

# Marketing Strategy for Educational Services

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**Abstract**—In marketing education services and increasing customer loyalty is the school able to plan the right strategy to review the market and customer needs of educational services. Marketing strategy is a plan of an organization made to do marketing by introducing its organization to the public. Educational services are products produced to meet customer education (students) can be identified and felt but are not tangible. In conducting a marketing strategy, promotion is needed, the promotion is very useful as an activity to find out whether the Dharma Wanita 8 Junior High School Sidoarjo has done a good promotion strategy. Research uses qualitative descriptive methods in research techniques and interviews. Based on the data obtained in the form of a promotional activity program, the results of data from the acquisition of students over the past four years have increased and what promotion activities are carried out to attract the community to be able to attend the Dharma Wanita 8 Junior High School in Sidoarjo. From the results of the promotion activities it was concluded that marketing activities in terms of the most effective promotions were advertising, public relations, and personal alternation.

**Keywords**—marketing; promotion strategy

## I. INTRODUCTION

The development of science and technology requires people to make changes so they are able to keep up with the times [1]. Education is believed to be a strategy tool to improve human life. Through education, humans become intelligent, possess the ability or skill, a good attitude to life, so they can get along well in society. School is an educational institution that is engaged in education services. In addition, competition between schools is getting tougher. So, in this case the education provider is required to be creative in exploring the uniqueness and excellence of the school so that it is needed and in demand by customers of educational services. The emergence of international standard schools and the birth of public and private schools that offer superior facilities, even at affordable costs, can add to the rise of educational competition. The marketing activities of educational services that were previously considered taboo because they smell business-oriented and tend to be profit-oriented, have now been done openly. Because education services play an important role in developing and improving the quality of human resources [2]. Various kinds of strategies by means of their promotional mix are done to attract students to attend their schools, with this competition the school raises marketing strategies at school.

Marketing has an important role in a company or educational institution, because marketing is the main activity of the company to distribute products or services produced to the hands of consumers, therefore the school is required to make the right strategy in marketing products that have an impact on the promotion mix, one the way that can be done is by doing a marketing mix and also a promotional mix. Products, prices, distribution, and promotions are concepts from the marketing mix that can influence and encourage consumers to use products or services offered by school institutions. However, with increasing competition, companies must focus their efforts to win the sympathy of consumers by promoting.

The promotion mix is the best combination of strategies of marketing variables, personal sales, sales promotion, public relations, and other promotional tools used by companies to achieve the objectives of the sales program. With the promotion carried out with the school, consumers can find out information about the product or service offered, and consumers will determine the decision whether to continue to send their school children to school or not [3].

In a school institution Marketing or promotion is something that must be absolutely carried out by schools, besides being shown to introduce, the marketing function in educational institutions is to form a good image of the institution and attract a number of prospective students [4]. For this reason, educational institutions are required to carry out promotional strategies to maintain and increase the quantity of existing students. And the purpose of the promotion strategy is certainly embedded in the values of trust in the minds of every consumer who will eventually increase the number of students in the institution.

Promotion strategy is one of the activities that are the core of the marketing system [5]. The promotion strategy referred to here is every step taken by the school to communicate with the community in order to achieve the targets or targets set by the school. In this case the promotion will explain the activities of educational institutions introducing their products, whether through advertising, personal sales, sales promotions or publications [6].

Dharma Wanita 8 Junior High School has developed in the number of new students every year. Although many other schools are competitors, the Dharma Wanita 8 Junior High School is still trusted by some people who faithfully invest in education in the school. Even so, the Waru Sidoarjo Dharma

Wanita 8 Junior High School still needs improvement in carrying out the school promotion strategy in terms of the promotion mix [6]. In this case, the Dharma Wanita 8 Junior High School Waru Sidoarjo does not have a special structured committee to handle school marketing activities or programs so that the division of tasks and responsibilities of each *job desk* in marketing schools is not well implemented. Of course, things this has led to the development of school marketing and promotion programs that cannot be well designed. When conducting preliminary observations by conducting interviews with the school, researchers found a little archive of school marketing programs [8]. Brochures as school promotion tools have not been well distributed because schools only distribute flyers to students to be distributed back to the community without directly communicating to explain some of the products and services offered by the school as shown in the brochure [9]. Another problem that arises is that schools do not have enough budget for the need for the implementation of marketing programs. The costs budgeted by schools are very minimal so that it is quite difficult for those who will run the marketing program and can implement it properly. Based on the problems that occur, the author is interested in conducting a study at the educational institution with the title "Marketing Strategy for Educational Services in the Primary School of Dharma Wanita 8 Waru Sidoarjo" [10].

## II. METHOD

The study was conducted at Waru Dharma Wanita 8 Junior High School Sidoarjo. This study uses qualitative research with qualitative descriptive methods. As according to Wina Sanjaya, qualitative descriptive research is a research method that aims to describe in full and in-depth about social reality and various phenomena that occur in society that are the subject of research so that it illustrates the characteristics, characteristics, characteristics of the phenomenon [11]. Information obtained from this study is based on *sample* informants regarding service marketing strategies. The *sample* is not to represent the population, but to improve the relevance of the theme researched information to be accurate.

## III. RESULTS AND DISCUSSION

From the results of research conducted by the authors that the existence of marketing strategy activities that have not been optimal, and have not been well structured. According to the author, from the existence of marketing strategies that have not been optimal are: Environmental conditions of Dharma Wanita 8 Junior High School Sidoarjo in increasing the number of students in 1982-2019 the establishment of Junior High School 8 Dharma Wanita for the first time received new students. In its development, the increase and decrease in the number of students. There are several things that make Dharma Wanita 8 Sidoarjo Junior High School the community's choice to send their children to this school including: First, Accredited A. Second, Active carrying out marketing activities. Third, Having a strategic and quiet school location from the crowd. Fourth, having infrastructure facilities that support and support student activities and school marketing.

### A. Marketing Strategy Efforts

Strategic marketing even in public service organizations, which will harmonize them with the market and thus become more competitive [12] Marketing strategies that are carried out by Waru Sidoarjo Dharma Wanita 8 Junior High School namely direct marketing that can be seen from the wider community such as school websites, distributing brochures, arriving at the target market and putting up banners on the streets so that people can directly know and get to know the Dharma Wanita 8 Junior High School.

### B. Tools Used in Implementing Marketing Strategies (Marketing Mix)

One marketing strategy that is related to school marketing activities is the mix mix strategy that is defined by Kotler dab Armstrong which states that service businesses have 7 elements of maketing mix (Marketing Mix-7P) among them:

1. Product  
The Dharma Wanita 8 Junior High School Sidoarjo in terms of products strives to graduate excellent students, both in the fields of instructor, extracurricular and religious.
2. Price  
Dharma Wanita 8 Junior High School Sidoarjo in setting prices for each new school year a meeting is held to discuss work programs and determine policies in determining student payment budgets.
3. Place  
Dharma Wanita 8 Waru Junior High School Sidoarjo has a strategic location, for their public service vehicles or minivans that pass through this school, even though the vehicle umu m but the school is not experiencing congestion as well as noise so that students can learn in a conducive.
4. Promotion  
The promotion carried out by Dharma Wanita 8 Junior High School Sidoarjo is by determining target targets, then going to target targets, giving brochures, using the internet such as websites, facebook and also from the mouths of housewives, making scout activities, extracurricular activities, flag team, and Junior Red Cross.
5. Physical evidence  
Physcal evidennce or physical evidence that has been given by this school is in the form of facilities and infrastructure that support the learning process. In terms of the services that have been provided by the Waru Sidoarjo Dharma Wanita 8 Junior High School Sidoarjo, among others, the attitudes of teachers and staff are polite, friendly to the community, and love students and listen to suggestions from students and parents so that the school is more advanced. Then the school acts to always maintain good quality.
6. People  
Dharma Wanita 8 Junior High School Sidoarjo in carrying out the education marketing strategy there are parties involved in it namely the headmaster, public

relations who also serves as a teacher in the field of marketing strategies, school committees, teachers, staff and students.

#### 7. Process

The process in the context of educational services is a series of activities experienced by students during their education, such as the learning process so that it will produce the expected product / graduate (*output*). The process is a combination of all activities, namely all the success that this school has all through processes, including marketing strategies. The success of a marketing cannot be separated from the process, the process from the beginning, from the lack of funds, the tools used until finally the strategy in Dharma Wanita 8 Junior High School Sidoarjo can work well.

#### C. Promotion Strategy

In carrying out promotions, Dharma Wanita 8 Junior High School Sidoarjo pays attention to the following basic steps:

##### 1. Identifying Goals

The school analyzes and determines the goals to be achieved from the implementation of the promotion by looking at the targets that exist before the promotion is carried out. Determining goals is done to facilitate the process of implementing promotions. Following are some of the target lists of Waru Sidoarjo Dharma Wanita 8 Junior High School near the school: Schools analyze and determine the objectives to be achieved from the implementation of the promotion by looking at the targets that exist before the promotion is carried out. Determine the objectives carried out for the implementation of the promotion process. The following is a list of targets for the Waru Sidoarjo Middle School Dharma Wanita 8 near the school: First waru Selatan Wedoro 1 Elementary School, and Zaenudin Elementary School Second North Al-Wahyu Elementary School, Third Kepuh Elementary School Elementary schools I and II, Four Waru West Berbek Elementary School and Al Huda Elementary School

##### 2. Planning

Promotional planning carried out by Waru Sidoarjo Dharma Wanita 8 Junior High School includes: Making a goal formula to get new students, introducing this school to the public regarding the differentiation or characteristics of the Waru Sidoarjo Dharma Wanita 8 Junior High School compared to other schools.

##### 3. Designing messages

In making promotional instruments, of course there is a message to be conveyed to the people who will read or see it, so that after they have read and seen the promotion delivered they will be interested in what is being promoted.

##### 4. Determining the Budget

The budget for promotional activities is of course adjusted to the ability of funds owned by parties who will carry out promotions. Usually, the promotional budget is dynamic, sometimes up or down from year to year. This is because the costs for promotion cannot be equaled to the previous years. For the implementation of promotional activities, Dharma Wanita 8 Junior High School Sidoarjo allocates 35 % of the school expenditure budget made annually through the RKAS (school budget work plan), of course all this is done because promotion has an important role in increasing or increasing the number of students.

##### 5. Choosing a Communication Channel

the promotion carried out by Dharma Wanita 8 Junior High School Sidoarjo uses direct and indirect communication channels. The use of this communication channel is intended to streamline the communication channels between the targets.

#### IV. CONCLUSION

From the results of this study it can be concluded that the promotion strategies carried out by Dharma Wanita 8 Junior High School Sidoarjo are as follows:

1. The marketing strategy carried out by Dharma Wanita 8 Junior High School has followed the steps of a marketing strategy well, starting from identifying targets, determining goals and also with the marketing mix.
2. Marketing strategies at Dharma Wanita 8 Junior High School usually use promotion strategies in their findings using promotions, while the promotions include:
  - a. Advertising, as for the forms of advertising such as school brochures, putting up banners or billboards, making groups in schools on Facebook social media accounts, whatsapp and also the website.
  - b. Personal Sales (Personal *selling*), by doing personal selling the school will communicate directly with the target audience or target to introduce a product so they will then try and buy it.
  - c. Public Relations / Publicity, in this case the Dharma Wanita 8 Junior High School promotes public relations, such as holding joint camping events, holding an extracurricular activity competition such as scouts and PMR, with these promotional activities the community / target will recognize Dharma Wanita 8 Junior High School fostering relations good with various communities around.
3. The media or the most effective promotional strategy tool used in promoting Dharma Wanita 8 Junior High School Sidoarjo is a brochure. This is because brochures are considered more simple and reach many groups.

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