

Marketing Strategy For Interactive Education At Mis Nurur Rahman Tamanan

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Abstract

This research uses a qualitative approach with a descriptive qualitative method. This research was conducted at MIs Nurur Rahman Tamanan, located at Jl Kebun Bibit No 02 Tamanan, Tamanan District, Bondowoso Regency. The purpose of this research is to analyze the marketing strategies for interactive education at the school and to identify the factors that support and hinder the implementation of these strategies. To provide an understanding of interactive education marketing strategies, data was obtained through field observations and in-depth analysis. The research results show that product, price, promotion, and people are the main indicators in the interactive education marketing strategy. Through school public relations and appropriate pricing, this strategy aims to create a good image. It was found that people's involvement and promotion are important factors in the success of educational service marketing. Nevertheless, the research also found several obstacles. This includes financial difficulties and a lack of public knowledge about interactive education.

Keywords:

Interactive Strategies
Educational Marketing

Abstrak

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif. Penelitian ini dilakukan di MIs Nurur Rahman Tamanan, yang terletak di Jl Kebun Bibit No 02 Tamanan Kecamatan Tamanan Kabupaten Bondowoso. Tujuan dari penelitian ini adalah untuk menganalisis strategi pemasaran untuk pendidikan interaktif di sekolah tersebut dan untuk menemukan faktor-faktor yang mendukung dan menghambat penerapan strategi tersebut. Untuk memberikan pemahaman tentang strategi pemasaran pendidikan interaktif, data diperoleh melalui observasi lapangan dan analisis mendalam. Hasil penelitian menunjukkan bahwa produk, harga, promosi, dan orang adalah indikator utama dalam strategi pemasaran pendidikan interaktif. Melalui hubungan masyarakat sekolah dan penentuan harga yang sesuai, strategi ini berusaha untuk menciptakan citra yang baik. Ditemukan bahwa keterlibatan orang dan promosi adalah faktor penting dalam keberhasilan pemasaran jasa pendidikan. Meskipun demikian, penelitian juga menemukan beberapa penghalang. Ini termasuk kesulitan keuangan dan kurangnya pengetahuan masyarakat tentang pendidikan interaktif

Kata Kunci : Strategi Interaktif, Pemasaran Pendidikan

INTRODUCTION

Education is a primary human need. This creates a foundation for acquiring the knowledge and skills necessary for life. According to Munir (2018), the Quran itself emphasizes the importance of knowledge in shaping a perfect human being. The limitless competition worldwide has created a new paradigm in society, including in education. There is an increase in competition in various aspects of life, including the organization of education, which requires management that is not only traditional but also specialized to meet the demands of national and international markets (Haryanto & Rozza, 2012).

The world of education is becoming increasingly competitive, leading to many educational institutions being neglected. Knowing about educational marketing is very important for maintaining educational institutions (Wahyudi, 2016). Not only that, according to Wijaya (2022), marketing educational services is a societal task to understand those educational services. The existence of superior educational institutions has become an unavoidable necessity in the context of the multidimensional disasters faced by this country. Therefore, education practitioners must unite to improve the quality of educational institutions as it is the main foundation for the nation's progress. Marketing educational services faces many challenges in the current global era, such as high competition, global complexity, and the increasing demands of society for quality and cost of education.

To make educational institutions appealing to the public, education providers must be innovative and creative (Khasanah, 2015).

Schools must use marketing management that aligns with environmental changes. Educational institutions face challenges such as intense competition, consumer demands for quality and cost, and technological advancements that impact all aspects of life. Therefore, educational institutions must continuously adapt and enhance their competitiveness if they want to survive and thrive (Alma, 2018). School marketing to enhance the school's reputation and attract new students. POSITIVE IMAGE is an important asset that can influence public interest in educational institutions. Therefore, it is expected that a positive image will have a positive impact on increasing public interest in the educational services provided by educational institutions (Wijaya, 2016).

The community knows the school with a good reputation when it admits new students. Educational services are promoted strategically and effectively, resulting in a good image. Nowadays, many schools strive to build a good reputation from the outset, attract public attention through promotions, and ensure that education service users feel very satisfied (Wahyudi, 2016). As an educational institution with B accreditation, MIs Nurur Rahman Tamanan faces many challenges in dealing with competition among schools. Effective educational marketing is crucial for maintaining and improving the quality of the school. Schools can enhance their appeal and quality with good marketing strategies supported by adequate facilities. Conversely, weaknesses in educational marketing can lead to a decline in interest and the school's reputation.

MIs Nurur Rahman Tamanan must be more innovative and adaptive to meet the needs of the community and explore its potential and advantages in facing increasingly complex dynamics and competition. Educational marketing at this institution must be able to respond to external changes, anticipate opportunities, and overcome challenges. It is expected that this research will find interactive educational marketing strategies that are suitable for the features of MIS Nurur Rahman Tamanan. This research aims to analyze the interactive educational marketing strategy at MIS Nurur Rahman Tamanan and identify the supporting and inhibiting factors in its implementation. The ultimate goal of this research is to provide a comprehensive overview of how this strategy is implemented in this school.

METHOD

This study uses qualitative methodology and employs a qualitative descriptive approach. To gain a better understanding of the marketing strategies for interactive education at MIs Nurur Rahman Tamanan, this approach was chosen. Data were obtained through field observations and thorough interviews with school administrators, teachers, and students' parents. The choice of the research location at MIs Nurur Rahman Tamanan was based on its accreditation with a B grade, which allows for the identification of diversity in marketing strategies.

Secondary data is collected at the early stages of the research. This includes activity reports, school documents, and related literature. More specific and relevant research questions will be formulated with the help of this initial analysis. Next, field observations will be conducted to gain a direct understanding of how interactive educational marketing strategies are implemented. Included in the observation are marketing activities, interactions between the school and the community, and visual elements that depict the school's image. Thorough interviews will be conducted with school administrators, teachers, and parents of students. The purpose of this interview is to understand how they perceive the marketing strategies that have been used, the supporting factors, and the challenges that may be faced. All interviews will be recorded and studied qualitatively.

To produce conclusions relevant to the research objectives, qualitative descriptive data analysis will be used. Data obtained from observations and interviews will be organized, categorized, and interpreted to draw conclusions. By comparing data from various sources, the research findings become even stronger.

RESULTS AND DISCUSSION

Efforts in Marketing Strategies for Interactive Education

Research shows that marketing strategies for interactive education at MIs Nurur Rahman Tamanan include various strategies, including product, price, promotion, and the role of human resources. The research results show that the educational product strategy at MIs Nurur Rahman Tamanan includes many aspects, such as physical resources, teaching methods, and the learning environment. Interactive education can be conducted by using physical facilities that support active learning, creating a pleasant learning environment, and directly involving students. This concept aligns with the educational marketing approach, where educational products encompass the learning environment, teaching techniques, and instructional materials (Philip, 2014).

This research also emphasizes the importance of assessing the quality of educational products. The principal of MIs Nurur Rahman Tamanan conducted a survey among students, parents, and school staff. This concept aligns with the opinion of Armstrong and Philip (2012), who state that customer satisfaction is the primary measure of a product's success. Consumer surveys can help schools understand the needs and expectations of consumers and assist them in creating educational programs that are more aligned with the market. These findings can be supported by referencing several recent studies as analytical tools. The research conducted by Rambung, Sion, Bungamawelona, Puang, and Salenda (2023) emphasizes the importance of creating educational products that are responsive to students' needs and creating a pleasant learning environment. The results of this research align with the idea that good physical facilities and a conducive learning environment are important strategies for developing educational products. Additionally, the research by Pranawukir, Putri, Barizki, Desilawati, and Hamboer (2023) can be used as a reference, emphasizing the importance of educational marketing in creating added value for customers. In line with the findings of this research, an effective method to understand consumer perceptions and satisfaction with educational products is through consumer surveys.

The research conducted by Yasir, Suarman, and Gusnardi (2017) shows that innovative learning increases student satisfaction. The results show that the educational product strategy at MIs Nurur Rahman Tamanan uses an interactive learning approach. Overall, the findings of this research provide insights into the educational product strategies at MIs Nurur Rahman Tamanan. This school can create educational products that meet the needs and expectations of customers by combining physical elements, learning approaches, and the learning environment. These findings indicate that a thorough understanding of the education market, including customers and competitors, can serve as a strong foundation for creating quality educational products.

Price Strategy

The research results show that the pricing strategy at MIs Nurur Rahman Tamanan is relevant to education. Pricing reflects the value of educational goods and services offered by the educational institution beyond just the financial aspect. In an interview with the Administration, it was revealed that setting prices for this educational institution requires approval between teaching staff and the school authorities. This demonstrates strong internal cooperation in determining prices, which aligns with the concept of marketing strategy that emphasizes coordination between organizational units (Philip & Keller, 2016).

There is a possibility to look at some previous studies to gain a better understanding of the context. Rahayu's study (2015) found that the participation of various internal parties, such as teachers at MIs Nurur Rahman Tamanan, in price decision-making can improve the quality of decisions and encourage better cooperation within the organization. The results of this study implicitly support the conclusion that internal approval can assist in the school's pricing plan. Furthermore, the research conducted by Zulkarnaen and Amin (2018) shows that value is an important component of pricing. As stated by Philip and Keller (2016), the idea that price reflects the value of educational products or services is relevant and has a significant impact on the pricing strategy of MI Nurur Rahman Tamanan.

In the context of educational marketing, research by Hasanah (2020) shows that carefully considered pricing can have a positive impact on perceived value and customer satisfaction. Ms. Nurur Rahman Tamanan can strengthen relationships with stakeholders, including teachers and parents, by

implementing pricing strategies that involve internal collaboration and consider the value of the product.

Promotion Strategy

The results of the research on promotional strategies at MIs Nurur Rahman Tamanan show that promotion is very important for creating a positive image and increasing public awareness of the school's educational products. In this case, the promotional strategy includes public relations efforts to disseminate information and encourage people to use or purchase educational goods or services from the school (Mahardika, 2020). The head of MIs Nurur Rahman Tamanan also emphasized the importance of promotion in the world of education. He sees promotion as a way to increase the number of students as well as to foster a positive view of the education provided by the school. Philip (2014) stated the idea of educational marketing that promotion increases sales (number of students) and fosters a positive perception of the values and quality of education. This view aligns with this idea. Mahardika's study (2020), which emphasizes the importance of strategic promotion in education, can support the findings of this research. Mahardika states that promotion serves to increase student enrollment and foster public trust in educational institutions.

The results of previous research by Anjel, Lengkong, Mandagi, and Kainde (2022) support this finding by showing that perception and brand image can be enhanced through effective promotion, even in educational institutions. They emphasize that the public can view an institution positively through appropriate and relevant promotion. In a global perspective, research by Qarlina and Wulandari (2023) shows that social media plays an important role as a tool for educational promotion. They show that educational institutions that use social media in an innovative and active manner can create positive interactions with the community and prospective students.

Overall, the results of this study demonstrate the importance of promotional strategies in creating a positive image for schools and increasing public awareness of educational products. These results are reinforced by theoretical support from Mahardika (2020), Philip (2014), Anjel et al. (2020), and Qarlina and Wulandari (2023). This offers a broader perspective on the strategic role of promotion in education.

People Strategy

The research results show that the strategic role of human resources (HR) in implementing marketing strategies at MIs Nurur Rahman Tamanan is very important. The principal emphasized that strong cooperation between the principal and the teaching staff is crucial for the success of the school's marketing. According to Selang's research (2013), individuals involved in delivering educational services, including staff and teachers, play an important role in creating customer satisfaction. A previous study by Sari, Ginanjar, and Heriyansyah (2022) found that an effective educational marketing strategy must involve the principal, teaching staff, and all contributing parties. Positive interactions between teachers and principals can create a motivating and supportive educational environment, which in turn can enhance the satisfaction of parents and students.

Furthermore, the research conducted by Rezky, Sutarto, Prihatin, Yulianto, and Haidar (2019) emphasizes the importance of having competent human resources to face the changes occurring in the world of education. It is very important to choose and implement marketing strategies with teachers who have relevant knowledge and expertise. Therefore, good human resource management is very important for the success of the school, both in addressing problems and achieving marketing goals. Recent research by Priyatna (2017) shows that sustainable human resource development is another important aspect. They emphasize that workers who continuously improve their skills and knowledge can help enhance the school's image and attract student interest. Therefore, an important long-term strategy to support the school's marketing plan is investing in the professional development of teachers.

Overall, the research results show that the marketing strategy at MIs Nurur Rahman Tamanan heavily relies on external promotion as well as human resource management and development. As the main leader, the principal must ensure that all parties involved in providing educational services cooperate and work well together. Combining marketing strategies with management and human

resource development is key to the sustainability and success of schools in the competitive world of education. The research results show that MIs Nurur Rahman Tamanan successfully implemented a marketing strategy for interactive education using the methods of product, price, promotion, and the role of human resources. The success of marketing is positively influenced by supporting elements, such as the strategic location.

Supporting and Hindering Factors in Marketing

At MIs Nurur Rahman Tamanan, the marketing strategy is reinforced by many supporting factors. These factors serve as the pillars of the school's success in implementing its marketing program. First and foremost, the school's strategic location ensures good accessibility for students and their parents. Additionally, the principal stated that the affordable school fees are an attraction for the community, in line with the principle that marketing success lies in the alignment of the product with the needs and desires of the customers. High-quality educators at the school are also a supporting factor. To ensure an optimal learning experience, highly qualified teachers are very important. To maintain and improve the quality of interactive educational products, adequate business capital and regular sales evaluations are required.

On the contrary, to ensure that the marketing strategy continues to endure, there are several obstacles that must be overcome. The amount of funding available for education has become one of the main obstacles, and the Principal emphasized that this can hinder students' desire to learn. Other hindering factors that need to be considered are intense competition, differences in consumer tastes and needs, and lack of information. An interview with the Public Relations department shows that cooperation between the principal and teaching staff is very important for solving problems. In facing marketing challenges, alignment and collaboration throughout the school organization become key. Therefore, to ensure that interactive educational marketing at MIs Nurur Rahman Tamanan continues to develop and provide a positive impact for all stakeholders, well-thought-out efforts and strategies need to be implemented to optimize supporting factors and overcome hindering factors.

CONCLUSION

The research results show that MIs Nurur Rahman Tamanan has successfully implemented interactive educational marketing strategies. Success is driven by supporting factors such as a strategic location, affordable fees, and qualified teachers. Meanwhile, other obstacles that need to be addressed with greater effort are intense competition and limited funding for education. To ensure the quality of education, an improvement in human resources in terms of skills, knowledge, and experience is necessary. Overall, the interactive educational marketing strategy at MIs Nurur Rahman Tamanan has a positive impact on the school's reputation and customer satisfaction.

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