

## Evaluation of Educational Services Marketing Strategy in Increasing Community Interest in Al-Masthuriyah SMA School

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### Abstract

*Good management is always needed to maintain business continuity so that it can always grow and develop in strategic and operational decisions of the company. strategy for determining the market and targeting of educational services, strategy for determining market positioning for educational services (marketing mix) at Al-Masthuriyah high school (SMA) which is located on Jl. Raya Cibolang KM 7 No. 03 Rt. 49/10 Dec. Cibolang kaler Kec. Cisaat Kab. Sukabumi zip code (43152). In this study the authors wanted to know how the evaluation of the service marketing strategy carried out by Al-Masthuriyah High School, how the students' responses regarding the educational services owned by Al-Masthuriyah High School and this research is a descriptive qualitative approach with data analysis and data collection techniques through observation, interviews, documentation and literature. The results of the data processing research show that the marketing strategy has a significant effect on the level of public trust in educational services and is inversely proportional if the school does not carry out a marketing strategy, there is a lack of student interest in the school because they are not familiar with the school.*

### Keywords

marketing strategy; education; management



### I. Introduction

Schools provide services to consumers of educational services with the aim of increasing public trust and also as school promotion materials. Educational services play an important role in developing and improving the quality of human resources, for the application of marketing must apply integrated principles. These integrated principles include public relations activities, marketing communications, advertising and other activities that can assist the marketing of educational services (Setiowati, 2016; Alma, 2009; David, 2013). Education as a service product is something that is intangible but can meet consumer needs which is processed by using or not using the help of physical products where the process that occurs is an interaction between service providers and service users which has a nature that does not result in the transfer of rights or ownership.

Program evaluation is a process to find out whether educational goals have been realized. Isaac distinguishes four types of evaluation models that can be used to distinguish various evaluation models, namely: (1) goal-oriented program goal-oriented; (2) decision oriented decision oriented; (3) activity oriented and the people who handle it are transaction oriented; and (4) oriented to the influence and impact of research oriented programs (Arikunto, 2011; Anjani, et al., 2018). Goal Oriented Evaluation Model developed by Tyler (Arikunto, 2011). The object of observation of this model is the goal of the program that has been set long before the program starts. Evaluation is carried out

continuously, continuously, checking to what extent the objectives have been implemented in the program implementation process.

The purpose of national education is to educate, educate, and develop Indonesian people as a whole, through building faith, personality, character, knowledge, skills, and fostering a sense of responsibility for students. To achieve this goal, higher education is needed. Public awareness of higher education, which tends to increase, requires education providers to try to be professional in preparing the educational needs of the community. The education system is a unity of various elements that are interconnected and dependent on each other in carrying out the task of achieving the goals of the system. Elements from outside that enter the system and then undergo a process called output (Oemar Hamalik, 2007: 78)

Competition in the world of education is unavoidable, many educational institutions are abandoned by their customers so that in recent years there have been many mergers from several educational institutions. The administrator's ability to understand educational marketing is a requirement in maintaining and enhancing the growth of the institution. So for that in every school institution requires a strategy. According to David (2013: 19), strategy is defined as a shared means with long-term goals to be achieved. Strategy is an action potential that requires top management decisions and a large amount of company resources. So strategy is an action or activity carried out by a person or company to achieve the goals or objectives that have been set. According to Rangkuti (2014: 3), he argues that strategy is a tool to achieve goals in its development, and the concept of strategy is to continue to develop.

Strategy is an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time. In a good strategy there is coordination of the work team, having a theme, identifying supporting factors that are in accordance with the principles of rational implementation of ideas, efficiency in funding, and having tactics to achieve goals effectively. Jauch & Glueck (in Akdon, 2012:13) state that strategy is a unified, comprehensive and integrated plan that links the advantages of organizational strategy with environmental challenges and is designed to ensure that the main goals of the organization can be achieved through proper implementation by the organization. This competition also applies in the world of education, although educational institutions are not profit institutions, their management cannot be done traditionally but requires special abilities so that educational outputs have high competitiveness to be able to compete at the global level.

Currently the paradigm in looking at education is starting to shift, which was initially viewed and studied as a social aspect, now people see education as a *corporate*. There is a key component that can be used as material for analysis to understand the concept of educational marketing, namely the market concept. The market is a place to transact various commodities produced by producers with what consumers need, want and expect.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Marketing is something that absolutely must be carried out by schools, besides being intended to introduce, the function of marketing in educational institutions is to form a good image of the institution to attract a number of prospective students. According to Kotler (2012) marketing is: "A social process by which individuals and groups obtain what they need and want by creating and exchanging production and value with other individuals and groups". Marketing has a broader meaning than sales, marketing includes company efforts that are characterized by identifying consumer needs that need to be satisfied, determining appropriate product prices, determining how to promote and sell these products. So, marketing is also an interconnected activity as a system to generate profits.

Marketing is very important for the success of a company. Marketing according to Venkatesh and Penaloza quoted by Fandy Tjiptono (2017: 3). "Marketing is the set of activities a company undertakes to stimulate demand for its products or services and ensure that the products are sold and delivered to customers." There is also an understanding of marketing according to the American Marketing Association in Kotler & Keller which is translated by Bob Sabran (2014: 27). "Marketing is an activity, a group of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for consumers, clients, partners and society at large."

Based on the above understanding, it can be understood that basically marketing is an activity or activity to communicate or convey information about products or services owned by the company for sale to customers. according to *the Chartered Institute of Marketing*, states that marketing is: "*Management process of anticipating, identifying and satisfying customer requirements profitably*". which means that marketing is a management process that is responsible for recognizing, anticipating and satisfying buyer wants or needs in order to make a profit. In relation to marketing, strategy is defined as a fundamental tool that is planned to achieve company goals by developing a sustainable competitive advantage through the market entered and marketing programs used to serve the target market. Thus, a marketing strategy is a plan that is systematically formulated regarding marketing activities to serve as a guideline in relation to the implementation of marketing variables such as market identification, market segmentation, market positioning and marketing mix elements. Marketing strategy itself according to Kotler (Kotler and Armstrong, 2012) is a marketing logic in which companies hope to create value for customers and can achieve profitable relationships with customers.

According to Kotler and Armstrong (2012:75), the marketing mix is a way in marketing that is used by companies or producers continuously to fulfill the mission of a company in its target market. According to Kotler and Keller (2012: 25) the concept in the marketing mix consists of product (product), price (price), place (place), and promotion (promotion) or called the 4Ps.

1. Product A product is something that can be sold to the market to gain interest from consumers so that the products offered are sold, in order to satisfy the wants and needs of consumers.
2. Price Price is a value or quality that can be exchanged by consumers for a product or service to get the same benefits as the sacrifices incurred.
3. Place (Place) Activities of a company to provide a product, and for its target customers. Includes transportation, location, warehousing, and so on. For this reason, schools are required to carry out strategies in terms of school marketing in order to maintain and increase the quantity of existing students.
4. Promotion (Promotion) Promotion is an activity or activity undertaken to persuade and explain the benefits of a product so that consumers are interested in buying.marketing

mix has a relationship and influence between one concept and another, therefore efforts to obtain a marketing strategy must lead to effective service and customer satisfaction.

The production organizations that produce educational services purchased by consumers. The main consumers are students and guardians of students, as well as other related parties. According to Bitner in (Manullang, 2016: 3) services are all economic activities whose results are not in physical form or products, generally production and consumption are only carried out at the same time and provide a form of convenience to added value, for example health, speed, vacation, with the principle of being tangible to the first buyer. If producers are not able to market their products, in this case educational services, because the quality is not liked by consumers, does not provide added value for individual personal improvement, the service is not satisfactory, then the products and services offered will not sell. As a result, the school will withdraw, there will be no interest, and eventually the school will be closed. If schools are closed because of the incompetence of the managers, it will cause disaster in a community. With the marketing of educational services through a service marketing strategy, according to William in Manullang (2016: 3) Service marketing is something that can be identified separately/not materialized, which is used to meet needs.

Services can produce tangible or intangible objects. According to Lovelock & According to Manullang (2016:4) Service marketing is the marketing of services that are intangible and cannot be returned in the future. Services cannot be stored, like goods, because services must be produced at the same time. Based on the events that occurred above, the researcher found a problem, it became the basis for the researcher to make a study. So from the background of the problem that has been described, this research is entitled "Marketing Strategy for Educational Services in Increasing Public Interest in Al-Masthuriyah High School". based on its duties, an educational institution is a production organization that produces educational services. The main consumers are students, if the producers are not able to market their products, because the quality of their products is not liked by the community, does not provide added value, the service is not satisfactory, then the service products offered will not sell, so the school is closed due to the inability of the managers. . Business and marketing are not working with advertisements and promotions that deceive the public, but educating and convincing people to the truth and believe that this school is of quality.

## **II. Research Method**

This research uses a qualitative approach. It is called qualitative because the nature of the data collected is in the form of qualitative not quantitative in the form of numbers. Through this approach, it is hoped that a picture of the quality and social reality will be found.

A qualitative approach method is a method used to answer research problems related to data in the form of narratives sourced from interviews, observations, and extracting document narratives. Checking the validity of the findings in a research proposal or report requires a good understanding of each of these concepts.

This research is descriptive in nature, that is, it describes and describes a number of variables related to the problem, but social reality can also be used. In this case, to obtain information regarding the marketing strategy of education in increasing public interest in SMA AL\_MASTHURYAH.

## 2.1 Sources of Data

In this study, the author needs people who can provide accurate information to make it easier for the author to explore the object or situation being studied. So the sample data sources from this research are:

- a. Principals;
- b. Deputy Head of Public Relations / discipleship;
- c. Teacher ;
- d. Parents of Students;
- e. Student

## 2.2 Research Instruments

Research instruments are used to measure research variables/sub variables/indicators, which the authors then arrange into a grid or instrument layout, in collecting interview data, document checklists and observations. This is useful for getting an educational marketing strategy in increasing public interest in including their children in AL-AMASTHURYAH SMA.

## 2.3 Data Collection Techniques

To obtain data accuracy regarding the marketing strategy of educational services in increasing public interest in SMA AL-MASTHURIYAH the author uses three techniques in collecting research data, namely observation, interview and document study.

- a. Observation. The observation method used is direct observation using a warning guide. The object of research in qualitative research that is observed according to Spradley in Sugiyono's book is called the social situation, which consists of three components, namely:
  1. *Place*, or a place where interaction in social situations is taking place, namely the school environment of SMA AL-MASTHURIYAH.
  2. *Actors*, actors or people who are playing certain roles, namely school principals, teachers, school public relations management, school administrative staff and parents of students.
  3. *Activity*, or activities carried out by actors in ongoing social situations, namely marketing activities for educational services carried out by schools in an effort to improve the image of the school.
- b. Interviews were carried out to those listed in the
- c. Document Study data source. Document study techniques were used to obtain data on matters in the form of written original documents. Document studies are used to obtain information/data about school profiles, school identity, vision and mission, school goals, educator and education staff data, student data, school guest data, school achievement data, various school activity schedules and facility data. school infrastructure. These documents are used to complete the research data so that an overview of the object of the research can be displayed.
- d. Library  
Using the library is to find other information related to the desired data.
- e. Research Locations  
SMA AL-MASTHURIYAH

## 2.4 Checking the Validity of the Data

Examination data or checking the research data is proposed using the credibility and transferability technique, this technique can address the reality. In order to obtain credible research data, there are three techniques that the author uses, namely;

- a. Extension of participation, this technique is used to test the untruth of the information found, so that the authors will go directly to the field in a long time to find out the truth of the marketing strategy of educational services used in increasing the interest of new students. This technique was also used to build the subjects' trust in writer this and also in themselves.
- b. Persistence of observation, the author can make observations more thoroughly and in detail continuously and thoroughly to the events that arise in school. In addition, the author can also describe more clearly and in detail related to how the marketing strategy is carried out by the school in increasing public interest in SMA AL-Masthuriyah.
- c. Data triangulation This triangulation is used to compare and check back the degree of confidence of an information/data that has been obtained. The author re-checked the findings from various sources, so what was triangulated were the results obtained from interviews, observations, and document studies related to the implementation of school marketing in increasing the interest of new students.

## 2.5 Data Analysis Data

Data analysis in this study was carried out before entering the field, during the field and after completing the research. The data obtained in the field were analyzed through the process of clarifying the categorization data and drawing conclusions. It is explained as follows;

- a. Data *reduction*, the steps that must be taken are selecting data, focusing data, summarizing data, abstracting and transforming raw data obtained from research results. The author must really know in advance what data is needed regarding the marketing strategy of educational services in increasing public interest in SMA Al-Masthuriyah.
- b. Presentation of Data (*Data Display*), Presentation of data or a collection of information in the form of brief descriptions, as well as presentation of data equipped with pictures, charts and tables to strengthen descriptive data, so that the readers of this study can understand it more clearly.

Withdrawal of Conclusions (*Verification / Conclusion Drawing*), Drawing conclusions is done to seek the truth and approval, so that the validity of the study can be achieved.

## 2.6 Data Collection

The data collection technique used by the author is direct observation technique, direct observation carried out by the researcher is to go to the research place and find and analyze where the research takes place.

The steps for data collection used in this research are as follows:

- a. Data reduction.  
The steps that must be taken are selecting data, focusing data, summarizing data, abstracting and transforming the raw data obtained from the research results.
- b. Presentation of Data (*Data Display*)  
Presentation of data or a collection of information in the form of brief descriptions, as well as presentation of data equipped with pictures, charts and tables to strengthen descriptive data, so that the readers of this study can understand it more clearly.

c. Conclusion Drawing (Verification/ Conclusion Drawing)

This conclusion is drawn to seek truth and approval, so that the validity of the research can be achieved.

### III. Results and Discussion

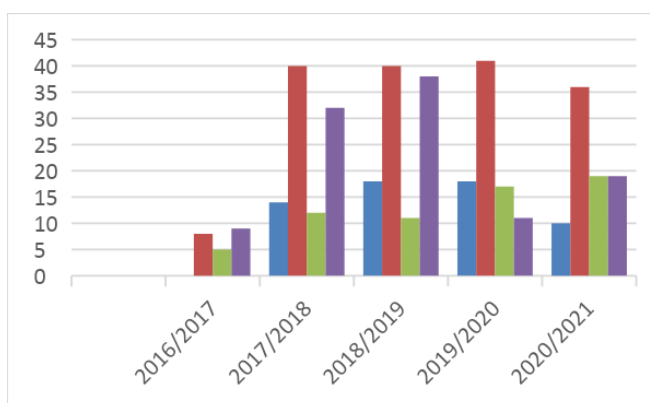
The idea of School-Based Management (SBM), in English School-Based Management, is currently the concern of education management, from the central, provincial, district/city levels, to the school level. As is well known, this idea became more prominent after the issuance of the decentralization policy for education management as required by Law No. 32/2004.

SBM in SMA Al-Masthuriyah emerged due to the fact that the quality of education in Indonesia is still low. The existence of pressure and criticism from the wider community forces the education authority holders to reform themselves, so that the school's vision and mission are made and structured to suit the needs and demands of the community so that later Al-Masthuriyah High School alumni have the knowledge and skills, qualified personal capacity, and have the ability to reason. high, able to think scientifically, have high social sensitivity and independence.

- a. The implementation of School-Based Management (SBM) at SMA Al-Masthuriyah Sukabumi received sufficient support from the principal, and it was proven that the implementation of SBM was participatory. This management gives authority from the foundation to the school, and then the school delegates it to each teacher and employee. All teachers and employees feel involved from planning, implementing, and evaluating school programs. The principle of decentralization views that problems that arise in schools will be adjusted as best as possible if the solution is left to the party closest to the existence of the problem. In solving educational problems in schools, those who know best about these problems are the school's own residents, especially teachers, staff, principals and parents of students.
- b. The application of participatory management improves the quality and service of education so that SMA Al-Masthuriyah can compete and produce quality graduates both academically and non-academically. SBM will be successful if the school community has the initiative in carrying out their work and the initiative of each individual is appreciated.

There are 25 teachers at SMA Al-Masthuriyah Sukabumi. Based on the types of subjects taught, there are 2 general studies teachers, 6 language teachers, 6 math and science teachers, 5 social studies teachers and 2 religion teachers. Based on the level of education, the teachers of SMA Al-Masthuriyah Sukabumi have the following educational levels: 20 S1 teachers, and 5 S2 teachers. Based on staffing status, SMA Al-Masthuriyah Sukabumi has several teachers who have the following employment statuses: 2 PNS teachers, 14 permanent foundation teachers and 9 non-permanent foundation teachers. The 2016/2017 academic year had as many as 22 people, consisting of 8 students in the science class and 14 students in the social science class. In 2017/2018 there were 98 people, consisting of 54 in the science class and 44 students in the social science class. In 2018/2019 there were 107 students, consisting of 58 students in the science class and 49 students in the social science class. In 2019/2020 there was a decrease in the number of students to 87 students, consisting of 59 in class, 58 students in science class and 28 in social science class. In 2020/2021, there were 84 students, consisting of 46 students in the

science class and 38 students in the social science class. This can be seen in the graph below.



**Figure 1.** Graph of the number of students per academic year 2016/2017-2020/2021

**Table 1.** Profile Graduated 3 Years of Al-Masthuriyah High School Academic

Graduated Year	Number	
	of	Targets (%)
2015-2016	53	100.00
2016-2017	57	100.00
2017-2018	71	100.00

### 3.1 Al Masturiyah High School Marketing Strategy

Utilization *Information Technology* (IT), social media, by installing banners at a glance of school profiles or also pamphlets, brochures and usually the school interacts directly from one school to another such as inviting alumni and the community to introduce Al-masthuriyah High School and local teachers who took part in the competition activities became one of the attractions that were carried out at Al-masthuriyah High School.

### 3.2 Student Responses

The service is quite good and the services of educators, especially young educators who have a creative and innovative learning system, help students easily understand the learning material.

### 3.3 Community Response

The public's response to educational services at Al-Masthuriyah High School is quite good, indeed from the past, Al Masthuriyah High School has been close to the community, he said. For educational services, the community's response is quite good, it can be seen from the 100% graduation of Al-Masthuriyah and the A-accredited Al-Masthuriyah High School. With that, the community has a good response to educational services at Al-Masthuriyah High School. The profile of Al-Masthuriyah High School graduates for the



last three years in the 2015/2016-2017/2018 academic year reached the maximum target of 100%.

### **3.4 Evaluation of the Marketing Strategy of Al-Masthuriyah High School Education Services in Increasing Public Interest**

The Head of Al-Masthuriyah Senior High School in increasing community interest in cooperating as much as possible between foundations and local teachers and community members to increase competitiveness with other schools, both in the field of curriculum management, student management, infrastructure management, financial management, school and community relations management and special service management.

The success of Al-Masthuriyah High School in the marketing strategy of educational services to increase public interest can be seen from the increasing number of students who register from year to year. The number of students at Al-Masthuriyah High School in 2018/2019 registered reached 140 prospective students. This number cannot be separated from good strategic work from year to year for such a significant increase.

For this reason, SMA Al-masthuriyah applies School-Based Management (SBM) as the coordination and harmonization of resources that is carried out automatically (independently) by the school, through a number of management inputs to achieve school goals within the framework of national education, by involving interest groups related to the school. directly in the decision-making process (participatory).

School-Based Management is an idea about educational decision making that is placed closest to learning, namely schools. School empowerment by providing greater autonomy, in addition to showing the government's responsiveness to community demands, is also a means of increasing efficiency, quality, and equity in education. (Al-Burhan, 2009)

The SBM policy aims to achieve the highest quality and relevance of education, with the benchmark for assessing the output and outcome, not the methodology or process.

SBM in Indonesia which uses the School-Based Quality Improvement Management (MPMBS) model arises for several reasons as expressed by Nurkolis, among others: First, schools are more aware of their strengths, weaknesses, opportunities and threats so that schools can optimize the use of available resources to advance their schools. . Second, schools are more aware of their needs. Third, the involvement of school and community members in decision-making can create transparency and healthy democracy. (Nurkolis. 2006).

## **IV. Conclusion**

The application of participatory management improves the quality and service of education so that SMA Al-Masthuriyah can compete and produce quality graduates both academically and non-academically. SBM will be successful if the school community has the initiative in carrying out their work and the initiative of each individual is appreciated.

The results of the data processing research show that the marketing strategy has a significant effect on the level of public trust in educational services and is inversely proportional if the school does not carry out a marketing strategy, there is a lack of student interest in the school because they are not familiar with the school.

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