



Marketing Mix in Educational Institutions

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ABSTRACT

This study aims to analyze the application of the marketing mix in the competitive strategy at MI Daarul Ilmi-Balaraja. Educational marketing is important in the midst of increasingly fierce competition in the world of education. The marketing mix which includes products, prices, places, promotions, people, processes, and physical evidence is applied to target the interests of prospective students and parents. Through a qualitative approach with a case study method, this study explores the trust of the marketing strategy carried out by MI Daarul Ilmi. The results of the study show that MI Daarul Ilmi has succeeded in integrating elements of the marketing mix well, such as the provision of quality educational products, affordable pricing, strategic locations, and promotions through social media and other activities. Overall, the implementation of an effective marketing mix can help MI Daarul Ilmi to increase its competitiveness and achieve its goal of providing quality education.

INTRODUCTION

Marketing is often understood only as a promotion carried out at the time of admission of new students (PPDB), therefore marketing in schools is identified with activities such as socialization, making profile videos, flyers, brochures, banners or billboards for new student admissions. Focusing on this activity is not the right thing because marketing is more than just that. These actions are only a small part of the overall marketing process. Marketing is actually a long process that starts from how the school designs a learning process that can meet the expectations of parents and prospective students. Graduate competence is something that is considered important and has value for students or parents. The application of graduate competencies that are the basis of the curriculum is part of educational marketing. This is what parents describe about education how schools provide good quality of learning so that their children have the competence to compete and are able to make children who have intellectual intelligence. In essence, it is not just intellectual intelligence today, schools must build their institutions with a stronger foundation, by looking at the current phenomenon of technology that is developing rapidly in the current generation, it is the school's homework today because information from technology is so rapid and easily accessible to anyone, including children. The rapid development of information technology has both positive and negative impacts because if this technological growth is used in the wrong way, what happens is that the intellectual and moral development of children will be threatened. This is a joint task for schools and parents, so from this school is no longer required to make children have intellectual intelligence, currently school promotion must prioritize moral or ethical values.

Education is the main foundation in shaping individual character and competencies that are not only useful for oneself, but also for the progress of society and the country. Through education, a person is equipped with knowledge, skills, and values that shape their mindset, attitude, and behavior. In this ever-evolving era, education is an important tool to prepare the young generation to face global challenges, take advantage of opportunities and contribute in various areas of life. However, in the face of increasingly fierce competition in the world of education, educational marketing is becoming increasingly important. Marketing in the context of education focuses not only on the promotion of educational institutions, but also on how to communicate the values, quality, and excellence of education offered to prospective students and parents. Effective educational marketing can help educational institutions reach a wider audience, increase competitiveness and create public awareness about the importance of quality education.

In this increasingly connected and digital world, education marketing is not only limited to traditional promotions, but also involves digital strategies that allow educational institutions to reach more people, introduce flagship programs, and build a good reputation. Therefore, it is important for educational institutions to understand how appropriate marketing can support

the achievement of broader educational goals and have a positive impact on all stakeholders.

Education and educational marketing are two interrelated elements. Education provides the basis for the advancement of individuals and society. While educational marketing helps ensure that more people can access quality education. With the right synergy between the two, education will be more accessible, understood and appreciated, opening up opportunities for the nation's children to grow and develop optimally.

From the explanation above, it is interesting to ask how to apply the marketing mix in the competitive strategy at MI Daarul Ilmi Balaraja?

THEORETICAL REVIEW

Kotler and Keller's Marketing Theory

Marketing is related to the identification and understanding of human needs and social needs. Marketing is about finding needs that can make a profit. The main concepts in marketing include needs, wants, and demands (& K. Kotler, P., 2013).

Marketing Mix Theory

According to Kotler and Keller, the marketing mix is a set of marketing elements that can be controlled by producers and combined in an effective way to achieve the marketing goal, which is the achievement of value exchange between producers and consumers (& Kotler, P., 2010)

Soraya and Ameen define the marketing mix as a set of marketing strategies tailored to customer needs. This marketing mix combines various elements to attract prospective students to enroll in the school as new students.

Londhe explains that the marketing mix is the application of a marketing plan in tactics. This involves the manager's decision to design the offer in the form of elements or variables to suit the customer's needs (Khaerawati, 2004)

Theory of Marketing Mix Elements

According to Charthy, the marketing mix consists of four main elements, namely product, price, place and promotion.

Booms and Bitner added three additional elements to make the seven elements, namely people, physical evidence, and process (Irmayani et al., 2022)

Fraser-Arnot stated that the most popular elements of the marketing mix are the marketing mix which consists of seven elements, namely product, price, place, promotion, people, physical evidence, and process.

Management Theory

According to Oemar Hamalik, management is a process that involves planning, organizing, mobilizing, and supervising to achieve predetermined goals.

Malayu S.P Hasibuan defines management as the science and art of managing human resources and other resources effectively and efficiently to achieve certain goals) (Hasibuan, 2014). According to Hasibuan in (Dwiayama,

2018) there are several elements that support the management process, namely man, money, market, methods and machines. The management function is divided into four parts: planning, organizing, actuating and controlling (Saajidah, 2018).

Verses Related to Regulation in Management

The word "govern" or "regulator" is listed in the Qur'an surah as-sajadah verse 5

- $\{ السَّجْدَةُ : ٥ \}$ يُدِيرُ الْأُمْرَ مِنَ السَّمَاءِ إِلَى الْأَرْضِ ثُمَّ يُعْرِجُ إِلَيْهِ فِي يَوْمٍ كَانَ مِقْدَارُهُ أَلْفَ سَنَةٍ مِمَّا تَعُدُّونَ {السَّجْدَةُ: ٥}

Means:

"He arranged the affairs of heaven to earth, and then it went up to him in one day, which is a thousand years according to your calculations." (Qs. As-Sajdah:5)

Education in Law

In Law No. 20 of 2003 concerning the National Education System, education is diaryzied as a conscious and planned effort to create a learning atmosphere that supports students in developing their potential, including spiritual strength, self-control, personality, intelligence, noble morals, and skills that are useful for them and society (Law, 2003).

Regarding education, in the Qur'an it is explained in surah At-Taubah verse 122

وَمَا كَانَ الْمُؤْمِنُونَ لِيَنْفِرُوا كَافَّةً فَلَوْلَا نَفَرَ مِنْ كُلِّ فِرْقَةٍ مِّنْهُمْ طَائِفَةٌ لِّيَتَفَقَّهُوا فِي الدِّينِ وَلِيُنذِرُوا قَوْمَهُمْ إِذَا رَجَعُوا إِلَيْهِمْ لَعَلَّهُمْ يَحْذَرُونَ

Means:

"And the believers should not go all (to the battlefield). Why not some of the groups among those who stay to deepen their religious knowledge and warn their people after they return, so that they can take care of themselves."

This verse emphasizes the importance of the division of duties in common life and the importance of religious knowledge to take care of oneself and avoid transgressions.

Educational Marketing Management

Educational marketing management is a series of strategies implemented by educational institutions to market their educational products and services. The goal of educational marketing management is to meet the needs and desires of students and parents (Junaris & Haryanti., 2022)

METHODOLOGY

This study uses a qualitative approach that aims to understand the phenomenon that occurs in MI Daarul Ilmi related to the implementation of marketing mix strategies in the context of educational institutions. The

qualitative approach was chosen because it allows researchers to dig into in-depth information about the marketing practices carried out by the institution, as well as the perspectives and experiences of various parties involved.

Qualitative research is descriptive and prioritizes the analysis of the process and meaning of the phenomena that occur. The theoretical foundation is used to keep the focus of the research in line with the reality in the field (Andrade et al., 2011). The type of research used is a case study that focuses on the implementation of the marketing mix at MI Daarul Ilmi as a specific case in the world of education. Case study education provides an opportunity to better understand the situation and dynamics that occur in the institution as well as the relationship between various variables that exist.

In qualitative research, research plays a role as the main instrument in collecting and interpreting data. Other aids such as questionnaires, tests, voice recordings and so on are only used as support in the research process (Auliya et al., 2020).

RESEARCH RESULTS AND DISCUSSION

MI Daarul Ilmi is one of the Madrasah Ibtidaiyah (MI) which is in the midst of fierce competition in the basic education sector in Balaraja. To face this competition, MI Daarul Ilmi has implemented an effective marketing strategy by utilizing a marketing mix that is tailored to the needs and conditions of the local market. The following is the application of the marketing mix in the baersaing strategy at MI Daarul Ilmi:

1. Products (Educational Products)

A product is a collection of values that provide satisfaction to consumers, where the value of a product is determined by the buyer based on the benefits received (Dayat, 2019). MI Daarul Ilmi offers a basic education program based on the educational curriculum with the addition of in-depth Islamic religious lessons. The school also provides a curriculum that combines character education and technology-based learning. Superior products that can be used as marketing tools at MI Daarul Ilmi include:

1. The Qur'an and Hadith lessons, which are taught identically with fun methods such as tahfidz and hadith studies.
2. Character Education, which is a program that teaches morals, discipline, and social skills to students which is very important in Islamic education.
3. Technology and education, where MI Daarul Ilmi provides technology-based learning facilities such as digital teaching materials to support the teaching and learning process.

2. Price

According to Tjiptono in (Manendra, 2018) price can be interpreted as the amount of money or non-monetary aspects that contain certain uses to obtain a service. MI Daarul Ilmi offers affordable education fees with a flexible payment system and scholarships for outstanding students or

from underprivileged families. Some of the pricing strategies implemented at MI Daarul Ilmi include:

1. Establish competitive education costs compared to other private schools in the Balaraja area, while still considering the quality of education provided and affordability for the community.
 2. Providing scholarship programs for outstanding students in both academic and non-academic fields that can ease the burden on parents.
 3. Provides a flexible payment system with monthly installments
3. Place (Place of Education)
Lupioyadi dalam (Tangkilisan et al., 2014) stated that decisions regarding the location and delivery system must be in line with the overall strategy of the educational institution. MI Daarul Ilmi is located in an area that is easily accessible to parents of students, located in a strategic area with residential areas so that it is easy to access for parents who want to drop off and pick up their children.
 4. Promotion (Educational Promotion)
According to Kotler and Keller, promotion is a special way through advertising, sales promotion, and public relations that companies use for marketing purposes. MI Daarul Ilmi implements various promotional strategies to increase visibility and attract the interest of prospective students and parents, among others, through social media, brochures, and other promotional materials.
 5. People
According to Faustinus in (Fakhriyan Sefti Adhaghassani, 2016) the marketing mix is related to "*people*", which includes resource planning, recruitment, employee training, and work motivation. MI Daarul Ilmi strongly emphasizes the importance of teaching quality and good relationships between teachers and students. Teachers at MI Daarul Ilmi are selected based on their academic competence, teaching experience and their ability to teach with a friendly, loving approach and good communication between students and parents.
 6. Process (Proses Pendidikan)
The educational process is an important element in the marketing mix related to the procedures, policies, and mechanisms that support marketing activities. The educational process at MI Daarul Ilmi is designed to ensure student success in academic and character aspects. Some important elements in the educational process at MI Daarul Ilmi include:
 1. Integrated learning between the national curriculum and religious education, with a special time every day to study the Qur'an and Hadith

2. Interactive teaching with the use of technology, such as learning videos and interactive teaching aids to support the diversity of students' learning styles
 3. Competency-based evaluation and feedback to measure students' academic progress by providing regular feedback to help students develop better.
7. Physical Evidence (Bukti Fisik Pendidikan)
- MI Daarul Ilmi has facilities that support student learning and development. Some physical evidence that can convince prospective students and parents about the quality of the school includes:
1. Comfortable school facilities, including well-organized classrooms
 2. Documentation of academic and non-academic activities such as scout competitions, tahfidz, speeches and other activities that can be seen through photos and videos.

CONCLUSIONS AND RECOMMENDATIONS

Providing some conclusions and implementation of the research results

Based on the results of the discussion, it can be concluded that the implementation of marketing strategies at MI Daarul Ilmi through the marketing mix involves various interconnected elements, all of which aim to support the achievement of educational goals and attract public interest to register as new students. The following is the implementation of the marketing mix carried out at MI Daarul Ilmi:

1. Product
MI Daarul Ilmi offers a basic education that combines religious and general curricula. In addition, this school also provides various extracurricular activities that support the development of students' character and competence.
2. Price
MI Daarul Ilmi sets affordable education fees for the local community, taking into account the economic ability of the family. This price policy also includes a flexible payment system that makes it easier for parents to pay for education.
3. Place
This institution takes advantage of a strategic location in Balaraja to facilitate access for parents and students. In addition, promotions are carried out through social media and visits to other elementary schools, which are a means to introduce MI Daarul Ilmi to prospective students.
4. Promotion
MI Daarul Ilmi uses various promotional channels to attract public attention, such as through brochures, local advertisements, social media, and open haouse activities. This promotion also includes the delivery of information about the excellence of the institution, the

quality of teaching, and the achievements that have been achieved by previous students.

5. Process

The registration and administration process at MI Daarul Ilmi is designed to be simple and straightforward, with the aim of reducing barriers for parents in registering their children. The teaching and learning process is also carried out with a friendly approach by involving parents in supervising their children's development.

FURTHER STUDY

Marketing mix is a key element in the success of educational institutions in the midst of increasingly fierce competition. By optimizing aspects of products, prices, venues, and promotions, educational institutions can increase their appeal and create a better learning experience for students. Further research in this area is essential to identify new innovations in education marketing and find ways to better meet the needs of students and parents. Therefore, educational institutions need to continue to adapt to the times, implement the right marketing mix, and utilize technology to maximize their success in the increasingly competitive world of education.

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2

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