



MARKETING MANAGEMENT EDUCATION (Case Study in SD Kemala Bhayangkari 02 Semarang)

Musino¹✉, Tri Joko Raharjo², Ety Soesilowati²

¹ SD Islam Primadana Semarang, Indonesia

² Universitas Negeri Semarang, Indonesia

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Abstract

This study discusses the educational marketing activities conducted by SD Kemala Bhayangkari 02 Semarang. Geographically SD Kemala Bhayangkari 02 Semarang is located in the city center. Despite its location in the middle of the city but the number of students every year continues to decline. This is evidenced by the data on the number of students over the last five years indicates that there is a Decrease in students every year. This study aims to analyze: 1) marketing management services elementary education Kemala Bhayangkari 02 Semarang. 2) supporting and inhibiting factors of education services marketing. The method used qualitative research method. The results Showed. 1) The concept of education marketing management conducted by SD Kemala Bhayangkari 02 Semarang in the form of analysis, planning, implementation and supervision. 2) Inhibiting factors in the marketing of education services include the lack of excellent programs that characterize children after graduating from the school, as well as intense competition in attracting students with other public and private schools. The supporting factor is the SD Kemala Bhayangkari shaded by Police CENTRAL. Conclusion in this research is Implementation of concept and function of marketing management done roomates still not optimal. It is advisable to all the board of the foundation, committee, and all teachers and employees of SD Kemala Bhayangkari 02 Semarang to Make optimum quality improvement to face the competition the which is very open in this era.

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✉ Alamat korespondensi:

Instansi: JeL. Singa North No 40 Semarang, Indonesia

E-mail: musinomp@gmail.com

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INTRODUCTION

Current era of global competition has created a paradigm world that does not know the limits of territorial sovereignty of a state or nation. The impact helped create higher competition in all aspects of community life. Likewise with education, where is the management can not be done traditionally but requires specialist skills so that the output of education in accordance with market needs, both nationally and internationally.

Abrori (2015: 227) The Education institution as a producer of educational services previously only seen as a *seller's* market, prospective students compete to enroll in school without much competition from other educational institutions. Nowadays, some institutions began to feel difficulty finding prospective students, the community is so intelligently choose quality educational institutions and in accordance with the desired. Moreover, the increasing number of educational institutions ranging from early childhood education to higher education, and each institution offers their privilege. This makes the climate of competition among educational institutions.

Management education become very important, where growth and development of the institutions affected by the ability of the administrator to perform *scanning* an external environment, other institutions competitors, taking into account the internal competency, should be able to create a strategy that is qualified to win the competition without leaving the essence of education itself (Yoyon Bahtiar Irianto Eka Prihati 2009: 330).

Previously, the school as a producer of educational services is still in the market sellers, prospective students compete to enroll into the school without a lot of competition with other educational institutions. However, the last few years some institutions began to feel difficulty looking for prospective students, current students children so intelligently choose quality school and accordance with the desired. Moreover, it is accompanied by a growing

number of educational institutions, such as the growth of the number of schools, as recorded in the data of Semarang City Department of Education elementary school in the year 2015-2016, each year, an average increase of 3%. By the growing number of educational institutions such as this, accordingly the registrant in some education institution began subside and felt that there is an atmosphere of competition among educational institutions in terms of elements of product, price, quality of service, quality of graduates, outcomes, quality of the building, networking and so on. Ironically in some areas, some agencies are less able to accommodate it forcibly closed due to lack of students. It shows that the competitive in the education world becomes not inevitable, so that in this age there is a lot of merger of several educational institutions. Khasanah (2015: 162) Marketing activities that advance education services are considered taboo for business oriented and tend to be profit oriented, now is done openly, because education services play as an important role to develop and improve the quality of human resources.

It is a challenge for the managers of private schools. Schools that ignore the tastes of the market (community) will lose the buyer (students). Though, studentss are the main revenue source for private schools. Number of students will affect school finances. The more students who come to a school then, the more funds those come to the school. Therefore, school administrators should be able to attract the public's attention on the basis of its quality so that the school can draw public attention. For the sake of defending the school in order to stay alive and popular in society, schools need marketing principles to attract parents want to send their children to the school. Like marketing a product, the school needs to create a marketing strategy for their products sold in the market.

Marketing management by Philip Kotler and Armstrong, as cited by Buchari Alma (2014: 130): *Marketing management is the analysis, planning, implementation, and control of programs*

designed o create, build, and maintain beneficial exchanges with the target buyers for the purpose of Achieving organizational objectives.(Marketing Management is analyzing activity, plan, implement and supervise all activities (program), in order to obtain a favorable exchange rate with the target buyer and achieve the objectives of the organization).

Educational service marketing is one of the main activities that undertaken by educational organizations in order to survive, to grow, and to get profit. Education marketing activities should be able to give satisfaction to the consumer if they want their business going, or the consumer has a good view of the education institution. Education marketing includes institute business education that starts with identifying consumers' needs should be satisfied, determine which products are going to be produced, determine the appropriate product prices, determine ways of promotion and how the process of producing it (Fatkuroji, 2015: 73).

Marketing functions in educational institutions is to establish a good image of the institution and attract interest from student's prospective. Therefore, marketing must be oriented to "customer" in the context of students in the school. Here is the need for schools to determine how prospective students view the school to be chosen (Abdillah Mudir, 2016: 31). Organizers increasingly professional education required to manage the school. Not only face an increasingly tough competitive climate, but also the demands of the market are increasingly critical and rational. We need a systematic market research so that the school can create a marketing strategy by looking at the conditions of educational institutions competition and the education market.

Based on the problems above, the authors are interested in conducting research on the marketing management services which located in elementary education Kemala Bhayangkari 02 Semarang. This study discusses the education of marketing activities undertaken by SD Kemala Bhayangkari 02 UPTD Pedurungan District of Semarang. The reason of the researchers chose SD Kemala Bhayangkari 02

UPTD District of Pedurungan, because the location SD Kemala Bhayangkari 02 Semarang are geographically located in the center of town. Despite its location in downtown but the number of students each year continues to decline.

METHODS

Type of research used in this research is descriptive qualitative method. In a descriptive qualitative study, the data obtained can not be put in the form of numbers or statistics, researchers presented an overview of the results observed in the form of narrative (description) to describe or depict phenomena that exist at the object of research.

Research on marketing management services take place in elementary education Kemala Bhayangkari 02 Semarang is located in Jl. Wolter Monginsidi No. 01, Central Pedurungan, Pedurungan, Semarang. This study includes qualitative research that has the following characteristics: (1) tend to be descriptive (2) analyze inductive data (3) pay more attention to process rather than results (4) researchers is a key instrument. Researcher describe clearly and deeply uncover about education services marketing management (Case Study in SD Kemala Bhayangkari 02 Semarang) with what it is, because it aims to describe marketing management that implemented (John W. Creswell, 2014).

This study was designed using case study design is a detailed study on a background or subject or the place where the document or a particular event (Bogdan & Bicklen, in Moleong, 2006: 23).

The focus of this research is to examine in depth about marketing management services in elementary education Kemala Bhayangkari 02 Semarang. Several sub-themes that were presented are as follows: (1) The marketing of education services in elementary Kemala Bhayangkari 02 Semarang, (2) The factors contributing to the decreasing number of students in elementary Kemala Bhayangkari 02

Semarang, (3) The strategies to increase the number of students in primary school of Kemala Bhayangkari 02 Semarang.

In this study, researcher used a technique of triangulation methods and theories. According to Moleong (2010: 330) triangulation technique is a technique that utilizes data validity checking something else. It is excluding data for checking purposes or as a comparison against the data. Triangulation methods, researchers compared the observed data with data from interviews to the Principal, Vice Principal and teacher curriculum area. While triangulation theory that by *cross-checking* to check whether the data found in the field (in this study is the result of the field of marketing management services education in elementary school of Kemala Bhayangkari 02 Semarang) in accordance with the theories that already exist.

RESULTS AND DISCUSSION

Management Service Marketing Education SD Kemala Bhayangkari 02 Semarang includes Analysis, Planning, Implementating and Controlling. The marketing management education services in elementary Kemala Bhayangkari 02 Semarang implemented through a board meeting of teachers and by integrating the vision of the school as well as collecting views or ideas from each participant member marketing management education services SD Kemala Bhayangkari 02 Semarang.

Steps elementary education services marketing management Kemala Bhayangkari 02 Semarang includes educational services marketing analysis, marketing planning educational services, educational services marketing implementation, and supervision of educational services marketing.

marketing Education in Elementary Kemala Bhayangkari 02 Semarang also use the basic concepts of management function as a strong foundation for the creation of quality in educational institutions accountable and competitive, but the implementation of the concept and marketing management functions

that do not yet optimal. The concept of marketing management study is conducted by SD Kemala Bhayangkari 02 Semarang form of analysis, planning, implementating and monitoring.

Before entering into a marketing management SD Kemala Bhayangkari 02 Semarang, following its marketing composite:

Product in academic fields that offered in SD Kemala Bhayangkari 02 Semarang is learning process using the curriculum SBC for grades 2, 3, 5, and 6, and the curriculum in 2013 for class 1 and 4 (core benefits). Extra lessons in elementary Kemala Bhayangkari 02 Semarang are a computer lesson that aims to follow the development of technology-based era already (augmented product).

The price of education services offered in SD Kemala Bhayangkari 02 Semarang is covering enrollment by 35,000, the entry fee first wave of 3,500,000, 100,000 tuition fees, monthly dues of 10,000 computers, and extracurricular activities amounted to 5,000. Determining the price offered is under the authority of the foundation in this case the Central Java Police.

The location of SD Kemala Bhayangkari is strategic on the edge of the highway wolter mongosidi middle Pedurungan , District Pedurungan, Semarang, Central Java Province. With such access is ideal to provide facilities for students in the school. The school is clearly visible in lane wolter highway monginsidi because it is located on the right side of the road. Nevertheless the location is prone area jammed because it is the main route connecting from Semarang (Pedurungan / mranggen) terminal to Terboyo or Demak.

Kusmuriyanto and Martono (2002) Promotional activities aimed to introduce the qualification of a product to be known by the public. Marketing in SD Kemala Bhayangkari 02 Semarang has not been implemented optimally due to lack of money for marketing that can not be put up billboards or banners at official and strategic place.

Widodo (2015: 117) states that "The competence of teachers have a very important role in improving the quality of education,

because in the hands of a teacher, curriculum, learning resources, facilities and infrastructure, and the learning environment into something meaningful to the lives of young people". Educational staff in primary schools Kemala Bhayangkari many as 12 people consisting of 1 headmaster, 1 civil servant, 4 Master Remains a Foundation (GTY) and 6 Teacher Not fixed (GTT). The teachers are in charge of managing the learning activities and assist the principal in matters of teaching.

Widodo et al (2016: 98) states that "facility planning grouped into several sections, namely: planning and development facility learning and schools, procurement and purchasing, inventory items, placement and setting, maintenance and repair, utilization, exclusion and removal of goods". In general the infrastructure is owned by SD Kemala Bhayangkari complete count by having science Lab, Computer Lab, Library, and learning to use the LCD. However, in each of the class is still not installed air conditioning. In fact, by looking at the school entrance fee as of the entrance there are middle and upper levels.

The process of delivering education services in elementary Kemala Bhayangkari 02 Semarang has fulfilled National Education Standards (NES). The process of managing and servicing the school has received recognition with the achievement of accreditation by the National Accreditation Board (BAN) Rormal Education (PF). Thus the process of teaching and learning activities (KBM) and the quality of teaching has met the national standards that include eight elements of content standards, standardized processes, standards management (planning, implementation, and monitoring), and education assessment standards.

Marketing Analysis

The analysis conducted by the SD Kemala Bhayangkari 02 Semarang in education marketing is done by determining the market segmentation, targeting and positioning.

According to our point of view, SD Kemala Bhayangkari 02 Semarang has not implemented a good marketing management

analysis. Although the preparation of the marketing is done all but it does not yet exist variations from year marketing ever. There has been no increase in the school's flagship program offered to prospective new learners, so that the target to meet the students in the PPD is difficult because the number of competitors from around the elementary school already doing variations and changing times in giving priority programs. It also had an impact on market segmentation that has been planned to be difficult to fulfill because there is no variation in the marketing of education services. Many prospective students are turning to other agencies from year to year so that a decline in the number of students each year in SD Kemala Bhayangkari 02 Semarang. With new student entry fees which are calculated fairly large but the program will still like the program at public elementary schools in general are all free will lead to market segmentation and targeting becomes difficult to be met.

Positioning which done by SD Kemala Bhayangkari 02 Semarang still not implemented to the fullest. Promote excellence in only a difference SD Kemala Bhayangkari 02 Semarang shaded by the Police so that students in learning are also wearing a police uniform. In terms of extracurricular still the same with other SD even same with state SD in the vicinity which incidentally frees school fees. The only slight is difference in the number of extracurricular with the other SD. In fact, considering the school should not be problems throughout the perceived benefits exceed the costs of students, the school's vice versa is not guaranteed to be invaded if deemed prospective students a low grade. If the perceived benefits of the same or only perceived differences are slight, so prospective students will choose the most inexpensive school or free which in this case is the nation's schools.

Marketing Planning

Planning made by SD Kemala Bhayangkari 02 Semarang in marketing studies done by conducting a marketing plan that starts from doing some discussion under the

responsibility of the leadership of the school, the admissions committee learners (PPD) and all stakeholders in the school (teachers, employees, supervisors extras curricular, school committees and parents guardians of students).

Planning is also carried out by forming a working structure: define job description, giving tasks to each staff and coordinate the work of each staff in a solid and well-organized team, starting with the reception committee formed learners (PPD) as the implementing team.

Furthermore, a marketing strategy of educational services, that is done in various ways such as coming to school kindergarten, organize events competitions, conducting or commemoration of the great days of national and religious, held an open house, performing arts, installation promotional banners and brochures admission of learners (PPD). The latter is a form of marketing resources education, which was to determine the medium used (promotional banners, pamphlet and learners registration brochures), the necessary funds and others as a means for consumers to obtain information.

According to our view, SD Kemala Bhayangkari 02 Semarang has not implemented optimal planning of marketing management. Planning is only limited time to plan marketing and marketing committee composition, does not come with fix first foundations associated with the quality offered.

Data gathered that in the last 5 years, SD Kemala Bhayangkari 02 Semarang decreased significantly the number of students, there is an indication of consumer dissatisfaction. In other words, a decrease in students over the past few years is an indicator of dissatisfaction of the service users and it can spread to other prospective customers, causing difficulty in finding customers in this new learners.

Marketing Implementation

Implementation of marketing in SD Kemala Bhayangkari 02 Semarang done by all educators and non-educators in general, and in particular by the committee PPD that has been reconstructed earlier.

Marketing implementation elementary education do Kemala Bhayangkari 02 Semarang pertained not maximized and appropriate because the market has not yet implemented optimally mix. Implementation of the marketing is done only provide information about the school without being accompanied by programs that fresh which is a quality improvement from year to year.

Implementation of marketing is simply by distributing brochures to kindergarten and unofficial banners around the school. The banner will only last for a while because it will be controlled by police unit Pamong Praja. Supposedly the installation of billboards and banners in place it strategically so that the public official is easy to read information on new admissions.

The marketing strategy is still general and there is nothing to distinguish marketing strategies from other schools, so it will be difficult to attract consumers to register on SD Kemala Bhayangkari.

According to Hardyanto (2015: 114) "In order to provide customer satisfaction should be done through several strategies such as: Customers first strategic relationship, both listening to the voice of customers, the third increase performance, and the fourth to improve the quality of service".

Marketing Supervision

A review of progress towards the achievement the final results and taking corrective action is when such progress does not materialize. In marketing education services in elementary Kemala Bhayangkari 02 Semarang, control is carried out at any time by school leaders, so if the implementation of the program less effective, it can be readily straightened out. How undertaken is to hold a meeting / conference by the principal with all the teachers and employees at each bi-weekly, monthly, mid-term, the end of the semester and the end of the year. This event is held to discuss the program of activities that have been implemented in stages this time which is about how the realization and in case of problems will be solved and look for

solutions together in order to maintain and increase the quality of education services are delivered, followed by a discussion about the preparation of the program of activities nearby the next will be held, to be more mature in its implementation.

Supporting and Inhibiting Factors in Education Marketing Strategies

In general the problems or obstacles in any activity is a natural thing, but for the sake of achieving the goals set then these obstacles must be handled and sought appropriate solutions to overcome them. Obstacles encountered in the implementation of marketing management education in elementary Kemala Bhayangkari 02 Semarang and solisinya as follows: Lack of flagship program that distinguishes SD Kemala Bhayangkari with primary schools, number of schools around SD Kemala Bhayangkari both public and private that causes the competition to find students very tight, still a lack of understanding of some members of the academic community about the importance of marketing education aimed at improving quality and customer satisfaction, is still a lack of cooperation that is optimal from some members of the academic community as a part of marketing execs education, resulting in the implementation of the program a little disturbed, as well as the lack of allocation of funds for school promotion which resulted in its implementation less than the maximum.

In addition to inhibiting factors, there is also a contributing factor in the marketing of education services in elementary Kemala Bhayangkari 02 Semarang, among others: The layout of the school is strategically so easily accessible by consumers, School shaded by the Police JATENG so that the activities that are / associated with a visit to the Police and the

activities of orderly traffic gets easy access, and the school has accreditation from the National Accreditation Board indicating that a learning activity has been standardized.

In this study, the data that the schools are located not always be an advantage and an edge in marketing education services. There should be a good marketing mix of all these elements of the marketing mix marketing management education that goes well too.

This study is expected to be in-depth study materials for education service providers in order to carry out the marketing mix well so the impact on marketing management are good also. Thus education providers prefer the quality provided rather than purely profit-oriented.

CONCLUSION

Based on the research results and the above discussion, it can be concluded that the implementation of the concept and marketing management functions performed by the SD Kemala Bhayangkari 02 Semarang form of analysis, planning, implementing and monitoring. Supporting and inhibiting factors in the marketing of education services in elementary Kemala Bhayangkari 02 Semarang namely the lack of a flagship program which is characteristic for children after graduating from the school, as well as intense competition in attracting students with other public and private elementary school. While the primary factor of SD Kemala Bhayangkari is shaded by the Police JATENG so as to obtain the ease in programs related to police.

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