



EDUCATION MARKETING MANAGEMENT STRATEGIES: USES THE LITERATURE RESEARCH METHODS

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ABSTRACT

The purpose of this research is to examine marketing management methods in educational institutions in Indonesia. Marketing management is an effort to compile planning and implementation that involves directing activities, organizing, coordinating, controlling, and holding marketing activities in an institution to achieve an institution's objectives effectively and efficiently, which is often referred to in terms of management objectives. Marketing and marketing strategy are associated as the primary tools for achieving company goals, increasing sustainable competitive advantage through market entry, and serving target markets through the application of preset marketing variables. Educational marketing, which can be gained through promotion, serves to inform the public about school products. Increasing public interest in school products, emphasizing the contrasts between school products and other school products. This study's research method is a literature review in a scientific study, is something that is required in the overall approach of research procedures. Literature research, also known as literature study, is an activity that involves combining data in accordance with scientific works that serve as the goal of research, as well as gathering data in the form of literature or studying and solving problems using relevant literature materials. Based on the findings of the studies, it is possible to conclude that marketing management strategies are required to develop and promote an educational institution to the larger community in order to make it easier for the public to choose and understand the quality of the educational institution offered.

Keywords: *Marketing, Management, literature research, Education*

1. INTRODUCTION

In the current era of globalization, competition for educational institutions in Indonesia is getting tighter. Competition arises due to the increasing number of educational institutions, thus making educational institutions with public and private status unable to attract new students. This sparks stronger competition for students. The quality of an educational institution certainly affects its existence, because with the more qualified the educational institution, the more students want to enter it (Efferi, 2014). The bigger the social life of the society in accordance with the advancement of science and technology, the greater the demands of the community's rising social life. Finally, these demands affect education because people feel that education can respond to and foresee these issues. Education is one of the efforts that schools may do as institutions where people hope for a better future (Wahyudi, 2018). As a result, education requires improvements that can be implemented through enhanced school management. In an effort to advance an educational institution, it must have marketing management. Because the management system has occupied a central position in educational institutions in an effort to foster and develop human group cooperation activities with a view to achieving certain goals, Schools are educational institutions, a form of human grouping that cannot be separated from management activities. Basically, marketing

in an institution is a management process that aims to identify and continuously provide satisfaction to customers and society (Efferi, 2014). Thus, it can be concluded that the implementation of marketing management is a process that must be carried out by educational institutions to provide satisfaction to stakeholders and the community.

In this era of globalization, competition between educational institutions is so tight that it requires schools to seriously recruit students. According to Munir (2018) educational institutions that are likened to products will, of course, sell well if they are marketed very well. Therefore, in an effort to improve educational services, educational services are needed to attract new learners and provide good-quality education from the output of an educational institution. Marketing is carried out so that the public knows the advantages and programs owned by the educational institution through good management (Utami et al., 2022). Marketing management is the action of assessing, planning, implementing, and managing all activities with the purpose of achieving organizational goals by gaining a good exchange rate with the target buyer. It is thought that by adopting good marketing management, educational institutions can attract new students. This is due to the fact that students are the focal point of every instructional activity. Marketing management according to Huda (2019) is the act of planning and executing thinking, pricing, promoting, and distributing ideas, goods, and services to produce an exchange that meets individual and corporate goals. The educational marketing management theory discussed here is a marketing management approach in the discipline of marketing economics. Adopting marketing management theory is accomplished by recognizing educational institutions as service providers. From this definition, it can be concluded that education marketing management is a process that involves analyzing, planning, implementing, and controlling educational services with the aim of generating satisfaction for the parties involved. Marketing management is usually associated with the tasks and people who handle the customer market. These tasks must be clearly arranged in such a way as to achieve educational goals.

2.LITERATURE REVIEW

2.1.Definition of Education

Education is an endeavor to realize learning activities so that students can actively learn and develop their potential in terms of intelligence, knowledge, personality, and so on (Sudarmo et al., 2021). Education is an endeavour to promote and develop the spiritual and physical aspects of human being. Some experts also define education as the process of changing a person's or group's attitude and behavior through teaching and training. We can become more mature through school since education has a very positive impact on us. school can also eradicate illiteracy and provide skills, mental talents, and so on. According to Rahim Saidek et al. (2016) the world of education will never be separated from a developed country. The higher the level of a country's education, the higher the quality of human resources available to advance and make the country proud. Education is an important aspect in society since the back and forth of the quality of society or the nation is strongly dependent on the education that exists among the people of the nation. Education will benefit the younger generation while also preparing a good generation for the country.

The community defines education as teaching done in schools where the school is a venue of teaching or formal education. So, education does not only take place in schools; it may also take place at home, where parents are teachers. Education can be understood from a variety of perspectives, including psychological and social perspectives. Depending on your perspective, there are numerous meanings of education. However, in the essence of the notion of education, it leads to one aim, namely an effort that is employed as a process in cultivating oneself and society in general in order to bridge the steps in living life so that they can attain the life that everyone desires (Sudarmo et al., 2021). All demands are addressed through the creation of new and original ideas, which can only be gained through education. Education is a valuable asset in community life. We may learn a lot about values, religion, discipline, and many other topics through education in



Indonesia. Mind growth in Indonesian education is generally carried out in schools or universities through the subject of study researched by solving problems, evaluating objects, and drawing conclusions.

2.2. Definition of Marketing Management

Marketing management, according to Kisiołek et al. (2021) is the art and science of selecting a target market and developing lucrative relationships with that market. When at least one potential exchanger considers the means to carry out the response required by the first party from the other party, marketing management happens. Marketing management, in our opinion, is the art and science of identifying target markets and acquiring, maintaining, and increasing the number of consumers through the creation, delivery, and communication of greater customer value. By focusing on marketing and marketing management, the next objective is to determine how the organization implements the marketing process so that the institution may create value for its customers and build strong and harmonious relationships in order to achieve institutional goals (Lim et al., 2020). According to the marketing process model, the company or producer must comprehend the market and customer needs, including customer needs, wants, and requests, market offerings, customer value and satisfaction, and exchanges and interactions between producers and customers or consumers. Thus, companies building these relationships require a reliable system, and the success of the relationship is not only determined by the profitability of the relationship but also by how the system can maintain the relationship.

2.3. Definition of Marketing management in Education

According to Afidah & Kurniawan (2020) marketing in the world of education can be conveyed, namely about how to manage trust relationships with effective communication, which covers various aspects of it, from the programs offered to the stages of the tutoring process carried out related to infrastructure facilities and human resources (HR) of educators and graduate results that can affect students as customers and society in general. Basically, every individual has needs and desires, one of which is to get educational services. Human needs and desires in terms of education need to be met by educational institutions by creating quality educational products. The various educational products offered must have certain values and provide meaning or benefits for users of educational services (Rinta et al., 2022). Customers will receive satisfaction based on the value or benefits they receive, either directly or indirectly. In the context of educational marketing, some of these elements play a role in the incidence of transactions between producers and customers. Education marketing can be conceptualized as a social and management activity that aims to address the needs of educational services through the exchange of values with target groups.

3. RESEARCH METHOD

The research method used in this study, which is a literature review in a scientific study, is something that is needed in the overall method of research techniques. Literature research or literature study is an activity carried out through combining data in accordance with scientific works that function for the object of research, as well as collecting data in the form of literature or studying and solving problems with relevant literature materials. Literature research is a study that is used to collect information and data from many types of library materials, such as documents, novels, periodicals, historical stories, and so on. Literature research, according to Ridwan et al. (2021), is a study that explores many reference books and similar past research results that are important for obtaining a theoretical framework for the subject to be examined.

4.RESULTS AND DISCUSSION

Marketing management comes from two words, namely management and marketing. Marketing is the breakdown, implementation, design, and management of programs that are structured to create and establish a turnover that is beneficial to consumers and their targets in order to obtain company achievements (Munir, 2018). Management is preparation, movement, organization, supervision, and guidance. Marketing management is an effort to compile planning and implementation that involves directing activities, organizing, coordinating, controlling, and holding marketing activities in an institution to achieve an institution's objectives effectively and efficiently, which is often referred to in terms of management objectives. The function of marketing management, through the activity of describing and interpreting what is done to obtain information on the marketing environment and market, can provide many opportunities to replace the market and many challenges that must be faced (Wahyudi, 2018). Management is generally related to the organizing, planning, placing, controlling, motivating, directing, communicating, and decision-making activities carried out by each organization that aim to coordinate various data sources owned by each institution so as to produce a product or service efficiently. According to Iffah & Fauziah (2019) management is the art of effectively and efficiently implementing a system that uses people and other resources to achieve a certain goal. Management symbolizes a way or process in a framework that prioritizes requirements and directions to achieve the management objectives of an institution, which can be interpreted as the direction of the organization's implementing group, leaders, employees, or leaders and supervision (Huda, 2019). It can be concluded from the discussion above that management is the preparation and realization of programs that are arranged to achieve a goal. Management can also be interpreted as a business that has involvement and direction in carrying out certain goals to achieve a target that has been planned before.

4.1.The Purpose of Marketing in Education

The function of management in education is to promote the institution's image. In this scenario, educational institutions might use and develop various management efforts with marketing methods to capture the attention of prospective students. Total marketing plans are another term for marketing steps. A comprehensive marketing strategy should be part of bigger institutional planning. A total marketing plan is a two-way effort that includes not only traditional student recruitment activities but also market research such as employer and prospective student needs surveys, image analysis, demand cycle understanding, community and shiva profile studies, program evaluation, and retention surveys. According Martínez-López et al. (2020) the implementation of marketing includes product, promotion, place, and price (including physical evidence, people, and process) that can influence parents and prospective students so as to make them want to enroll in an educational institution. According to Sarifudin & Maya (2019) Marketing educational institutions' role is to establish a positive image of the institution and attract a large number of prospective students. Another opinion expressed by Kango et al. (2023) believe that school institution marketing is to build a positive image of the institution in order to attract prospective students, therefore the institution has used and increased numerous marketing tactics.

Institutions that are in the realm of educational services are schools. Therefore, schools are required to be more creative and innovative and able to compete for uniqueness and excellence so that people can see and feel interest in the existence of educational institutions. The number of unique schools and the good facilities they offer at low prices can lead to great competition in the field of education. It is undeniable that creativity in educational services is needed to improve the quality of human resources. Marketing becomes a quality goal of the movement to advance an educational institution. Marketing in an educational services position is an attempt at social and management skills to determine needs and wants by making recommendations and providing valuable products to other groups in the field of education. Ethics in the field of educational marketing revolve around providing high-quality knowledge services and building versatility. This



is because education is more complicated, carried out with a great sense of responsibility, and learning outcomes contribute to a better future and the lives of future citizens and scientists.

Marketing and marketing strategy are related as the main tools to achieve company goals, increase sustainable competitive advantage through market entry, and serve target markets through the application of predetermined marketing variables. Educational marketing, which can be obtained by means of promotion, serves to convey information to the public about school products (Iffah & Fauziyah, 2019). Building public interest in school products, highlighting the differences between school products and other school products, and focusing on the value received by the community from the products that have been proposed and offered. From the above understanding, it can be concluded that the purpose is a preparation of communication planning that aims to be able to provide information about educational services offered to the community, as well as a series that is carried out in order to obtain consumer satisfaction and needs for the services and products offered.

4.2. Marketing Strategies

The advent of the globalization period brings one of the triggers of competitive strength. The limitless universe has an impact on many parts of people's lives, including schooling (Chou et al., 2020). Most people define an educational institution as a manufacturing firm that provides educational services to consumers. An educational institution is defined as an institution that provides services related to education to students or the general public. Thus, educational institutions must improve marketing strategies and measures so that the quality of the institution grows and can attract prospective students to use educational services. Marketing ethics in the business world or educational services are to provide quality service and build overall character. A strategy is a way or trick used by someone to achieve certain goals; in this case, the context of a leader's steps is to obtain the expected goals in the organization he leads. Strategy can also be said to be the effort, way, or method of a leader to obtain goals in his leadership. Strategy is an expanded and integrated plan that brings together the quality of the company's strategy with environmental challenges that are prepared to prove the company's main goal to obtain proper implementation in the strategic management organization through a number of policies and actions that refer to setting a strategy that can help achieve company goals through a number of policies and actions that refer to setting a strategy that can help achieve company goals (Rinta et al., 2022). The strategic management process is the way strategic planning determines goals and takes policies.

According to (Af'idah & Kurniawan, 2020) differentiation strategy is included in the concept of competitive advantage strategy, that is, competitive advantage generated by strategic choices adopted by companies to take advantage of market opportunities. Differentiation strategies are as follows: (1) Differentiation is a strategy that provides different suggestions for other competitors to stand out from the competition. Differentiation improvement strategies are implemented through product innovation, excellence, and good service. (2) Cost advantage, which is a strategy that maximizes all production costs to deliver a product or service that is cheap and focuses on price, allows producers to worry less about important products or price factors that can sell services or products to consumers at low prices. (3) Focus is a strategy to seek a specific target market.

5. CONCLUSION

Schools are institutions established to provide education. The goal of achieving the goals of each institution certainly has its own vision and mission. Among them are things that can be implemented to obtain a vision and mission that involve various related parties in managing and improving appropriate strategies. In the realm of education, the function of marketing strategies is to establish a positive image for educational institutions so that they can employ and develop various management efforts utilizing marketing strategies. Total marketing also includes marketing

strategy. Total marketing also includes marketing strategy. Marketing in the position of educational services is a social and executive venture to discover what the needs and desires are by producing offers and moving useful products with other educational organizations. In the field of educational marketing, ethics means providing high-quality intellectual services as well as total character development. This is due to the fact that education is increasingly complex, and when done responsibly, the results of education relate far forward to the development.



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