Promotion through social media can be an effective strategy to improve the image of Madrasah. Here are some steps taken by MTs Masyariqul Anwar Caringin in promoting through social media:

- a. Identify the target audience: Determine who the target audience is, such as potential students, parents, or the surrounding community. This will help direct promotional efforts more effectively.
- b. Interesting social media profiles: MTs Masyariqul Anwar Caringin has accounts on relevant social media platforms such as Website, Instagram, and youtube. The content contained in the profile is interesting, informative, and reflects the values and positive image of the institution.
- c. Quality content: Fill content that is relevant, engaging, and useful to your audience. For example, posts about madrasah activities and student achievement.
- d. Monitoring and evaluation: Monitor and evaluate the performance of social media promotions, paying attention to metrics such as number of followers, interactions, and engagement rates. This will help to know what is effective and can optimize the promotional strategy carried out.

Remember that promotion through social media needs to be done consistently and continuously. Also, be sure to adhere to applicable social media usage policies and guidelines and respond positively to feedback from your audience.

2. Participating in competitions conducted by educational institutions or regional communities.

By participating in the competition, educational institutions can show their potential and achievements to the community and related parties. By participating in several types of competitions, institutions can introduce themselves to more people and get the attention of the public, participants, and judges present. If the institution succeeds in achieving achievements or winning awards in the competition, this will give a positive image to the institution and increase the trust of the public. By participating and excelling in competitions, institutions can show the public that they have superior competence and ability in the chosen field. In addition, it is a place to expand networks and increase student motivation.

3. Establish cooperation with other educational institutions.

MTs Masyariqul Anwar is a secondary education institution committed to providing quality education to students at the Madrasah Tsanawiyah level. One of the strategies implemented by MTs Masyariqul Anwar to improve the quality of education and the image of the institution is to collaborate with other educational institutions, including elementary or parallel schools.

4. Maintaining brotherhood with alumni

Maintaining brotherhood with alumni is one of the important aspects in developing and improving the image of educational institutions such as MTs Masyariqul Anwar. Alumni are a valuable part of the institution, and establishing a good relationship with them has several benefits. Here is a description of the importance of maintaining brotherhood with alumni:

- a. Building Networks and Connections: Maintaining good relationships with alumni helps educational institutions build extensive networks and connections. Alumni can make positive contributions in various aspects, such as providing up-to-date information on

industry trends and needs, providing job opportunities, or assisting in cooperation with other companies or institutions.

- b. Building Loyalty and Honor to the Institution: Through close relationships with alumni, educational institutions can build loyalty and honor towards the institution. Alumni who feel connected and have a positive experience at the institution will be good ambassadors, provide positive testimonials, and promote the institution to prospective students and the wider community.
- c. Sharing of Experience and Knowledge: Alumni who have gone through education at the institution have valuable experience and knowledge that can be shared with students and faculty. Through activities such as seminars, mentoring, or alumni visits, they can provide insight and practical experience that can help students' career development and self-development.
- d. Financial and Resource Support: Alumni who are emotionally attached to the institution have the potential to provide financial support or resources in other forms. This can include financial donations, fundraising, event sponsorship, or assistance in the procurement of educational facilities or equipment. A good relationship with alumni can strengthen their commitment in supporting the progress of the institution.
- e. Improved Reputation of the Institution: Successful and accomplished alumni can enhance the overall reputation of the institution. The success and achievements of alumni can be tangible evidence of the quality of education provided by the institution and provide attraction for prospective students and parents.

Maintaining brotherhood with alumni, MTs Masyariqul Anwar can build sustainable and mutually beneficial relationships. This will contribute to the improvement of the image of the institution as well as help in the overall development of the institution.

CONCLUSION

Based on the results of research and discussions conducted, it can be concluded that MTs Masyariqul Anwar Caringin is a secondary education institution that has a good reputation and image in providing quality education with the application of Islamic values. Marketing strategies carried out by institutions, such as promotion through social media, cooperation with other educational institutions, participating in competitions, and strengthening alumni fraternity.

Although the marketing strategy has provided positive results, it still needs to be evaluated regularly to continue to improve and optimize the strategy carried out. Thus, the implementation of marketing strategies in improving the image of MTs Masyariqul Anwar Caringin educational institutions is an effective step and needs to be continuously strengthened to obtain better results.

However, the study also identified several areas that need improvement. For example, the use of information and communication technology in educational marketing still needs to be improved, such as the development of official websites of educational institutions. In addition, it is necessary to periodically evaluate the marketing strategy carried out so that.

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