

## EDUCATIONAL SERVICES MARKETING STRATEGY

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### ABSTRACT

Many major changes are currently being experienced in the world of education due to the influence of educational globalization which has a major impact on competition in producing quality and credible human resources. The purpose of this research is to know and describe the application and marketing strategy of educational services. In this study, researchers used qualitative methods. By collecting data from field observations, interviews with relevant sources, and documentation from related institutions. The results obtained from this study are the educational services marketing strategy implemented is the educational services market segmentation strategy, determining the target market for services, determining the positioning of the educational services market.

**KEY WORDS AND EXPRESSIONS:** Management; Marketing of Educational Services

### INTRODUCTION

The world of education is currently experiencing many changes due to the globalization of education. The impact of globalization which gave rise to intense competition in the world of education has changed the focus of education management, from just being a tool to serve the educational process institutionally, to how to make education users, transformed into an educational clients [1]. The facts above show that globalization of course already creates culture competitive as means important for development, including in field education.[2][3][4][5][6]

Society demands a more professional management of educational institutions from education providers.[6][7][8] SMK Muhammadiyah 1 Nganjuk as an educational service provider institution needs to learn and have initiatives to increase student satisfaction because education is a process of mutual influence and is continuous. Every educational institution must have expertise in the marketing of its educational institutions so that human resources and the quality of these educational institutions can continue to develop and improve. Marketing for educational institutions is absolutely necessary, because competition between educational institutions is increasing, as evidenced by the emergence of various educational institutions that offer their respective advantages.[7][8]

Marketing is very important in the world of education to improve the quality of good and quality education.[8][9][10] The more educational institutions, the more competition within educational institutions, so that every educational institution must face this competitive atmosphere.[2][11][12] Services are often viewed as a complex phenomenon. Service word(*service*) is an activity carried out by a person or organization to provide benefits to customers that are basically intangible. School as an educational institution (institution) is a place where the educational process is carried out, has a complex and dynamic system [13]. Educational institutions should have systematic market research to meet the demands of increasingly fierce competition, because potential customers are increasingly critical and rational. Educational institutions can develop marketing strategies by considering the competitive conditions of educational institutions and the education market.[3]

In implementing the marketing strategy implemented by SMK Muhammadiyah 1 Nganjuk it is good enough to bring school institutions with a good reputation in the eyes of the community, but in this case Muhammadiyah schools continue to experience a marked decline. As shown in the following diagram:

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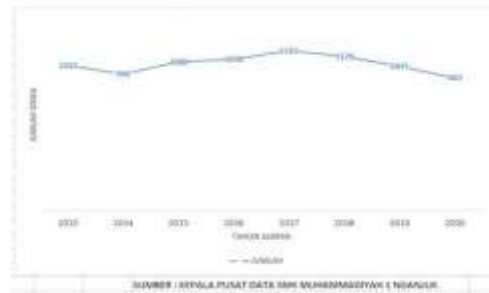


Figure 1.1

The development of the number of students in the last four years

Data Of above show that amount registrar tend to fluctuate from year the year, down Of down a thousand on year 2020, decline Which looks pretty significant. Lots competitor outside very, However amount student Of SMK Muhammadiyah 1 sleepy trusted by part circle for educate his sons and daughters, and quality teacher Also very height in apply system learning and provide other advantages such as: orderly learning, escorted internships, competent teaching staff, plus lessons, Al-Islam, Muhammadiyah and Arabic.

This study aims to determine the strategy and implementation of educational services marketing management at SMK Muhammadiyah 1 Nganjuk and what factors are supporting and inhibiting the marketing management of educational services at SMK Muhammadiyah 1 Nganjuk.

## METHOD

The method used in this study is through a qualitative approach known as the exploratory approach because researchers usually collect data face to face and interact with people in the research area.[14] The location used as the research location is SMK Muhammadiyah 1 Nganjuk. The data obtained in this study is available in the form of primary data obtained from information from all parties directly related to the marketing management of educational services at SMK Muhammadiyah 1 Nganjuk and the sources are school principals and public relations staff and secondary data obtained from analysis of related articles.

## RESEARCH RESULTS AND ANALYSIS

### Educational Services Marketing Strategy

Strategy is the science of directing and planning activities in a large capacity and providing stimulation to achieve goals and skills in managing tactics or intelligent ways to achieve a goal [15]. The existence of a strategy implemented by each school gives flexibility to service users to choose educational institutions according to their needs. In addition, the existence of a marketing or marketing strategy for educational institutions also has a big impact on every school member in increasing their abilities and quality. Marketing or marketing relates to identifying and meeting human and societal needs. The term marketing in English is known as marketing. The purpose of marketing is not commercial or for profit, but to provide satisfaction to consumers.

### Education services market segmentation strategy

The existence of market segmentation helps schools to find out the approaches taken by schools to market their services to service users. Therefore, a market segmentation strategy is needed to minimize the wrong target schools to market their products.

The basic consideration that will be considered by the community is the product of an institution. In education, educational products are everything that is offered to consumers in accordance with the needs and desires of the market at that time. Consumers definitely choose products that are produced and offered by an institution with good quality and quality.

SMK Muhammadiyah 1 Nganjuk tries to provide and offer products or programs that adapt to the needs of society to answer the challenges of today's times, an example is the application of akhlakul karimah. Students do not only learn in class, but everything that is seen, heard and felt anywhere, especially at school, is expected to be factual and useful learning, we all realize that morals are actually

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more important than knowledge, so students who have very good cognitive values without being accompanied with the understanding and application of good akhlakul karimah will be in vain.

As explained by the principal at SMK Muhammadiyah 1 Nganjuk, he strives for students to become graduates who are superior competitive because of fairly intensive assistance such as basic knowledge, skills that are in line with the majors which are expected to support students' skills in the world of work, in line with that SMK Muhammadiyah 1 Nganjuk always inserts religious values.

### **Service Target Market Determination Strategy**

The existence of a market positioning strategy also makes schools or education service marketing aware of the wishes of prospective student guardians. This is also rare in schools in Nganjuk, many schools pay little attention to it. However, SMK Muhammadiyah 1 Nganjuk has its own way of implementing a strategy for determining its institutional marketing goals.

As explained by Faviru Samodra as the principal of SMK Muhammadiyah 1 Nganjuk, explains the efforts of the school to determine who is the target of school marketing. SMK Muhammadiyah 1 Nganjuk is also pursued through community relations activities, carried out in the form of BAKSOS activities in the surrounding population. In addition, SMK Muhammadiyah 1 Nganjuk also collaborates with nearby junior high schools. Other efforts made by SMK Muhammadiyah 1 Nganjuk.

These activities aim to socialize the institution's programs to managers of supply schools so that they can convey them to their students. It should be emphasized that determining the target market provides an opportunity for schools to identify the wishes or hopes of prospective new students and also the parents of new students. That determining the target market is important before implementing other marketing strategies.

### **Strategy for determining market positioning for educational services**

There are many SMKs in Nganjuk that are competing with each other, so that healthy competition is getting stronger when each school has a strategy to attract service consumers or users of educational services who have marketed their schools. Each educational institution has its own power to market and maintain the value of the institution. The purpose of this market positioning strategy is to identify schools that are different from their competitors. Making schools that have differences by continuing to use their attributes to compete with competing schools. As explained by Mr. Faviru Samodra as the principal of SMK Muhammadiyah 1 Nganjuk.

In this case, the school knows the market by interacting with users of educational services where schools fulfill as much as possible the needs desired by users of educational services so that schools can have a superior market position compared to other markets. Where schools market their institutions through various interactions involving all school members, be it committees, principals, teachers, and students. As contained in the theory that if an educational institution is less able to process and satisfy *user educations* According to market demand, it can be said that these educational institutions will not apply and will continue to exist.

### **CONCLUSION**

Based on the results of the analysis of the data obtained on marketing management of educational services by SMK Muhammadiyah 1 Nganjuk, the researchers took two main topics, namely the implementation of marketing management of educational services and marketing strategies for educational services. Then it can be concluded that the marketing strategy for educational services carried out by SMK Muhammadiyah 1 Nganjuk is an education services market segmentation strategy, in this case SMK Muhammadiyah 1 Nganjuk provides a different offer from competitors, the strategy for determining the target market for services, in this case SMK Muhammadiyah 1 Nganjuk cooperates with junior high schools, education services market positioning strategy.

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