

# EDUCATION MARKETING MANAGEMENT STRATEGY IN IMPROVING SCHOOL QUALITY IN MTs DARUL HIKMAH, TANGJUNGKERTA DISTRICT, SUMEDANG REGENCY

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**Abstract.** Marketing management in an educational institution is very important. This is the desire of education consumers to know what is in the school. In that case, an education management strategy is needed to carry out good and correct marketing according to existing conditions. When marketing a school, what must be considered is the quality of the school as something that will be offered to the market. The implementation of an education marketing management strategy will be good if it is supported by good school quality. However, there are still schools that have not integrated the two well. This research aims to determine the education management strategy carried out at MTs Darul Hikmah, Tangjungkerta District, Sumedang Regency and to determine the quality of school at MTs Darul Hikmah. The research method used is qualitative research. The results of this research indicate that MTs Darul Hikmah, Tangjungkerta District, Sumedang Regency has implemented an education marketing management strategy and the quality of the school is quite good, although improvements are still needed for the

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## I. INTRODUCTION

Education marketing management has an important role and strategy for the continuity of an educational institution, in this case the need for marketing management improving the quality of an educational institution, where the school is able to compete in the educational marketing process with other educational institutions [1]. Therefore, if an educational institution has good educational marketing, then supported by adequate facilities, then of course the quality of an educational institution will be checked in increase. Vice versa, if educational institutions are weak in marketing education, it can be ascertained that there will be a decrease in school enthusiasts. So that in terms of quality and achievement, it will continue to decline [2]. So in this case there needs to be strategic steps in marketing educational services, namely by market identification, market segmentation, differentiation or positioning, and educational institution communication, and educational institution services (Hidayat [3]). In terms of suggestion can not be separated from management activities, because marketing management is responsible for how the school's efforts in achieving predetermined goals in marketing, such as promoting schools to satisfy consumers in quality service. An educational institution needs to pay attention to its marketing management. Therefore, it will determine how many students will enroll in the school.

Islamic educational institutions are currently faced with demands for the need for professional institutional management. This is in line with the shift of the times that are

increasingly open and entrust the existence of healthy competition, not least in the field of education, only educational institutions that Facilitating and providing good services will gain the trust of local, national, and international communities [4]. To realize the glue of education, of course, requires good management and is required with strategies in improving the quality of educational marketing. Starting with an analysis of the wants and needs of the community which is then responded by planning a good marketing program from the most basic things to things which is very urgent. Then carry out the marketing with a clear orientation and continue with control over the implementation of marketing of education services (Machali [5]).

In addition, educational institutions must have high attractiveness and competitiveness to meet community satisfaction as customers of educational services. If in reality, educational institutions are not able to provide educational services according to public expectations, it will cause a bad image of educational institutions, in order to be able to Meeting community expectations requires educator management [6]. Marketing of educator services is a strategic approach that can be used to improve the quality of educational services. In terms of this research, it will be carried out at MTs Darul Hikmah, where the school already has educational marketing management as evidenced by the banner held to invite other people go to school in these educational institutions. However, the quality of the school is not very good because of the insignificant use of social media [7], lack of students, and the need for cooperative relationships between teachers and students so that something

wrong can be corrected. Therefore, it is able to achieve goals together. Based on the background, identification and limitation of the problems that have been explained, the problem of this research is formulated as follows: How is the Education Marketing Management Strategy in Improving The Quality of Schools at MTs Darul Hikmah in Tangungkerta District, Sumedang Regency? Based on the formulation of the problem as the author has explained above, the objectives of this study can be formulated as follows: To find out the Education Marketing Management Strategy in the realm of Improvement Quality of Schools at MTs Darul Hikmah in Tangungkerta District, Sumedang Regency.

## II. RESEARCH METHODS

The research method used is descriptive with a qualitative approach. Because the research is carried out in natural conditions the object of research develops as it happens, it is not manipulated and the presence of researchers does not affect the dynamics of the object under study. Qualitative research is a research aimed at describing and analyzing, events, social activities, thoughts of people individually and in groups. Qualitative research is also research that produces descriptive data in the form of written or spoken words from people and observable behavior. The qualitative descriptive method simply describes a situation or event. Research with this method is non-hypothetical research, so in the research step there is no need to formulate hypotheses (Sulaeman and Hastina [8]). This research will examine education marketing management strategies in improving school quality in MTs Darul Hikmah. The location of this research is MTs Darul Hikmah Kecamatan Tanjungkerja which is located at Jl. Sukawangi No. 04 RT. 17 RW. 07 Tanjungmekar Village, Tangungkerta District, Sumedang Regency. In this study, researchers used a non-probability sampling technique, which is a sampling technique that does not provide equal opportunities for each sample member. The type of technique used is purposive sampling, which is a sampling technique for data sources with certain considerations. This particular consideration, for example, the person is considered to know what we expect, or maybe he is the ruler so that it will make it easier for researchers exploring the social object/situation under study (Dwiyama [9]). The samples in this study were school principals, deputy heads of madrasahs in student affairs and educators at MTs Darul Hikmah. The data collection method is done through observation, interviews and documentation. The data analysis is carried out through data reduction, data display, and data verification or conclusions.

## III. RESULTS AND DISCUSSION

### *Education Marketing Management Strategy at MTs Darul Hikmah*

As an educational institution, a school or madrasah requires an educational marketing management strategy in marketing products from the school [10]. Educational

marketing management strategy is a step or method in the process of offering educational products that involve analyzing, planning, implementing, and controlling educational services that contain on exchange and with the aim of generating satisfaction for the parties involved. In education marketing management, there is a need for strategies so that schools are able to introduce their schools to the outside community. The author's search results related to education management strategies at MTs Darul Hikmah are:

#### a. Market identification

Market identification and analysis is the first step in marketing educational services to the market so it is very important to do. By identifying and analyzing the market will be able to find the needs of consumers of educational services in accordance with the wants and challenges of the times, market needs will always disappear develop from year to year in tracing daily life [11]. Based on the results of interviews at MTs Darul Hikmah, identifying and analyzing the market as one of the steps in the education marketing management strategy is carried out by directly visiting the candidate's home learners and talk to find out their needs. As the results of the interview with. Head of MTs Darul Hikmah, Mrs. St. Fadhilah, that "We identify the market such as socialization or door to door to parents of students, so that parents of students send their children to MTs Darul The wisdom is to know what they need and what we provide." Then the same thing was conveyed by Mrs. Nurdadiah as the deputy head of the madrasah for curriculum at MTs Darul Hikmah as well as an educator of English subjects that "We do Socialization where student council administrators and accompanied by several teachers came to special elementary schools around our school by giving brochures and introducing this school". Another form of identification was also conveyed by Mrs. Asriani as an educator of mathematics subjects that "In identifying the market we do yaitu conduct parent meetings". And it was emphasized by Mrs. Suriska S. as an educator of Indonesian language subjects as well as Civics that "In identifying the market, of course, we look at the capacity of schools first and try to find out the needs of prospective learners. Then we set the right target". From some of the informant's explanations above, researchers can draw conclusions that in identifying the market as the first step in educational marketing management strategies are practiced with the aim of Knowing the needs of prospective students that are tailored to what is available at the school. One form can be done by direct socialization activities to consumers of educational services.

#### b. Segmentation

Market segmentation is concerned with how marketers select markets (consumers). It can be said that in the field of education, market segmentation carried out by the school in choosing its consumers, namely prospective students and their guardians. In the marketing perspective, the marketing of educational services can simply be grouped into two market segments, namely emotional and rational. The emotional segment is a collection of customers who come to register or join an educational institution because of consideration of the risk of ignorance. While the rationale is that this market argues

that educational institutions can take any form as long as they are of quality and quality even global standard. Market segmentation based on the results of the author's interview with the deputy head of MTs Darul Hikmah for student affairs said that:

We in private madrassas can say that schools that are looking for students are not students who are looking for schools. If this segmentation is possible in larger schools. We don't do it because we can do this distribution process when they have joined our students. This can only be measured whether this is their goal or expectation when studying here.

In contrast to what was conveyed by Mrs. Suriska S. who stated that "Because our school is under the auspices of the Ministry of Religion, education consumers are more directed towards market segmentation based on emotional, that is, with consideration of religiosity". Based on the results of the interview, it was concluded that market segmentation was carried out to determine potential consumers of education. Related to MTs Darul Hikmah which has a background under the auspices of the ministry of religious affairs, segmentation is carried out based on emotional segmentation with consideration of religiosity.

#### c. Positioning or Differentiation

Positioning or differentiation is a strategic step to provide offers that are different from offers provided by competitors. Or better known as the hallmark of that educational institution compared to other educational institutions. For example, perception of work excellence, work programs, product innovation, better service, superior brand image and others. As stated by Mrs. St. Fadhilah that "The distinguishing characteristic of MTs Darul Hikmah school from other schools, especially in the area around us, is that we improve barasanji education, how So that there is more interest by parents to encourage their children to send them to school here".

This was explained and added by Mrs. Nurdadiyah by saying that:

The differentiator from other schools is intended as a characteristic. As for the characteristics of our school, it is more showing to children such as barasanji skill coaching and dai-daiah training. Meanwhile, we have also proposed to build the entrepreneurial spirit of students with fish shredded production because we are located in the coastal area of the sea. All of this becomes a form of extraordinary output later when they have graduated from this school and face the community directly.

The same thing was also conveyed by Mrs. Suriska S. At once it was added by saying that:

The most prominent thing is the coaching of barasanji to students. However, in our daily habits before studying, we often read short surahs together. Monday, Thursday, and Friday we usually introduce asmaul husna. There is also a kahfi day and there are dhuha prayers in turns because seen from an inadequate room it must take turns.

Based on the results of interviews and observations made by the author that positioning or differentiation is a step in the educational marketing management strategy that makes something a distinctive character. u differentiating from other educational institutions offered to potential consumers of educational services as well as the development of student expertise.

#### d. Marketing Communications

In marketing educational services to potential customers, various ways are needed to provide information about what is offered in the educational institution. Educational communication is the main thing of the next step regarding educational marketing strategies. This form of communication varies greatly according to the capabilities of the educational institution. This was also carried out at MTs Darul Hikmah as conveyed by Mrs. St. Fadhilah in an interview with the author said that " The form of marketing communication that we do here is to announce at the mosque, directly come to the participants' parents' homes educate, and also we make brochures and then we distribute them to schools".

Then also conveyed by Mrs. Nurdadiyah by saying that: Because students here are close to each other or neighbors and they have family relationships, the form of communication is word of mouth. Not only that, the staff also made designs in the form of brochures, posters, and banners and then distributed them through social media. We have also held exhibitions before the pandemic by inviting several elementary schools as a way to attract students to study here.

The same thing was also conveyed by Mrs. Asriani by stating that "The form of marketing communication that we do is that we distribute brochures and visit schools carried out by participants educate us". Mrs. Suriska S also added by saying that "We have held several events such as exhibitions that invite various elementary schools to introduce our schools. Not only that, we also take advantage of the sophistication of technology using social media in socializing our school."

Based on the results of interviews and observations and supported by documentation conducted by the author that marketing communication is an effective step to attract the attention of potential customers to the institution Education by conducting various forms of communication such as word-of-mouth socialization, distributing brochures, procuring interesting activities at the school concerned, even to use social media in order to take advantage of today's technological sophistication .

#### e. Educational Institution Services

The service of educational institutions is seen as what is expected by consumers, namely in the form of tangible forms of promotional results carried out. This service is good in the form of administrative management, providing information, giving awards, to the teaching and learning stage. This can be a gap that often occurs due to differences in

perceptions and attributes of educational services. Therefore, good technique is needed, especially relying on the conditions and situations of the school environment.<sup>6</sup> As stated by Mrs. St. Fadhilah from the interview with the author said that "The service carried out is familial where in this school environment most of us have families". This was further explained in detail by Mrs. Nurdadiyah by saying that:

In the service of educational institutions that we treat citizens or parents of students like a king. It means how we fulfill what they want without denying that we have our own goals for this. In the sense that schools offer free education such as the distribution of free school clothes, but not all get the same thing. We sort out which students do have an economic level below average. Meanwhile, people with moderate economic levels will be given different facilitation. In the service of educational institutions, especially to students, we also provide rewards so that they are more motivated to learn.

The same thing was more concisely conveyed by Mrs. Asriani by stating that "The services of educational institutions that we do by providing free uniforms and free education to students, by This can attract students for schools at MTs Darul Hikmah". Then added by Ibu Suriska S. by stating that "The service of educational institutions in our school is quite good, especially supported by our education staff who are young and agile in serve even if not civil servants".

Based on the results of interviews and observations and supported by documentation conducted by the author that educational institution services are carried out by providing the best possible service to service consumers Education is learners with their guardians. This is one strategy in attracting attention so that many are interested in attending the educational institution.

#### *Quality of Schools in MTs Darul Hikmah*

Each school has a different level of quality. This is seen from 6 main elements, namely product / product, price / price, place / location, promotion / promotion, physical evidence / physical evidence and process / process. From schools that are in remote places or coastal areas, the school will continue to improve in terms of quality, although in terms of the quantity of students is not so much. The author's search results related to the quality of schools in MTs Darul Hikmah are:

##### a. Product

Educational products are everything that can be offered to society that aims to meet their needs and desires. As the results of an interview with the Head of MTs Darul Hikmah, Mrs. St. Fadhilah, that "Our educational products here, thank God, are good, especially since most of the alumni are included in MAN 2". As for what was conveyed by Mrs. Nurdadiyah as the wakamad for student affairs that:

Although the condition of educational products in this school is not comparable to other larger schools, what I always instill is that even though we are small but must activate and streamline the products in this school. We

are always optimistic that children will still be able to compete with other schools by trying to make the best use of what is in this school.

A different thing was clearly conveyed by Mrs. Asriani as an educator that "the condition of educational products here is not very complete". Meanwhile, Mrs. Suriska S, who is also an educator, said that "The condition of educational products at MTs Darul Hikmah will continue to be developed". Based on the results of interviews conducted by the author, it is concluded that educational products / products at MTs Darul Hikmah still need better development and utilize what already exists in the school.

##### b. Price

Price or price is an element that goes parallel to product quality, where if the quality of the product is good, then prospective students dare to pay higher as long as it is felt in educational customer reachability. This is related to school entrance fees and regular payments in the form of tuition fees. The results of the author's interview are related to this with Mrs. St. Fadhilah stated that "There is no entrance fee and regular payment in our school, even if we enter here we give free clothes to students be it for example tracksuits or student council shirts and we only give to new students". The same thing was conveyed by Mrs. Nurdadiyah that "The entrance fee and regular payment are not there. Even if there is a small payment, it is because of the improvement of the class and it is based on the agreement of the students and the homeroom teacher". Similarly, Ibu Asriani said that "our entrance fees and regular payments do not apply to students". The same thing was stated by Mrs. Suriska S. that "our regular entrance fees and payments do not apply to students, unless there is a small payment but it is by mutual agreement". Based on the results of the interview, it was concluded that related to price or price is not applied in MTs Darul Hikmah. The small payment is only made if there are special needs and through mutual agreement made by students and their homeroom teachers.

##### c. Place

Place is the location of the school that has a very important role, because the environment where services are delivered is part of the value and benefits of services that are perceived to play a role as Consideration in making choices. The environment around the school becomes part of the location of the school. According to Mrs. St. Fadhilah based on the results of an interview with the author that "The condition of the environment here, Alhamdulillah, is good and close to the mosque". The same thing was conveyed by Ibu Nurdadiyah namely "The environment is conducive and mediocre, but it does not mean free from interference from outside parties. The fact is that every school has school guards like security guards, but we don't have them and thank God there are no things that are not wanted". Then Asriani said that "the condition of the school environment here must be many shortcomings, especially the narrow field". Meanwhile, Mrs. Suriska S. that the state of the school environment at MTs Darul Hikmah is quite conducive. Based on the results of interviews and observations and supported by documentation



conducted by the author that the place or location of the school in MTs Darul Hikmah which includes the school environment is quite adequate and conducive even though there are still things that need to be improved.

#### d. Promotion

Promotion is a form of marketing communication, namely marketing activities that seek to disseminate information, influence or persuade, and / or remind the target market of the institution and The product is to be willing to accept, buy and be loyal to the products offered by the institution. In this day and age with the sophistication of technology, the school promotion process can be done through uploads on social media. As stated by Mrs. St. Fadhilah from the interview with the author said that "The promotion we do is Instagram carried out by the student council". The same thing was conveyed by Mrs. Nurdadiyah that "In the form of blogs, Instagram and Facebook. For YouTube, it is only the personal consumption of each teacher to create personal content but it can also be seen as a form of socialization of our school to outsiders ". The same thing was also conveyed by Mrs. Asriani that "Promotion the school we do here is IG". As for what Mrs. Suriska S. said. is "We use facebook and instagram. But for promotion, we usually use a word of mouth information system." Based on the results of interviews and observations and supported by documentation conducted by the author that the promotion carried out at MTs Darul Hikmah has followed the development of the times using the media Social as a form of promotion but has not been used consistently.

#### e. Physical Evidence

Physical evidence is a means and infrastructure that supports the process of delivering educational services so that it will help achieve the promise of the institution to its customers. As stated by Mrs. St. Fadhilah that "Alhamdulillah's Sarpras is quite adequate because here there is already a computer and there is also help, namely MEDT. But it needs to be added, especially since many have been damaged". The same thing was conveyed by Mrs. Nurdadiyah that "Not yet adequate but continue to strive to be adequate". The same thing was expressed by Mrs. Asriani and Mrs. Suriska S. that educational facilities and infrastructure at MTs Darul Hikmah are adequate. Based on the results of interviews conducted by the author that physical evidence in the form of facilities and infrastructure at MTs Darul Hikmah is quite adequate but from observations and supported by documentation What we do is that it is not adequate because there are still many things that are needed and developed in terms of educational facilities and infrastructure, for example classrooms and the provision of prayer rooms.

#### f. Process

The process of delivering educational services is the core of all education, quality in all elements that support the educational process is very important to determine the success of the process Learning as well as evaluation material for the management of educational institutions and the image formed will form a SI Circle in recruiting educational customers. This is one form and way of transferring knowledge from educators to students.<sup>7</sup> As stated by Mrs. St. Fadhilah that

"The educational services carried out by teachers at MTs Darul Hikmah su dah are quite varied, namely each teacher has done his own learning method. For example, already using LCD".

The same thing was conveyed by Mrs. Nurdadiyah and explained in detail that: Educators here have tried to carry out a varied learning process but it is also returned to the students learners. However, as a whole, educators here continue to develop and train, so it is undeniable that the process of delivering educational services has varied. The most emphasized thing first is in terms of character. Because all students are intelligent, an educator must be astute. The most important thing is also that educators do not limit the space for communication with students so as to build communication not only in schools.

The same thing was expressed by Ibu Asriani that "the delivery process by the teacher here varies from the way of teaching both lecture methods, assignments, discussions and others". The same was conveyed by Mrs. Suriska S. that "As educators we strive to continue to carry out the process of delivering educational services by carrying out various methods in teaching". Based on the results of these interviews and observations, the author concludes that the process of delivering educational services at MTs Darul Hikmah is good enough by applying a variety of varied methods However, it is still necessary to develop, gradually. From the results and discussions related to education marketing management strategies and school quality, education marketing management strategies are able to improve school quality because consistency is needed In the marketing of education that spurs the improvement of school quality. In the marketing strategy, good school quality is needed according to the offers provided so that prospective students can be interested in attending the school . There must also be a synergy between all stakeholders in the school so that it can build a better quality of school. Therefore, the marketing management strategy is enough to be a reference in improving the quality of schools because the quality of schools must be good so that marketing can attract students Education consumers to choose such schools.

## IV. CONCLUSION

It can be concluded that MTs Darul Hikmah carries out five stages of education marketing management strategy. The five stages are starting with market identification with socialization down directly to the community to find out the needs and needs of the market. Then market segmentation in the form of emotional segmentation with consideration of religiosity. Then positioning in the form of differentiation with other schools, namely the development of expertise in the field of barazanji. The form of marketing communication is with direct socialization (door to door), distribution of brochures, procurement of interesting activities by inviting elementary schools, and the use of social media even though

not very active yet. As well as providing the best possible educational institution services to consumers of educational services. The quality of schools in MTs Darul Hikmah is quite good although there is still a lot of need for better improvement in the future. This is seen from educational products that are used as well as possible so that they can compete with other schools. In terms of price, MTs Darul Hikmah does not charge school entrance fees and regular payments. The location and environment of the school are quite adequate and conducive. School promotion is carried out by utilizing technology using social media but has not been very active. In terms of facilities and infrastructure, it still needs better additions and aharuan development. And regarding the process of delivering educational services has varied quite a lot with the method used.

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