

**Marketing Management of Education Services
In Increasing the Number of Students
In Primary Education Institutions**

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Abstract

This study investigates the role of educational services marketing management strategies in increasing the number of students at MI Nurul Hikmah Lantan. Through a descriptive qualitative approach, data were obtained through interviews with various related parties, such as managers, teachers, students, and parents. The content analysis method was used to analyze the collected data. The findings of this study indicate that MI Nurul Hikmah Lantan successfully implemented an educational services marketing management strategy by emphasizing the education services mix, namely product, price, place, process, promotion, distribution, and people. First, the school focuses on the quality of educational services by ensuring that the curriculum provided meets students' needs and meets applicable educational standards. Second, regarding promotion, MI Nurul Hikmah Lantan adopts various marketing strategies, including social media, the official website, and participation in education fairs to increase exposure and attract prospective students and parents. Third, special attention is paid to pricing and distribution by providing free tuition and conducting free programs. The effective integration of these components of the education service mix has helped MI Nurul Hikmah Lantan build a reputation and increase the number of students as an excellent educational institution that focuses on student needs. Therefore, this study provides a deep insight into the importance of educational services marketing management in increasing student enrollment and strengthening the competitive position of an educational institution. Future research can focus on further evaluation of more specific marketing strategies and their impact on student enrollment growth in other educational institutions.

Keywords: *Management, Marketing of Educational services, increasing the number of students*

INTRODUCTION

Education is an effort by every person or group of people to become a better person. Education in Indonesia is regulated by legislation with a system of educational objectives that lead to the character of students and the development of education in Indonesia. Schools or madrasahs have an active role in preparing the nation's buds, namely carrying out the learning process by providing a variety of educational services and providing the best learning for each student who will carry out the learning process.¹

The educational process in schools is not only separated from the process of teachers teaching and students learning. A good educational process in schools or madrasahs is carried out by utilizing resources to achieve results by the educational objectives. (For the education process to be of quality, it is necessary to manage the resources in the school or madrasah well. That governance is referred to as management. Management is a series of steps that include planning, organizing, implementing, and monitoring resources to achieve optimal results in terms of efficiency and effectiveness.²

Management involves the process of managing various types of resources including labour and natural resources available in the school or madrasah environment. (The human resources in question are teachers, principals, education personnel, students, stakeholders, and people who are actively involved in the interests of the school.³ The natural resources of the school or madrasah include the facilities and infrastructure of the school or madrasah. (To manage these resources in improving the quality of education in schools and madrasah, more careful planning and design are needed than before. Especially in terms of increasing the number of students in the school or madrasah. To increase the number of students in a school or madrasah, a strategy is needed in marketing educational institutions.⁴

¹ Fitriyanto, F., Rahmi Shinta, M., La Ode, Y., & Mutiah, T. (2021). *IMPLEMENTASI MANAJEMEN PEMASARAN JASA DI SMK TARUNA BHAKTI DEPOK*. *Jurnal Mitra Manajemen*, 5(5). <https://doi.org/10.52160/ejmm.v5i5.533>

² Ibrahim, T., & Umuhani, P. (2021). *PENGARUH MANAJEMEN PEMASARAN JASA TERHADAP CITRA LEMBAGA PENDIDIKAN DI MADRASAH TSANAWIYAH MAARIF CIKERUH JATINANGOR SUMEDANG*. *Jurnal Isema : Islamic Educational Management*, 6(2). <https://doi.org/10.15575/isema.v6i2.12023>

³ Fakultas, H., Institut, T., Nurul, A. I., Kediri, H., & Barat, L. (2020). *IMPLEMENTASI KNOWLEDGE MANAGEMENT DALAM MENINGKATKAN PROFESIONALITAS GURU MADRASAH ALIYAH SWASTA DI KABUPATEN LOMBOK TENGAH*. *Jurnal El-Hikam*, 13(2).

⁴ Supriyanto, A. (2020). *Manajemen Pemasaran Jasa Pendidikan Di Sekolah Menengah Pertama Negeri 7 Muaro Jambi*. *Skripsi UIN Sulthan Thaha Saifuddin Jambi*.

With the current competition between schools, marketing management of schools or madrasah institutions is very important.⁵Schools or madrasahs need such marketing management to improve their good reputation to consumers of educational services, in this case, the community. Schools or madrasahs that have a good reputation will usually find it easy to compete with other institutions. Because people see how the school's reputation is. Therefore, schools must carry out marketing of educational services to further increase public interest.⁶

Every educational institution that hopes to remain in the competition must emphasize the improvement of services and the satisfaction of consumers of educational services, namely the community.⁷ This marketing management is an analysis of planning, organizing, implementing, and controlling every program made by a school or madrasa to achieve school or madrasa goals that have been prepared previously. To achieve school or madrasah goals, the school or madrasah must create, build, and maintain relationships with target markets. An organization cannot survive in the current competitive environment if it is not able to change and adapt to the various needs of stakeholders. This condition applies to almost all businesses, no matter whether they are profit or nonprofit.⁸

The world of education will experience intense competition even though schools or madrasahs are not-for-profit institutions. However, management cannot be done conventionally to function in society. Schools or madrasahs must have quality. Companies and schools are not the same in terms of marketing activities. The difference lies in how the organization obtains funding sources to carry out its various functions.⁹

Schools or madrasahs are referred to as non-profit organizations where the school obtains funds from donors or other institutions that do not expect a return. As the times develop amid the current technological era, every school must improve its marketing strategy. The focus of education management has changed from only

⁵ Sarifudin, S., & Maya, R. (2019). *IMPLEMENTASI MANAJEMEN PEMASARAN JASA PENDIDIKAN DALAM MENINGKATKAN KEPUASAN PELANGGAN DI MADRASAH ALIYAH TERPADU (MAT) DARUL FALLAH BOGOR*. *Islamic Management: Jurnal Manajemen Pendidikan Islam*, 2(02). <https://doi.org/10.30868/im.v2i02.513>

⁶ Fahriyanti. (2016a). *MANAJEMEN PEMASARAN JASA PENDIDIKAN DALAM UPAYA MENINGKATKAN MINAT MASYARAKAT DI SMAN 2 AMUNTAI*. In *NBER Working Papers* (Vol. 01).

⁷ Fitriyanto, F., Rahmi Shinta, M., La Ode, Y., & Mutiah, T. (2021). *IMPLEMENTASI MANAJEMEN PEMASARAN JASA DI SMK TARUNA BHAKTI DEPOK*. *Jurnal Mitra Manajemen*, 5(5). <https://doi.org/10.52160/ejmm.v5i5.533>

⁸ Handayani, B., & Ismanto, B. (2019). *EVALUASI MANAJEMEN PEMASARAN JASA PENDIDIKAN NONFORMAL PUSAT KEGIATAN BELAJAR MASYARAKAT (PKBM)*. *Jurnal Manajemen Dan Supervisi Pendidikan*, 4(1). <https://doi.org/10.17977/um025v4i22020p083>

⁹ Handayani, B., & Ismanto, B. (2019). *EVALUASI MANAJEMEN PEMASARAN JASA PENDIDIKAN NONFORMAL PUSAT KEGIATAN BELAJAR MASYARAKAT (PKBM)*. *Jurnal Manajemen Dan Supervisi Pendidikan*, 4(1). <https://doi.org/10.17977/um025v4i22020p083>

functioning as a tool for the education process but also functions as a tool to influence the interest of education consumers.¹⁰

One strategy to improve the quality of education is through marketing education services. This strategy includes improving the quality of learning, infrastructure, and human resources, as well as the collaboration of all school staff to provide the best service to customers. Customers of educational institutions can be students who are already customers or prospective students from the general public who will become customers. Schools and Madrasahs are alternative education options for the community.¹¹

The public perceives madrasahs as educational institutions that can provide both religious and formal education. The ability to compete determines the survival of the institution. The management of madrasahs is very important because the growth and progress of madrasahs are influenced by the ability of administrators to look at the external environment and consider internal capabilities.¹²

As an educational institution, MI Nurul Hikmah Lantan has a plan to increase the number of its students. Therefore, as a new Madrasah Ibtidaiyah, MI Nurul Hikmah Lantan must have a strong marketing strategy to compete with other schools that are already familiar with its students.

METHODE

This research is a descriptive qualitative study that aims to describe the field situation related to the marketing management of educational services in increasing the number of students. The focus of this research is MI Nurul Hikmah in Lantan, Central Lombok. The duration of the study was 5 months, starting from October 2023 to March 2024. The data collection methods used include interviews, observation, and documentation. Primary data sources were obtained through interactions with principals, educators, and education staff, as well as community participation in efforts to promote education services at MI Nurul Hikmah Lantan.

DISCUSSION

¹⁰ Ibrahim, T., & Umuhani, P. (2021). PENGARUH MANAJEMEN PEMASARAN JASA TERHADAP CITRA LEMBAGA PENDIDIKAN DI MADRASAH TSANAWIYAH MA'ARIF CIKERUH JATINANGOR SUMEDANG. *Jurnal Isema : Islamic Educational Management*, 6(2). <https://doi.org/10.15575/isema.v6i2.12023>

¹¹ Fahmi, M. (2022). STRATEGI PELAKSANAAN MANAJEMEN PEMASARAN JASA PENDIDIKAN UNTUK MENINGKATKAN KUANTITAS CALON MAHASISWA BARU DI STITNU AL-MAHSUNI DANGER. *Widya Ballina*, 7(1). <https://doi.org/10.53958/wb.v7i1.208>

¹² Aguustina, W. R. (2021). Manajemen Pemasaran Jasa Pendidikan Dalam Meningkatkan Citra Pesantren Tebuireng Jombang. *As-Suluk: Jurnal Manajemen Pendidikan Islam*, 1(1).

From the perspective of education management, education can be explained as a process of providing knowledge services, where the result is knowledge services. As a service provider, educational institutions are expected to be able to create products and services that are to the needs and demands of the community. The marketing concept aims to anticipate the needs and demands of the community for products provided by educational institution.¹³ Tjibtono suggests that education marketing involves providing educational services to customers in a satisfactory manner. This statement illustrates the need for educational institutions to remain proactive and creative in managing the educational process so that the knowledge delivered is to the demands and developments of the times and the needs of society.¹⁴

The marketing strategy of educational services at MI Nurul Hikmah Lantan considers and pays attention to marketing management strengthens various strategic elements of marketing and refines the marketing mix of educational services, namely Product, price, promotion, process, distribution, and people. In explaining the educational services mix, Product is the development and improvement of educational programs, curriculum, and supporting facilities to meet the needs and expectations of students and parents. This means that schools provide the best curriculum and develop the curriculum by considering the needs of consumers of educational services, namely the community. With the development of the curriculum and the improvement of the curriculum, the school will be looked at by the community and increase competitiveness among other schools.

This is a benchmark for the community to increase their interest in schools. Likewise in MI Nurul Hikmah Lantan, although classified as a new Madrasah Ibtidaiyah, has begun and implemented the process of development and review of the curriculum used in the madrasah. This development is shown by the existence of superior programs from MI Nurul Hikmah Lantan which are then promoted as the mainstay of madrasah products to the surrounding community to attract their interest in sending their children to the madrasah ibtidaiyah.

Price is also a special indicator in the education service mix. Pricing is by the value provided by these educational services and can consider market purchasing power and differentiation strategies. MI Nurul Hikmah as a new madrasah ibtidaiyah

¹³ Handayani, B., & Ismanto, B. (2019). EVALUASI MANAJEMEN PEMASARAN JASA PENDIDIKAN NONFORMAL PUSAT KEGIATAN BELAJAR MASYARAKAT (PKBM). *Jurnal Manajemen Dan Supervisi Pendidikan*, 4(1). <https://doi.org/10.17977/um025v4i22020p083>

¹⁴ Fahmi, M. (2022). STRATEGI PELAKSANAAN MANAJEMEN PEMASARAN JASA PENDIDIKAN UNTUK MENINGKATKAN KUANTITAS CALON MAHASISWA BARU DI STITNU AL-MAHSUNI DANGER. *Widya Ballina*, 7(1). <https://doi.org/10.53958/wb.v7i1.208>

amid an undeveloped social environment installs free school price rates for all students in the madrasah. Furthermore, promotion is the use of various promotional channels such as social media, advertising, educational exhibitions, and cooperation with related parties to increase awareness and brand image of the school.

Promotion through social media can be done by creating online pamphlets or aesthetic videos about the advantages and promotion of schools and then distributing them to social media such as WhatsApp, Facebook, Instagram, YouTube, TikTok, or other social media. Educational exhibitions can be done by creating a bazaar or exhibition of the school's work. It is also important for schools to promote and market their schools to hold various kinds of cooperation with related agencies.

MI Nurul Hikmah to promote its madrasah has done a pretty good promotion, namely making brochures to distribute to the community directly, making pamphlets to be posted in public places that are easily seen by the community, making videos about madrasah promotion, and then spreading them through social media. In addition, MI Nurul Hikmah Lantan also collaborates with related institutions, namely cooperation with course institutions in Lantan village, village offices, the Ministry of Religion of Central Lombok, and study groups in Lantan village.

Process Improving the efficiency and quality of the admission process, teaching, and interaction with students and parents to create a satisfying educational experience.¹⁵ To improve the efficiency and quality of the admission process, teaching, and interaction with students and parents to create a satisfying educational experience, the following steps can be taken: (a). Utilization of Information Systems: Use information technology to simplify and automate the admission process, thereby speeding up and improving the accuracy of document handling and the announcement of election results. (b). Staff Training: Conduct regular training for administrative and teaching staff on effective communication techniques, time management, and interpersonal skills to enhance productive interactions with students and parents. (c). Curriculum Development: Conduct periodic evaluations of the curriculum to ensure that it is relevant to the latest developments in the field of education and the needs of students, as well as provide a variety of teaching methods to cater to students' different learning styles. (d). Utilization of Technology in Learning: Use educational technologies such as e-learning, interactive learning videos, and mobile applications to improve the accessibility of learning materials and enrich students' learning experience. (e). Building Partnerships with Parents: Building strong relationships with parents through

¹⁵ Octavian, H. S. (2005). Manajemen Pemasaran Sekolah sebagai Salah Satu Kunci Keberhasilan Persaingan Sekolah. *Jurnal Pendidikan Penabur*, No 05/Th.IV.

open communication, regular meetings, and providing an online platform to share information on students' academic and non-academic progress. (f). Continuous Feedback Collection: Collect regular feedback from students, parents, and staff to identify areas for improvement and proactively implement improvements. (g). Rewarding and Recognising: Rewarding and recognizing students who achieve academic and non-academic achievements, as well as appreciating the contribution and support of parents in supporting their children's education.¹⁶

MI Nurul Hikmah Lantan in terms of implementing the process has made various efforts in improving the process of receiving students, learning, and interacting with students and parents. As has been done by MI Nurul Hikmah, namely utilizing technology. Namely by promoting the school through social media. But as a new madrasah ibtidaiyah, of course, the obstacles in MI Nurul Hikmah in using technology are the lack of computers and wifi. The process of improving learning is carried out by supervising teachers once a semester. The meeting program with student guardians is also carried out once every three months as an effort to increase silaturahmi and closeness in facilitating school promotion. So that it can attract people to want to send their children to MI Nurul Hikmah Lantan.

In the context of educational services, the term "people" refers to all individuals involved in providing and using educational services. This includes not only teachers, administrative staff, and school management, but also students, parents, and perhaps even external educational collaborators such as mentors or coaches. The roles of these individuals play an important role in determining the quality and experience of education provided. For example, the ability and commitment of teachers can influence the quality of instruction students receive, while positive interactions between school staff and parents can shape a supportive educational environment for students. Therefore, careful management of the "people" aspect in the context of education is key to achieving sustainable success in the delivery of quality education services.¹⁷

In implementing each strategy in the marketing mix of educational services, of course, it cannot be separated from the consistency of the struggle of each component in MI Nurul Hikmah Lantan. In addition, there are many challenges and obstacles in carrying out madrasah promotion. The challenges are. Many people still underestimate

¹⁶ Musa Masing, & Rahma Widyana. (2021). Marketing Mix Method Sebagai Strategi Pemasaran Pendidikan di SMA Kristen Barana. *Jurnal Pendidikan Indonesia*, 2(3). <https://doi.org/10.36418/japendi.v2i3.111>

¹⁷ Kustian, E., Abdurakhman, O., & Firmansyah, W. (2018). STRATEGI PEMASARAN JASA PENDIDIKAN DALAM MENINGKATKAN KUANTITAS SISWA. *TADBIR MUWAHHID*, 2(2). <https://doi.org/10.30997/jtm.v2i2.1176>

and see the madrasah as small because it is newly established. Lack of funds to add infrastructure. Nevertheless, it does not reduce the enthusiasm of the principal and teachers at MI Nurul Hikmah to always remain consistent in carrying out school promotion. The enthusiasm of the educators and education personnel as well as the leadership of the principal became a joint success in promoting the madrasa so that 2 this year, MI Nurul Hikmah experienced a significant increase in the number of students.

From the discussion of marketing management of educational services carried out by MI Nurul Hikmah is an advantage for the madrasah. Namely implementing a mix of educational services to increase the number of students.

CONCLUSION

Marketing management in the education sector plays an important role in managing, promoting, and enhancing the image and attractiveness of educational institutions. MI Nurul Hikmah Lantan is one example of an educational institution that has successfully implemented a good educational services marketing management strategy, especially in developing an efficient educational services mix. First of all, MI Nurul Hikmah Lantan pays primary attention to the quality of educational services it provides. They ensure that the curriculum implemented is in line with the times and meets the prevailing education standards. In addition, highly qualified and experienced teaching staff are the main focus in providing quality teaching.

Secondly, in terms of promotion, MI Nurul Hikmah Lantan uses various innovative and effective marketing strategies. They utilize social media, and the official website and participate in education fairs to increase their visibility and attract prospective students and parents. Cooperation with local communities and other educational institutions is also an important part of their promotional strategy. Third, MI Nurul Hikmah Lantan also pays attention to pricing and distribution aspects. They provide scholarship and financial aid programs for high-achieving but financially underprivileged students. This comprehensive educational services marketing management approach has helped the school increase student numbers, maintain customer satisfaction, and ensure the long-term sustainability of the institution.

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