

Islamic Educational Marketing Management

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ABSTRACT : *In education, the most important component should make a real contribution*

to improving human resources (HR). Management of quality education cannot be separated from management in general, namely: planning, organizing, directing and controlling. Quality of education is something that is considered important by customers/users of educational services, in Islamic educational institutions as well as efforts to improve Islamic education in achieving predetermined standards of the quality. Islamic educational institutions should show better quality in the future, both physical and non-physical, because from this, Islamic educational institutions can still gain the trust of the public in general, so that educational institutions get customers who are tailored to the target and that is where educational marketing is needed to increase consumer interest from an educational institution.

Keywords : *Management, Marketing, Islamic Educational Institutions.*

A. Introduction

The term management comes from English, namely manage which means to manage, organize, implement, and manage. In Islam, there is a term that is the same as the nature of management, namely al-tadbir which means regulation. This word is a derivation of the word dabbara which means to regulate, where the word is contained in the Qur'an as in the word of Allah SWT in Qs al-Sajadah: 5.

وَدَبَّرَ الْأَمْرَ مِنَ السَّمَاءِ إِلَى الْأَرْضِ ثُمَّ يَرْجِعُ إِلَيْهِ فِي يَوْمٍ كَانَ مِقْدَارُهُ أَلْفَ سَنَةٍ مِمَّا تَعُدُّونَ (ة)

Meaning: He arranges affairs from the heavens to the earth, then (affairs) it ascends to him in one day whose level is a thousand years according to your reckoning.

The verse above explains that Allah SWT is the manager of nature (manager). The orderliness of this universe is a sign of greatness of God's in managing the universe. However, in this context, Allah has created man and has made him the caliph (leader) on earth. Thus, humans are given the task and responsibility to regulate and manage the earth as well as possible as God regulates the universe and its contents.

Islam teaches mankind to be able to do all good deeds that are carried out in a neat, correct, orderly, and orderly manner according to what has been ordered, both in regulating household life, organizations, and educational institutions to the biggest affairs as regulating state affairs.

Management is a process in planning to achieve certain goals. According to Hasibuan, "Management" is a science and art that regulates

the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal. Meanwhile, according to GR Terry, "Management" is a process that has a characteristic that includes all planning, directing, organizing, and controlling actions aimed at determining and achieving predetermined goals through the use of various sources, including human resources, and other sources.

In Islamic education, education management is essentially a process of structuring educational institutions that involve human and non-human resources in moving them to achieve educational goals effectively and efficiently. This management process must be carried out as well as possible so that the quality of solid education is controlled by educational institutions. In the process of improving the quality of Islamic education, managerial skills are urgently needed for schools to be able to make quality plans, organize, mobilize, and carry out control functions over all previously planned activities, so that management without realizing it becomes a process of empowering all components in Islamic educational institutions to achieve the goals that have been set.

Educational marketing management is very necessary with the increasingly attractive competition between other schools. Marketing is needed for educational institutions to building a positive image, if educational institutions have a good image or background on the public, it is likely that it will be easier to overcome competition, so educational marketing is a process that must be done to provide satisfaction to stakeholders is something that must be done by each institution, in order to be able to compete. This marketing can be seen from the various creative and innovative efforts of education providers to explore the uniqueness and advantages of their schools so that they are increasingly needed and in demand by users of educational services.

To attract prospective students, an educational marketing strategy is needed that not only sells educational services as is, but how to approach approaches according to consumer desires and satisfaction. An institution that wants to be successful for the future in the face of competition must practice marketing continuously.

Wijaya stated that every school must always try to stay alive, develop, and be able to compete. So schools need to determine and implement strategies or methods, as well as carry out marketing activities. Educational marketing activities carried out by schools can change people's assessment of quality in the long term and are a way to build the image of the school as a whole.

The quality of educational institutions is not only seen in terms of quality learning, facilities and infrastructure or quality human resources. The entire school community, both human and non-human resources, combines together in one unit to provide the maximum possible service to customers, including as an educational marketing management carried out by the school. Customers are students who have become customers or

prospective students from the wider community who will become school customers. Intense competition from one school to another today is no longer a secret in the realm of marketing; it also requires schools to determine the right strategy in educational marketing activities.

B. ISLAMIC EDUCATIONAL MARKETING MANAGEMENT

1. Definition of education marketing

Educational marketing is not only oriented to increasing the number of enthusiasts in educational institutions. However, creating satisfaction for customers, as a form of responsibility to stakeholders for the quality of each product produced. Implementation must first improve the foundations (image building) including: attention to the quality offered (quality offered in core service), as well as being observant in looking at segmentation and targeting (careful market segmentation and targeting).

The concept of educational marketing is not only oriented as long as the goods run out without paying attention to afterwards, but is long-term oriented which emphasizes user satisfaction, where marketing itself is an effort to satisfy, meet the needs and wants of consumers, needs is the need for things to be done. perceived by consumers as lacking that must be fulfilled immediately, while wants is a desire for a need that has been influenced by various factors such as purchasing power, education, religion, belief, family and so on.

Educational Marketing, some experts provide an understanding that suggests that marketing is a social and managerial process, either by individuals or groups, to get what is needed and wanted through the creation of offerings, in other words that the ethics of educational marketing is to offer quality intellectual services and overall character formation. This is because education is more complex in nature, which is carried out with full responsibility, the results of education refer to the future, building the lives of citizens, the next generation of scientists.

2. Marketing Functions and Concepts

The education/school marketing function includes marketing techniques aimed at achieving better results and achieving the desired number of students or education customers. And the concepts run by an organization or educational institution include:

a. Production concept

This concept states that they like products that are available and in line with their abilities, therefore management must concentrate on increasing production efficiency (from educational institutions) and distribution efficiency.

b. Product or service concept

This concept holds that consumers or educational customers will love and pay more attention to or pay attention to the services

offered with the best quality and performance standards and striking features, and therefore educational organizations or institutions must devote continuous efforts to service improvement.

c. Sales concept

The selling concept states that consumers will not buy and try the services offered unless the educational institution runs a strong promotion and sales effort. Therefore, it takes a variety of perfect sales techniques to get good customers.

d. Public/customer marketing concept

The concept of public marketing states that the task of an organization is to determine the needs, wants and interests of target markets and provide the desired satisfactions more effectively and efficiently than competitors in such a way as to maintain and enhance public trust.

In retaining the community/customers, educational institutions must understand what constitutes customer satisfaction. Customer satisfaction is the buyer's perceived result of the performance of an educational institution meeting their expectations. Customers are satisfied when their expectations are met and happy when their expectations are exceeded. Satisfied customers will be loyal for a long time, buy more and leave good comments to educational institutions.

According to David W, the concept of marketing education has three basics, namely:

a. Starting from the needs and desires of consumers as the basis for business goals.

b. Develop an organizational approach to satisfy customer needs and wants

c. Achieve organizational goals by providing satisfaction with consumers.

3. Marketing strategy

Marketing strategy is a way or tactic in marketing something, so that the goals we are targeting can be interested in what we have marketed. Every organization needs goals or objectives, policies, programs, and strategic decisions, Quinn analyzes strategy and formulates a 5P formula for strategy, including plan (plan) which means accompanying the expected continuity of organizational actions, play (way) means taking a position to outwit competitors, pattern (pattern) means where the strategy must be in line with organizational behavior, position (position) where the organization that is oriented to itself will occupy a special location in the market or its field, perspective (point of view) is the way the organization sees its role and position.

The steps of the marketing strategy of educational schools need to be planned, implemented, controlled, and evaluated in such a way that the achievement of the objectives can be known. From the results of

Asrori's research in marketing strategies at SMA Islam Nurul Amanah that in conducting educational marketing the educational institutions spread brochures and banners as one of the educational marketing, from the results of other studies that support the promotion with presentations and jukumikat programs (special paths for interests and talents) to *alumni*. Through a unique program can lock customers (system lock-in). "Pick up the ball", namely visiting the marketing target and conducting socialization/presentations about the services offered to customers. Through this customers can ask questions and get answers directly.

4. Application of educational marketing

Educational marketing has 7 main elements, namely:

a. product

Product is everything that can be offered to customers with the aim of meeting their needs and wants, product development can be done after analyzing the needs and wants of the market. Once this problem is solved, then decisions about pricing, distribution and promotion can be made.

b. Price

Price Is an element that runs parallel to product quality, if the quality of the product is good then prospective students are willing to pay higher as long as it is felt within the reach of educational customers. Basically the price that has been set by the company for a product produced or marketed can be based on a price strategy that is the same or uniform for all regions or segments of the markets served is called single pricing or non-uniform pricing is called multi pricing. An educational institution sets prices that are not uniform, generally there is a consideration of the goals to be achieved in each marketing area, as well as the existing situation and conditions.

c. Place

The location of the school location has a very important role, because the environment in which the service is delivered is part of the perceived value and benefits of the service that plays a role as consideration in making choices.

d. Promotion

Promotion is a form of marketing communication, namely marketing activities that seek to disseminate information, influence/persuade, and remind the target market of the institution or its products to be willing to accept, buy the products offered by the institution. Promotion is carried out as a material consideration in making choices.

e. Person (people/human resources)

Person is all actors who play a role in the delivery of services so that they can influence buyers. To realize human resources

(teachers) in a professional school environment, a professional recruitment system is needed. Besides that, it is necessary to continue to improve the competence of teachers by providing opportunities to continue their education, improvement through seminars, training must also be carried out according to the needs of teachers.

f. Physical Evidence

An educational institution is a building or building with all the existing facilities and infrastructure. The factor of adequate learning facilities is a facility that is very helpful in the learning process, the use of technology in explaining learning materials to students is an attractive offer in choosing a school. Likewise, the convenience of students learning because the building and classrooms are clean and supported by modern facilities, making it easier for students to understand the learning material.

g. process

The process of delivering education is the core of all education, the quality of all elements that support the educational process is very important to determine the success of the learning process as well as evaluation material for the management of educational institutions and the image formed will form a circle and recruit educational customers.

From the several components above, they influence each other so that they are all important as an integrated educational marketing strategy to serve as guidelines that can be controlled by organizational leaders, to achieve organizational goals in the field of educational marketing.

C. CONCLUSION

Educational marketing management is very necessary along with the increasingly attractive competition between schools. Marketing is needed for educational institutions in building a positive image, if educational institutions have a good image in the eyes of the community, it is likely that it will be easier to overcome competition, so educational marketing is a process that must be done to provide satisfaction to stakeholders is something that must be done by each institution, in order to be able to compete. To attract prospective students, an educational marketing strategy is needed that not only sells educational services as they are but how to approach approaches according to consumer desires and satisfaction. An institution that wants to be successful for the future in the face of competition must practice marketing continuously.

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