

Educational Marketing Management In Increasing The Competitiveness Of Institutions

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Abstract.

This research is motivated by the phenomenon of Islamic educational institutions increasing their competitiveness, so that they are able to compete with general educational institutions in the world of education. Marketing management is an important and strategic factor in increasing the competitiveness of institutions. Based on the Higher Education Entrance Test Institute, it is Islamic educational institutions that are ranked first as institutions with the highest scores and are accepted in universities both domestically and abroad. Apart from that, the public's critical power regarding assessments of Islamic educational institutions greatly influences the quality of the institution. The research focus in writing this dissertation is on the management and marketing programs of educational institutions in increasing competitiveness. The aim of this research is to find and formulate propositions for education market segmentation, positioning, funding and educational products at Madrasah Aliyah Negeri 2 Malang City and Madrasah Aliyah Negeri 2 Kediri City. Based on the results of this research, the researcher concluded that: (1) Market segmentation divides student groups based on intellectual level, then these educational groups want to study academic or non-academic education, develop their skills or academic qualifications, market segmentation can analyze more deeply the prospective students who register. In this case, it is seen from the needs, understanding, preferences and challenges faced by students. (2) The positioning carried out is to maximize the educational institution's superior and non-leading programs and then maintain relationships with alumni in order to obtain more information and a good reputation and image of the educational institution (3) The institution's marketing funding looks at and understands the factors in its financing starting from starting from marketing objectives, market evaluation, target audience, marketing mix, determining the budget, providing monitoring and carrying out evaluations, of course this is flexible. (4) Marketing products of educational institutions, namely maintaining the performance of their superior programs so that they increase. The superior products owned by these institutions are an important factor in encouraging the development of educational institutions and can increase the competitiveness of educational institutions.

Keywords: Marketing Management, and Competitiveness.

I. INTRODUCTION

Madrasah as an Islamic educational institution is a learning organizing unit that has the noble goal of guiding students to pursue education. The presence of madrasahs in the midst of people's lives cannot be separated from the historical aspect. The growth of madrasahs from the classical period to the modern era has experienced many dynamic changes. The education and learning process continues to move forward, experiencing various changes along with advances in the level of knowledge and expertise of the community or students who have completed their level of study. The current era of global competition has produced a world paradigm that does not recognize the territorial boundaries of the sovereignty of a country or nation. As a result, competition continues to grow in all aspects of society's life. Likewise with learning, where management cannot only be tried traditionally but requires special skills so that the learning output matches the needs of market share, both national and international (Yoyon Bahtiar Irianto, 2009). Education management becomes very important, where the development and growth of an institution is influenced by the administrator's skills in scanning the external environment, competitors of other institutions, taking into account internal competencies and must be able to produce a capable strategy to win the competition without abandoning the essence of education itself. In the past, madrasahs as producers of educational services were still in the sellers market, prospective students competed to register to enter madrasahs without much competition with other educational institutions.

However, in the last few years, some educational institutions have begun to find it difficult to find prospective students. Today's students are very clever in selecting quality madrasahs that suit their dreams. Moreover, this is accompanied by the increasing number of educational institutions. The growth in the

number of educational institutions has resulted in enrollment in some educational institutions starting to decline and there is an atmosphere of competition between educational institutions in terms of product factors, price, service quality, quality of graduates, outcomes, building quality, network and so on. Moreover, ironically, in several regions, some institutions that were unable to accommodate this matter were forced to close due to a lack of students (Akbar Zainudin, 2022). This shows that competition in the world of education has become unavoidable, so that nowadays there are many mergers of several educational institutions. An administrator's ability to understand educational marketing is a prerequisite for the continuity and growth of his institution. An institution or educational unit must continuously update its strategy to ensure compliance with environmental requirements and compete with its internal strengths. This is important because the inability of educational units to respond to external opportunities and threats causes a decrease in competitiveness and/or a decrease in the efficiency of educational units. If left unchecked, this will threaten the sustainability of the educational unit (Yoyon Bahtiar Irianto 2009).

Environmental shifts and competitive forces in education have caused a gap to emerge between environmental demands and competition and the strength of educational units at various types and levels of education. This situation has forced some educational units to reduce or stop their operations. For example, a number of study programs at a number of universities experienced a decline in the number of students, and were even forced to close and/or have their operating permits revoked. This also happens in primary, secondary and other educational units. This phenomenon is very widespread and is an important issue to study. Currently, not many Madrasah Aliyah carry out good marketing management of educational services, even though they believe that the main key to winning competition in the increasingly tight world of education is carrying out good marketing management of educational services. Madrasah Aliyah which is not good at marketing management based on educational services can be seen from several indicators including: 1) the professionalism of learning management is still low, 2) the educational learning model still emphasizes conventional approaches, so that the education system is still barren, underdeveloped and kills children's critical abilities. , 3) the still weak commitment of bureaucrats and Madrasa administrators to achieve excellence and their lack of skills in managing Madrasas, 4) quite a few of the teachers do not have a background in educational disciplines and 5) the function of madrasas in providing knowledge, skills, expertise, and and moral and spiritual values in students (Haidar Putra Daulay 2007).

The public's impression and the facts above are problems that require solutions on how to overcome them. One answer is because of weak marketing management in madrasas. Marketing for madrasas is very important, because first, as a non-profit organization operating in the field of educational services, we need to convince the public and educational customers that our educational institutions still exist, secondly, we need to convince the public and "customers" that the madrasa services we provide truly relevant to their needs, third, we need to carry out marketing activities so that the types and types of madrasa services we provide can be widely known and understood by the public, especially "customers" fourth, high public demands for the quality of Madrasas, and the existence of competition between madrasas/madrasahs are becoming more and more attractive. Meanwhile, the research results presented by Akroush recommend that the marketing mix does not have to be 7Ps, only service product, price, promotion, distribution, service people are optimal compared to others (Mamoun N. Akroush 2011). Mohammed & Madanat Research (2015) 4Ps: A Strategy to Secure Customers' Loyalty via Customer Satisfaction. The research results show that four aspects of the marketing mix are equally important and an imbalance between the four aspects of the marketing mix can damage the overall results. The success of these four aspects has an impact on customer satisfaction turning into loyalty (Mohammed T. Nuseir & Hilda Madanat 2015).

Bearing this in mind, the current focus of education management must change from simply serving the education process, to how to convert 'education users' into 'education customers', where education customers are the ones who will provide high loyalty so that they cannot be turned away. other institutions. This will create: makes regular repeat purchases (customers who always use the program launched by the institution), purchases across product and service lines (customers buy outside the product or service line), refers other (recommends other products), demonstrates an immunity to the full of the competition (showing immunity from the attractiveness of similar products from competitors) (Yoyon Bahtiar Irianto and Eka

Prihati 2009). This kind of customer is what every educational institution is looking for and this can be achieved through a good educational marketing management strategy. This strategy was adopted from the business world, where its implementation is adapted to the philosophical values of education itself as a non-profit institution. Educational institutions essentially aim to provide services to consumers (students and the general public) who are known as stakeholders and the parties served of course want to obtain satisfaction from these services in the form of facilities, professional teaching staff, technology, safe places and so on. Everything will lead to the goal of satisfying consumers. This is the essential goal of marketing educational institutions.

Education marketing can be interpreted as the activities of educational institutions providing services or delivering educational services to consumers in a satisfactory way (Buchari Alma 2003). In the context of managing Islamic education, in the current era of competition, Islamic educational institutions must be able to organize all aspects of their management as a bargaining value for marketing Islamic education, so that they are able to compete in the competitive arena of various educational institutions. As Henry L. Sisk said about management: "Management is the coordination of all resources through the processes of planning, organizing, directing, and controlling in order to achieve stated objectives." (Henry L. Sisk 1996). Management is the coordination of all sources through a process consisting of planning, organizing, providing guidance and supervision to achieve predetermined goals. Especially nowadays when we talk about marketing management, what we know is in the business and industrial fields. However, as science advances, this theory is adopted in the realm of education in order to increase effectiveness and efficiency in achieving the goals of education itself. As stated by Mujamil Qomar, Islamic education management is a process of managing Islamic educational institutions in an Islamic manner by managing learning resources and other related matters to achieve the goals of Islamic education effectively and efficiently. This is a clear reason that Islamic educational institutions must also pay attention to things that arise around them, in this case the existence of market share, they must be able to keep up with competition in getting consumers, so that educational customers feel satisfied and comfortable with the Islamic educational services provided.

If this is fulfilled then the existence of the institution and the goals of Islamic education can be realized effectively and efficiently. Marketing management of Islamic education has become a new concern, many Islamic educational institutions are competing to increase their competitiveness with innovations and new alternatives that may be different from previous years to win customers for educational services. Various managerial efforts are encouraged in accordance with the potential and direction of achievement desired by each institution. There are two Islamic educational institutions that attracted the attention of the writer to conduct research at these institutions, namely Madrasah Aliyah Negeri 2 Malang City and Madrasah Aliyah Negeri 2 Kota Kediri. This research was conducted on the basis of the MAN 2 Malang City and MAN 2 Kediri City institutions which are Islamic educational institutions that have A-accredited quality, have a large number of students (customers), have professional teachers and adequate educational facilities as one of the bargaining points for marketing Islamic education is the presence of Ma'had with the many programs on offer which are usually accessed by all students so that parents will no longer worry.

With the support of class programs, learning and media as well as adequate infrastructure, this madrasa has been able to be competitive from its initial year of founding until now, and remains a prime madrasa in the cities of Malang and Kediri and even Indonesia, which is much sought after by the public. This is the review that the researcher can convey, thus providing the reason that this institution was indeed chosen as a research location. Moreover, this madrasa is a leading madrasa in Malang City which is still continuing to strive to increase its competitiveness. Marketing management is something that cannot be underestimated in terms of increasing competitiveness. Many people think that competitiveness is determined by the quality of the institution, which is not wrong. However, educational marketing also determines whether an institution is competitive or not, because marketing is a communication tool between the institution and the community. Therefore, as an effort to continue to increase the competitiveness of educational institutions, there needs to be attention to proper marketing management by madrasah leaders as managers, with the assistance of all educational elements within them.

II. METHODS

The discussion aspect of this research uses a phenomenological approach with a multisite study design. Research with a phenomenological approach is research that only describes, describes and reports a situation, an object or event without drawing general conclusions (Kartini Kartono 1990). Another meaning of qualitative research is systematically analyzing and presenting facts about the actual state of an object (S. Anwar 1999). The reality of life as a whole is a natural or natural setting that cannot be understood separately. This research is actually research aimed at describing events in the field according to conditions related to the strategic management of Islamic educational institutions in increasing the competitiveness of institutions. Findings and theories are presented using a phenomenological thinking basis, while informants are selected using a snowball sampling technique, namely a data search process and one informant moves on to another informant based on the previous informant's suggestions according to needs. Data collection was carried out using in-depth interview techniques, participant observation and documentation studies. In this research, the data source obtained directly is the data source obtained and collected directly from informants at MAN 2 Malang City and MAN 2 Kediri City, such as the Head of the Madrasah, Deputy Head of Public Relations, Committees and related parties.

Meanwhile, data sources taken indirectly for this research were taken from supporting books and observational data related to the research focus. In this research, the researcher carried out the first stage of participant observation, starting from broad descriptive observations by describing the general situation of the two institutions. The next stage is carried out with focused observation to see things related to the research focus. The final stage is to carry out selective observations by looking for differences between the things studied based on the research focus. Next, the researcher conducted an in-depth interview. An interview is a conversation with a specific purpose carried out by two parties (Lexy J. Moleong 2005). This method is used with the aim of finding out in detail and in depth from the informants regarding the focus being studied. Through the interview method, researchers will obtain various accurate data which is very necessary in this research. The interview steps in this research were carried out in the following order: a) determining who the interview informant is, b) preparing materials for the interview, c) starting or opening the interview, d) carrying out the interview, e) confirming the results of the interview, f) writing down the results of the interview, g) identify follow-up to interview results. Qualitative research data is mostly obtained from human sources through observation and interviews, but data from non-human sources such as documents, photos and statistical materials also need to be presented to strengthen research findings.

In this research, researchers will also utilize documentation techniques to record important documents and photos that are directly related to the research focus. The data that researchers collected was in accordance with the type of data as described by Bogdan and Biklen, namely including personal documents and official documents. Personal documents consist of the researcher's diary during the research, personal letters, and autobiography. Meanwhile, official documents consist of internal documents from both institutions, external communications, student records and institutional documents. All data was collected with the help of a tape recorder, camera and fieldnote sheets.

III. RESULTS AND DISCUSSION

With Philip Kotler's theory, the management process has 4 special characteristics, namely market segmentation, positioning, funding and product. In this way, the education marketing management process in increasing the competitiveness of institutions can be carried out according to what has been expected, so that madrasa institutions are able to increase the competitiveness of institutions, this can be seen from the management of madrasa institutions which is very neat and of course gives the best impression to students, then attention Madrasah institutions are also very good for students, giving the impression of comfort in students' learning. So that there is a sense of satisfaction between parents and educational institutions.

Education Market Segmentation in Increasing Institutional Competitiveness

Segmentation is the initial stage of the marketing process. In this segmentation, it can be understood where educational institutions are located. In other words, segmentation can explain the position of madrassas/madrasas among various customers who have differences and similarities. Market segmentation is

the process of determining and dividing a market into several groups which have the same characteristics of needs, desires or demands (Ahmad Juhaidi 2020). In this case, it is necessary to know how market segmentation is carried out by educational institutions, related to the division of student qualifications based on their talents and interests. So it is found that educational institutions divide groups of students into which educational groups want to study academic or non-academic education, develop their academic skills or qualifications, so that MAN 2 Malang City has a superior academic program, namely MADU MANJA, where the program is a program that aims to provide access to students to get scholarship programs abroad or student exchange programs between countries and for non-academics there are many extracurriculars that students can take part in and academic MAN 2 Kediri City has superior research programs, and for non-academics there are many extracurricular programs that can be participated in by his students. Basically, in every circle of society there are always groups that have relatively similar needs and desires for an educational institution.

Satisfying all levels of society at once with an educational service product is a futile effort or almost impossible, because not everyone has an interest in the educational service product that we offer. For example, some people are interested in entering an Islamic boarding school educational institution and others want to enter a general educational institution. This is due to differences in the backgrounds of these groups, both in terms of economic status, level of education, culture, social status, number of children and religion. Therefore, educational service leaders need to identify the needs, desires, and factors that influence the needs and desires of educational service customers (Taufiq Amir 2005). Consumer characteristics segmentation not only has three aspects, namely demographic segmentation, geographic segmentation and behavioral segmentation as stated by Philip Kotler, but there is also intellectual characteristics segmentation where grouping students based on ability level or according to the talents and interests possessed by each student can increase effectiveness. learning, both academic and non-academic improvements. Market segmentation can also analyze more deeply about prospective students who register, in this case it can be seen from the needs, understanding, preferences and challenges faced by students. So that the determination of a policy is a form of decision that must be taken by an educational institution. As stated by William N. Dunn, policy analysis is formulating problems as part of the search for solutions (William Dunn 1999).

Mustofadidjaja in Joko stated that there are four steps in carrying out analysis to determine policy. First, problem assessment, namely understanding and discovering the nature of the problems faced by an institution. This stage requires the need to formulate the actual problems faced by the institution firmly and clearly. Second, determining policy goals and objectives, policy goals and objectives are determined so that they can be used as a basis for formulating alternative interventions, whether successful or failed. Third, constructing a model, namely creating a clause relationship between the problems faced by the institution and formulating it in a simple way. The need to prepare this model is intended to facilitate analysis as well as selecting the chosen policy alternative. Fourth, formulating alternative policies. This policy alternative is a tool or method that can be used to achieve predetermined goals and targets. This stage of formulating policy alternatives begins with an explanation of the logical framework relating to the possibilities that will arise in intervening in institutional problems, both positive and negative possibilities (William Dunn 1999). It is very necessary to take policies in market segmentation, this is related to the talents and interests of students, so that with market segmentation policies, students can clearly know the direction and goal of receiving education at a madrasah. With clear direction and goals, it will certainly have a positive impact on both educational institutions and their students.

Then, with market segmentation, educational institutions can easily filter students according to their qualifications, and with policy analysis, educational institutions can provide the best for their students so that it will produce educational institutions that are superior in their competitiveness, this is in line with what Daphne said, stating that competitiveness Advantage is the advantage a company has compared to its competitors in the existing competitive environment (Leo Daphne 2014). Evans and Dean in Kaswan, competitive advantage gives rise to the ability of a company organization to achieve market superiority over its competitors. Implementing a competitive advantage strategy that is sustainable and implemented in the long term can produce maximum performance. A strong competitive advantage has six characteristics: 1)

Competitive advantage which is based on customer wants and needs. The company will provide value to its customers that is not provided by its competitors. 2) Competitive advantage contributes to business sustainability. 3) Competitive advantage can place unique company resources in existing opportunities. A good strategy can utilize those resources effectively. 4) Competitive advantage is long-lasting and difficult for competitors to imitate. A superior Research and Development Department can continuously develop new products or innovations to stay ahead of its competitors. 5) Competitive advantage can provide a basis for future improvements. 6) Competitive advantage provides guidance and encouragement to the business as a whole (Kaswan 2012).

Positioning of Educational Marketing in Increasing Institutional Competitiveness

The things that are done in positioning by educational institutions, by maximizing the programs of each educational institution, where MAN 2 Malang City always prioritizes its superior program, namely MADU MANJA, then MAN 2 Kediri City also prioritizes its superior program, namely as a Research Madrasah, so that both have superior programs and This program is not owned by any institution. Positioning is a form of communication strategy to enter the consumer's brain window so that the products and brands offered contain a certain meaning, which in various aspects reflects the superiority of the product or brand in an associative relationship (Rhenald Kasali 2003). According to Kotler, positioning is the act of designing a company's offer and image so that it occupies a distinctive position (compared to competitors) in the minds of its target customers (Philip Kotler 2004). Positioning is related to the way the madrasa positions its educational institution to provide services that are different from other madrasas. Positioning will make it easier for consumers to differentiate service products from one institution to another. For example, in the context of secondary education institutions, the many types of MA, public or private high schools cause prospective students to be confused about choosing the next level of education. Therefore, madrasahs/madrasahs must be able to position their educational institutions so that they become the choice of prospective students. This is in line with what Kasali has expressed where positioning is based on product differences.

Marketers can show their market where their product differs from competitors (unique product feature). Manufacturers who produce priority products can do this. The weakness of this method is that the differences highlighted are easily imitated by competitors. Then positioning based on product benefits. Product benefits can also be highlighted as positioning as long as they are considered important by consumers. There are many forms of benefits that are highlighted, such as time, convenience, clarity, honesty, enjoyment, cheapness, and guarantees. Benefits can be economic (cheap, reasonable, according to quality), physical (long-lasting, good, pleasing to the eye) or emotional (related to self-image) (Philip Kotler 2004). Of course, every positioning has its own challenges in maintaining its position, in this educational institution the things that are done are maintaining the reputation that has been built, continuing to improve the quality of education, then building good relationships with alumni. This is in line with what has been expressed by Ries and Trout Kasali's book states that "positioning is what you do to the product. It is what you do to the mind of the prospect". This means that positioning is carried out to create a good image in the minds of customers, not an activity carried out on the product (Renald Kasali 2003). Positioning means that a good marketing activity will produce a good perception for customers. This means that this positioning is a method or method used by an institution to create a good image of the institution so that it can attract customers and potential customers from other competitors (Fandy Tjiptono 2007).

Another opinion states that positioning is a method or method used by institutions to improve products and attract customers. In other words, positioning is used by an institution to fulfill consumer desires. Based on the explanation above, it can be concluded that positioning activities are activities carried out by an institution to design or create unique differentiation in the minds of the public as target customers of educational services, so as to create an image of an educational institution that is superior and complete compared to other educational products or competitors in terms of providing and offering educational services.

Educational Marketing Funding in Increasing Institutional Competitiveness

Funding is a tool for planning and monitoring operations in a profit organization where the level of formality of a budget depends on the size of the company's operations. To carry out the tasks above, of course the importance of good planning and supervision can only be obtained by management by studying, analyzing and carefully considering the possibilities, alternatives and consequences. In this case, educational institutions, in this case educational institutions, in determining the marketing budget, of course look at several important factors, namely starting from marketing objectives, market evaluation, target audience, marketing mix, determining the budget, providing monitoring and carrying out evaluations, of course this is flexible. Munandar explains the meaning of budget, namely: "A budget is a plan that is prepared systematically which covers all company activities expressed in monetary units and is valid for a certain period of time in the future" (Zulia Hanum 2011). Y. Supriyono also said that the definition of a budget is: "funding shows a process, starting from the preparation stage required before the preparation of the plan, collecting various data and information that is needed. Division of planning tasks, preparation of the plan itself, implementation of the plan, until finally the monitoring and evaluation stage of the results of the implementation of the plan" (Zulia Hanum 2011). In line with this, Sri Minarti also stated that funding has four main elements. First, a measurable plan for an activity or activity that will be carried out. Having this budget will make it easier for educational institutions to achieve their stated goals. Funding will detail each activity specifically and systematically expressed in monetary units.

Second, the funding element covers all madrasa activities, namely covering all activities that will be carried out by all parts of the educational institution. Third, the budget is expressed in monetary units, namely unitary units that are applied to various madrasa activities. Fourth, the budget is expressed in monetary units, namely unitary units that can be applied to various madrasa activities. Thus, budgets based on time periods are divided into two types, namely strategic budgets which apply to the long term and tactical budgets which apply to the short term (Sri Minarti 2011). The funding or budget strategy of course also has advantages in its implementation, in this case educational institutions implement a bagging strategy so that the budget that comes out can be more effective and efficiency can be well maintained so that funds from the budget can be allocated to others in its implementation. This is in line with what was expressed by Jones stating that financial planning, also called funding, is an activity of coordinating all available resources to achieve the desired targets systematically without adverse side effects (Goerge R. Terry 1980). This is also not in accordance with what was conveyed by Theodore Levitt, he said that there is no element of budgeting in management.

The discussion conveyed by Theodore Levitt was customer orientation, understanding of the market, the concept of unification, focus on value for customers and changes in Marketing Orientation. It can be concluded that a budget is a plan that contains the amount of money that is owned or can be held (income or revenue) to finance educational process activities in order to achieve educational goals. Every educational institution certainly needs a budget to support the teaching and learning process. Therefore, this budget is still a plan and concerns the needs of the educational activity process, so the budget will only be valid if it is approved by the madrasah committee. Educational Marketing Products in Increasing Institutional Competitiveness. The things done by these educational institutions have superior products in the form of superior programs, superior programs owned by each institution, the first educational institution has the superior program MADU MANJA and the second educational institution has its research madrasah, so that the superior program owned by the institution This education is difficult for other competitors to imitate. Educational Services Products A product is anything that can be offered to the market for attention, ownership, use or consumption so that it can satisfy a want or need (Kotler 2004). According to Sri Minarti, in educational services, the products offered to students are reputation, prospects and a variety of choices. A good madrasah offers a high reputation/quality of education, prospects for students after graduating, and a variety of program concentration options so that prospective students can choose a field that suits their talents and interests (Sri Minarti 2012).

Meanwhile, according to Bukhari, the products of madrasas are educational services which can be detailed above (Buchari Alma & Ratih Hurriyati 2009). In line with this, Bernley in Ismail Nawawi also

revealed that there are 4 (four) criteria that can be used to help educational institutions identify resources that can support competitive advantage, as follows: 1) Valuable, namely so that they can support the excellence of educational institutions. , a resource must be valuable, in the sense of having the capacity to improve efficiency, organizational effectiveness and produce innovation. 2) Rarity, namely in order to support the competitiveness of educational institutions, resources must be available, because they are not widely available or difficult to obtain and are in high demand. 3) Difficult to imitate (inimitability), that is, in order to support competitiveness, resources must be difficult to imitate. 4) Difficult to replace (substitutability), that is, in order to support competitive advantage, resources must be difficult to find replacements or substitutes for (Buchari Alma & Ratih Hurriyati 2009). To maintain competitive advantage or competitiveness and maintain its survival well according to Itami and Roehl, organizations need to consider their capabilities or competitive advantages, not merely traditional resources, such as natural resources, labor and funds, but also intangible resources. (intangible resources), such as knowledge or intellectual capital (Buchari Alma & Ratih Hurriyati 2009).

V. CONCLUSION

Conclusions from research on Educational Marketing Management in Increasing the Competitiveness of Multisite Study Institutions at Madrasah Aliyah Negeri 2 Malang City and Madrasah Aliyah Negeri 2 Kediri City are as follows: Market segmentation divides groups of students based on intellectual level, then these educational groups want to study academic or non-academic education, develop their skills or academic qualifications, with market segmentation you can analyze more deeply the prospective students who register, in this case it can be seen from their needs, understanding, preferences and challenges faced by students.

The positioning carried out is to maximize the educational institution's superior and non-leading programs and then maintain relationships with alumni in order to obtain more information and maintain the good reputation and image of the educational institution. The institution's marketing funding looks at and understands the factors in its financing starting from marketing objectives, market evaluation, target audience, marketing mix, determining the budget, providing monitoring and carrying out evaluations, of course this is flexible. The marketing product of educational institutions is to maintain the performance of their superior programs so that they increase. The superior products owned by these institutions are an important factor in encouraging the development of educational institutions and can increase the competitiveness of educational institutions.

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