

Marketing Strategy of Educational Services in Improving Competitiveness and Quality of Madrasah Aliyah in Menes Pandeglang

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ABSTRACT

The number of educational institutions has implications for competitive competition in order to attract consumers to exist and have competitiveness. Menes is one of the heart of education in Pandeglang. To improve the competitiveness and quality of educational institutions, it is necessary to carry out marketing strategies so as to gain the trust of the community. This research aims: 1) To describe the marketing strategy of educational services of madrasah Aliyah in Menes Pandeglang; 2) Knowing the supporting and inhibiting factors of marketing strategy of educational services of madrasah Aliyah in Menes Pandeglang; 3) Describing the extent of marketing strategy of educational services as an effort to increase competitiveness and quality of madrasah Aliyah in Menes Pandeglang. The research method uses a descriptive qualitative approach with instruments of observation, interview, and documentation. The conclusions are: 1) The marketing strategy of educational services at MAS Mathla'ul Anwar, MAS Malnu Pusat, and MAS Anwarul Hidayah has implemented the concept of marketing mix, namely product, price, place, promotion, people, proof, and process; 2) Supporting factors for the marketing strategy of educational services of these three madrasahs are strategic location, qualified human resources, affordable costs, and maximum service. The inhibiting factor is the limited funding of madrasah education; 3) Marketing strategy of education services greatly affects the competitiveness and quality of madrasah in Menes Pandeglang. So that these three madrasahs continue to market educational services by improving the competence of human resources and infrastructure facilities.

Keywords: *Educational Services Marketing Strategy, Competitiveness, Madrasah Quality.*

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INTRODUCTION

In the era of globalization, competition in educational institutions is inevitable. The number of educational institutions managed by the government and the private sector has implications for competition between schools to get students, so that sometimes educational institutions are trapped with competition that tries to beat competitors in order to get a larger market share. In an effort to get students, it is actually important for each educational institution to carry out a new strategy to win

the competition, namely by creating its own market segment and space so that competition is no longer visible but can be a winner.

Schools are complex educational institutions because there are various dimensions that are interrelated with each other. Nonprofit organization engaged in educational services. Even in terminology Amir Daiem states that educational institutions are people or bodies that have a responsibility for education, this attitude emphasizes more on students. To realize the goals of national education, every educational institution needs to do school management well. School management is defined as all matters relating to the management of the educational process in achieving predetermined goals, both goals in the short, medium and long term (Sabariah 2022).

Marketing of educational services is a step for an educational institution in order to market educational service products to the general public by creating and offering innovative service products in accordance with consumer expectations. So the managerial ability in marketing educational services as a mandatory thing to maintain the existence and conditions of an educational institution can still exist and develop (Wahab, Khamidi, and Wardoyo 2022, 125).

What happens in the field is that this competitive atmosphere makes it difficult for educational institutions to manage their institutions, especially formal education under the auspices of the Ministry of Religious Affairs of the Republic of Indonesia, namely madrasah (Atika and Machali 2018, 154). Thus, marketing management for madrasah educational institutions must be carried out along with the increasingly open competition between schools (RA. Didin Dliyauddin, Nana Suryapermana 2021, 31). Educational institutions must be able to show themselves as quality educational institutions as well as competitive (Fauzi 2020, 26). Educational institutions are required to have a good marketing strategy and create innovations to attract consumers, so that schools can continue to exist and have competitiveness with other educational institutions (Kurniawan 2021). The meaning of competitiveness here is the potential to be better and superior to its competitors (Rofiki, Sholeh, and Akbar 2021).

For madrasahs, the quality of education is an important guarantee of customer satisfaction. This is because the provision of quality education is mandated by the law as stipulated in Article 3 of the 2003 National Education System Law. It states that National Education functions to develop the ability and shape the character and civilization of a dignified nation in order to educate the nation's life, aims to develop the potential of students to become human beings who are faithful, devoted to God Almighty, noble, healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens (Peraturan Pemerintah RI 2003).

Madrasahs in Menes Pandeglang are facing increasingly difficult challenges due to the rapid changes in society, where many schools have competitiveness and good quality of education so that each educational institution must use market strategies that are in accordance with its market segmentation. Public schools often open new majors so that they can add existing classes, while madrasah schools are less known or less desirable by some people who think that madrasah schools are second-class schools that are less competitive with public schools (Sarifudin and Maya 2019). So far, people based on capital-intensive industries prefer senior high schools. Meanwhile, communities based on labor-intensive industries prefer SMK. And religious-based communities prefer Madrasah Aliyah (Fauzi 2020, 9).

Menes is a sub-district that is one of the heart of education in Pandeglang Regency, where there are many public schools and madrasah at the secondary level

with their own characteristics. There are nine public schools, namely: SMAN 4 Pandeglang, SMAS Mathla'ul Anwar Pusat Menes, SMAS Malnu Pusat Menes, SMKS Baitul Hamdi, SMKS Babunnajah Menes, SMKS Walisongo Menes, SMKS Malnu Pusat Menes, SMKS Mathlaun Nawakartika, dan SMKS TI Muhammadiyah Menes (<https://dapo.kemdikbud.go.id/sp/3/280114>). And there are seven Aliyah madrasah schools, namely: MAS Mathla'ul Anwar Pusat Menes, MAS Malnu Pusat Menes, MAS Anwarul Hidayah, MAS Nurul Amal Pusat, MAS Al-Ishlah Kananga, MAS Ahlussunnah Waljama'ah, dan MAS Malnu Kananga (<https://emispendis.kemenag.go.id/dashboard/?content=madrasah&action=detail&prov=36&kab=PANDEGLANG>.)

From the results of preliminary research conducted by the researcher, it was found that the number of students who entered the Public High School in Menes was 3773 students, more than students who entered Madrasah Aliyah which was only 1718 students. In addition, researchers observed three Madrasah Aliyah in Menes Subdistrict that are quite old, namely MAS Mathla'ul Anwar Pusat Menes (73 years old), MAS Mathla'ul Anwar Linahdlatil Ulama (Malnu) Pusat Menes (61 years old), dan MAS Anwarul Hidayah (39 years old). Based on the data obtained, these three schools experienced a decrease in the number of students in the 2020/2021, 2021/2022, and 2022/2023 school years after the Banten Provincial Governor Regulation (PERGUB) Number 52 of 2020 concerning Free Education at State Senior High Schools, State Vocational High Schools, and State Special Schools which was enacted on October 16, 2020. However, these three schools have their own uniqueness in conducting the education process and marketing education services so that they still exist, especially in Menes Pandeglang.

Seeing this phenomenon, to improve the competitiveness and quality of madrasah Aliyah in Menes Pandeglang, it is necessary to have a good marketing strategy such as providing information to the public through educational activities, so that public trust in an educational institution emerges. Because no matter how good an educational institution is, if it is not able to promote its school optimally, people will not be interested in sending their children to that school.

METHOD

In this study, researchers used a descriptive qualitative/naturalistic approach, because researchers wanted to describe or give a description of a natural place as clearly as possible without treatment, because researchers collected data based on the opinions of sources, not the opinions of researchers (Sugiyono 2017, 6). Where this research tends to analyze in depth, namely examining the problem one by one, because it is believed that the nature of one problem with another will be different (Noor 2015, 20-21). This research uses a descriptive qualitative approach with research instruments: observation, interviews, and documentation. The informants in the study were the Head of Madrasah, Madrasah Committee, Parents/Guardians of Students, Students, and Alumni. The data analysis technique used is Miles and Hubberman data analysis which consists of reducing data, presenting data, and drawing conclusions. To obtain valid data, researchers used source triangulation and member check methods (Sugiyono 2020).

RESEARCH RESULT

Marketing Strategy of Madrasah Aliyah Education Services in Menes Pandeglang

Marketing of educational services must receive special attention by an educational institution because competition between educational institutions is wide open and increasingly competitive. The life and death of an educational institution is influenced by the purchasing power of consumers of educational services. Marketing of educational institutions is something that is needed because in essence the general public does not know the whole about an existing educational institution. Every educational institution must have a plan to find out what strategies are effective and efficient in accordance with the times, because in fact schools must exist, develop, and be competitive.

Marketing strategies for educational services become social activities both individually and in groups where there is mutual benefit to achieve a goal. In conducting effective and efficient marketing of educational services, educational institutions must pay attention to and develop a marketing mix that we know as 7P as in James and Phillips' research cited by Wijaya, namely: product (*in this case is the form of educational services*), price (*tuition fees*), place (*location of schools/madrasas*), promotion (*promise techniques*), people (*human resources*), proff (*building infrastructure*), and process (*educational process*) (Wijaya 2016, 71–73).

The three madrasahs that have been studied are MAS Mathla'ul Anwar Pusat Menes, MAS Malnu Pusat Menes, dan MAS Anwarul Hidayah the three madrasahs have essentially implemented the marketing mix as a strategy for implementing educational services marketing so that they still exist and have competitiveness and have good madrasa quality, especially in Menes Pandeglang.

Supporting and Hinderig Factors in Marketing Strategy of Madrasah Aliyah Education Services in Menes Pandeglang

Educational institutions are faced with competition to be able to show the best to attract consumers. Some strengthen human resources (HR), facilities and infrastructure, or other facilities that can strengthen the institution. Thus, competition becomes very complex and diverse. In winning the competition, managers of educational institutions must have a competitive spirit and attitude in carrying out their institutional duties.

Competitiveness itself is the ability to produce good output starting from the resources owned in the management of services and has good value in an educational institution (Junaris and Haryanti 2022, 86). Furthermore, according to Joewono, competitiveness is a short-term & long-term competitive activity to create value for the surrounding community in a sustainable manner (Wijaya 2016, 62). Thus, the competitiveness of an educational institution can be measured by comparing the status or performance achieved with future competitiveness.

The supporting factors for these three madrasahs are having a good curriculum and services for customers of educational services, school fees that are fairly cheap for private sizes in Menes District, a strategic location where people are very easy to access, using various promotional techniques, educators and education personnel who meet the criteria, supported by facilities and infrastructure, and the existence of extracurricular activities in the development of students. In addition, based on the results of the researcher's observations, that these three madrasahs originated from universities / foundations in which there is a level of tsanawiyah madrasa that can be optimized to enter the Aliyah madrasa. The inhibiting factors for these three madrasahs are limited funds and intense competition between educational institutions.

The extent to which the Educational Services Marketing Strategy Increases Competitiveness and Quality of Madrasah Aliyah in Menes Pandeglang

Facing the era of globalization, competition among educational institutions is getting tougher. Schools or madrasahs must make various efforts to attract customers for educational services in order to compete with other institutions.

In the context of education, competitiveness is the ability of educational institutions to be better and superior in providing educational services compared to other schools or madrasah. The competitiveness of an educational institution can be reflected in the increase in the number of applicants and the number of new students, which is influenced by internal and external factors.

The category of quality madrasah is madrasah that can produce education graduates who have a balance of morals with science, as well as abilities in religious values and certain skills (Majir and Kurniawan 2020).

Basically MAS Mathla'ul Anwar Pusat Menes, MAS Malnu Pusat Menes, dan MAS Anwarul Hidayah Considering that the marketing of educational services is so important in an effort to increase competitiveness, namely by selling (promotion) which becomes the bloodstream of a school either by pull selling or push selling, choosing a market share that becomes a dominant school mirror compared to competitors, efforts to build customers by popularizing service products or school brands through educational advertisements, building a good image one of which is by publishing photos / videos of activities, providing the best service, building loyalty with alumni, building synergy with all elements, and conducting growth by improving the quality of madrasah.

The process of quality improvement in the context of education refers to the process and output of education itself. As in Juran's Trilogy, the steps taken by madrasah must include aspects of planning, control, and improvement. In the process of improving the quality of the madrasah itself, it must be done carefully, and these three Madrasahs have done so, which is stated in the work program made at the beginning of each learning year.

DISCUSSION

Marketing strategies carried out by madrasah Aliyah in Menes Pandeglang, in this case MAS Mathla'ul Anwar Pusat Menes, MAS Malnu Pusat Menes, dan MAS Anwarul Hidayah is as follows: The product owned by these three madrasahs is to unite the curriculum from the government with the college curriculum. MAS Mathla'ul Anwar Pusat Menes It has excellent programs, namely Tahfidz science class, language class, and science class. MAS Malnu Pusat Menes is consistent with its yellow textbooks. While MAS Anwarul Hidayah implements boarding school education. The prices set by these three madrasahs are equally affordable for private classes in Menes Pandeglang. The location of these three madrasahs is quite strategic because it has easy access and good visibility. Promotion techniques carried out by MAS Mathla'ul Anwar by installing banners, socializing, and utilizing social media. For MAS Malnu Pusat Menes, it is done by distributing brochures through online media (WA, social media such as Facebook, Instagram, and TikTok) and conveying to the community through kyayai who are giving recitations. Meanwhile, MAS Anwarul Hidayah is carried out through installing banners, and door to door to each school by offering programs. People (people) in this case educators and education personnel in these three schools have been fulfilled because the average level of education is S1. Then from the facilities and infrastructure, these three schools both have good facilities, only need

improvement and renewal. And from the process side, these three schools have provided good service to customers of educational services so that they can still exist to this day.

Supporting factors at MAS Mathla'ul Anwar Pusat Menes, MAS Malnu Pusat Menes, and MAS Anwarul Hidayah both have a very strategic location, educators and education personnel are in accordance with qualifications, affordable costs, promotions carried out online and offline, and maximum processes and services. Meanwhile, the inhibiting factors of these three madrasahs in carrying out development are still hampered by limited funds.

The marketing strategy of educational services is very influential in efforts to increase the competitiveness and quality of madrasahs, MAS Mathla'ul Anwar Menes Center always conducts marketing by increasing the potential of educators and education personnel through training, seminars, or training, and improving services by adding and improving madrasah facilities and infrastructure. MAS Malnu Pusat Menes by supporting teachers to go to graduate school, attending trainings, and creating quality alumni with the UKD (Basic Competency Test). MAS Anwarul Hidayah has made internal improvements to its administration, teaching and management systems, as well as adding facilities in accordance with its capabilities.

CONCLUSION

The marketing strategy of educational services at MAS Mathla'ul Anwar, MAS Malnu Pusat, and MAS Anwarul Hidayah includes applying the concept of marketing mix, namely product, price, place, promotion, people, proof, and process so that these three madrasahs can still continue to exist and develop; Supporting factors in the marketing strategy of educational services in these three madrasahs are strategic location and ease of access, human resources (HR) that meet qualifications, affordable costs for all groups, and maximum service to customers of educational services. The inhibiting factor is the limited funding of madrasah education; Then the marketing strategy of education services is very influential on the competitiveness and quality of madrasah in Menes Pandeglang, so that these three madrasahs continue to market education services by improving the competence of human resources and infrastructure.

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