Education Marketing Management Based on The Target Market Determination Strategy

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Abstrak

Penelitian ini menentukan manajemen pemasaran pendidikan berdasarkan strategi penentuan pasar sasaran. Penelitian ini merupakan penelitian kualitatif melalui studi literatur. Studi pustaka adalah istilah lain dari tinjauan pustaka, tinjauan pustaka, kajian teori, landasan teori, tinjauan pustaka, dan tinjauan teori. Pada lembaga pendidikan memilih segmen pasar yang akan menjadi fokus upaya pemasaran sebagai berikut: (a) Segmentasi geografis, yaitu lingkungan sekolah dan sekitarnya; (b) segmentasi demografi yaitu agama, umur, dan pendidikan; dan (c) Segmentasi perilaku, yaitu perilaku calon siswa dan perilaku orang tua calon siswa. Strategi ini bertujuan untuk mengelompokkan dan mengambil keputusan segmen pasar dari pasar jasa pendidikan yang ada. Hasil identifikasi pasar yang diperoleh kemudian dikelompokkan sesuai dengan kebutuhan dan keinginan pelanggan. Saat menentukan segmen pasar, penting untuk fokus pada variabel segmen pasar yang krusial, seperti segmentasi demografis, psikografis, geografis, dan manfaat. Keempat segmentasi tersebut membagi pasar konsumen secara berurutan dari yang umum dan masif hingga yang paling spesifik, yaitu a) segmentasi demografis, yaitu: segmen yang membentuk kelompok pasar berdasarkan usia, pendidikan, jenis kelamin, ukuran keluarga dan identifikasi pendapatan; b) segmentasi geografis, yaitu mengidentifikasi berdasarkan wilayah, iklim, kepadatan penduduk atau kondisi fisik pasar; c) segmentasi psikografis, yaitu segmen yang mengidentifikasi konsumen berdasarkan gaya hidup dan kepribadian konsumen dengan mengamati aktivitas, selera, pendapat, atau minat seseorang; dan d) segmentasi manfaat, yaitu segmen yang berfokus pada penggunaan yang diharapkan dari suatu produk atau jasa yang ditawarkan dan disediakan.

Kata Kunci: *Manajemen Pemasaran, Edukasi, Strategi Penetapan Pasar Sasaran*

Abstract

This study determines educational marketing management based on target market determination strategies. This research is a qualitative type through literature study. Literature study is another term for literature review, literature review, theoretical study, theoretical basis, literature review, and theoretical review. In educational institutions, selecting market segments that will be the focus of marketing efforts as follows: (a) Geographic segmentation, namely the school environment and its surroundings; (b) Demographic segmentation, namely religion, age, and education; and (c) Behavioral segmentation, namely the behaviour of prospective students and the behaviour of parents of prospective students. This strategy aims to group and make market segment decisions from the existing education services market. The results of the market identification obtained are then grouped according to the needs and desires of the customers. When determining market segments, it is necessary to focus on crucial market segment variables, such as demographic, psychographic, geographic and benefit segmentation. These four segmentations divide the consumer market in order from the general and massive to the most specific, namely a) demographic segmentation, namely: segments that make market groups based on age, education, gender, family size and income identification; b) geographic segmentation, namely identifying by region, climate, population density or market physical conditions; c) psychographic segmentation, namely the segment that identifies consumers based on people's lifestyles and consumer personalities by observing a person's activities, tastes, opinions or interests; and d) benefit segmentation, which is a segment that focuses on the expected use of a product or service that is offered and provided.

Kata Kunci: *Marketing Management, Education, Target Market Determination Strategy*

INTRODUCTION

Education is changing humans' mindset, appreciation and habituation to become human (Budi, 2020). School is one of the educational unit institutions, although most people often identify the school with education (Rukiyah, 2016). Education is a vehicle for changing human civilization. Education is a service product produced by non-profit educational institutions so that the results of the education process are visible (Basri, 2011). Competition in education is so tight that many educational institutions are abandoned by their consumers. In recent years, there have been many mergers of several educational institutions (Sukandi, 2010).

The administrator must understand educational marketing to maintain and enhance the institution's growth (Hakim et al., 2021). There are vital components that can be used as analytical materials to understand the concept of educational marketing, such as the market concept (Fathurrochman et al., 2021). The market is a place to interact and transact to increase prospective customers' expectations, wants and needs so that potential customers become stimulated to have the products offered by issuing rewards as agreed (Khasanah, 2015).

Educational marketing is interpreted as marketing communication, examining the potential process of students and showing academic success in educational institutions, where each student is considered a client of educational products (Raya, 2016). Educational marketing experts say education can be responsibly marketed socially, ethically, and educationally (Alma & Hurriyati, 2008). Educational marketing is characterized by launching several publications, such as promoting educational institutions based on the marketing model.

Educational marketing is something that absolutely must be carried out by schools; besides being shown to introduce, the function of marketing in educational institutions is to form a good image of the institution and attract the interest of several prospective students (Alfiyanto, 2020). For this reason, educational institutions must carry out educational marketing strategies to maintain and increase the number of existing students. The purpose of the educational marketing strategy is, of course, embedded values of trust in the minds of every consumer, which will eventually increase the number of students at the institution (Azan, 2019). In the education marketing strategy, there is a promotional strategy in which this promotion supports educational marketing activities that every school uses. Promotional plans we often encounter include distributing brochures and pamphlets via the internet, placing advertisements, installing billboards, and installing banners (Andreas, 2021).

Determining the target market in educational marketing is the same as marketing in general. Kasmir provides a definition that deciding the target market is evaluating the activity of each segment and then selecting one or more market segments to serve. Determine the target market by developing the sizes and attractiveness of the piece and then the target segment (Kasmir, 2014). This strategy aims to group and make market segment decisions from the existing education services market (Narazudin & Fuzan, 2006). The results of the market identification obtained are then grouped according to the needs and desires of the customers. When determining market segments, it is necessary to consider crucial market segment variables, such as demographic, psychographic, geographical, and benefit (Bunyamin, 2021).

Several researchers have carried out previous research related to this, including Suhailah Fitria, titled Marketing Strategy for Education Services at the Diniyyah Al-Azhar Integrated Islamic Elementary School Jambi in 2018. The results of the research conducted by Suhailah Fitria show that the marketing strategy for educational services carried out at the Diniyyah Al-Azhar Integrated Islamic Elementary School in Jambi is to use 7P (Product, price, place, promotion, people). Proof/physical evidence and process). The products marketed are Tahfidz, getting used to worship, and academic extracurriculars. At the same time, the prices are accessible to the poor and children of teachers or employees with a 50% discount. Strategic location: In terms of promotion through Instagram, Facebook, YouTube, TV stations, websites, and newspapers, the most effective advertising is through the Expo and Tablik Akbar. The facilities provided and complete make students feel comfortable with what has been given (Fitria, 2018).

Subsequent research was conducted by Muhammad Fikri, entitled Educational Marketing Strategy in Attracting New Students at SMKIT Nurul Qolbi Bekasi in 2020. This study aims to determine the marketing strategy of education at SMKIT Nurul Qolbi and the supporting and inhibiting factors of education marketing strategy. The results of this study, the process carried out by the research site is promotional activities divided into two types, the first during PPDB and the second outside PPDB. Promotions were carried out during PPDB, such as installing banners, pamphlets, and brochures. In addition, he has made presentations to SMP/MTs and the community. For promotions outside the PPDB, they carry out activities such as participating in competitions and parades when celebrating Islamic holidays by providing information about school activities (Fikri, 2020).

The following research is Galisa Ayu Pamela's implementation of the Educational Marketing Strategy Case Study at MTs Negeri 2 Bandar Lampung in 2019. This study aims to discover the new application of marketing education services in MTs Negeri 2 Bandar Lampung. The results of this study indicate that the implementation of marketing strategies at MTs N 2 is perfect by using: Product/product, Price/price, Place/place, Promotion/promotion, People/people, Physical evidence/physical evidence and Process/process. At MTs Negeri 2 Bandar Lampung, there are three stages: acceptance of students from the academic achievement track, report cards and regular scores orally and in writing. Second, an effective and efficient learning process, starting from the competence of teachers, curriculum and supporting infrastructure. Third, graduates or results are by school expectations, namely students who are outstanding, talented, developing and able to apply religious values (Famela, 2019).

METHOD

This research is a qualitative type through literature study. Literature study is another term for literature review, literature review, theoretical study, theoretical basis, literature review, and theoretical review. What is meant by library research is research that is carried out only based on written works, including published and unpublished research results (Melfianora, 2019). Stages of research are carried out by collecting primary and secondary library sources. This study classified the data based on the research formula (Darmalaksana, 2020). In the advanced stage, data processing and or reference citations are carried out to be displayed as research findings, abstracted to obtain complete information, and interpreted to produce knowledge for concluding. As for the interpretation stage, analysis or approaches are used, for example, philosophical, theological, Sufistic, exegesis, syarah, and others (Darmalaksana, 2020)

RESULTS AND DISCUSSION

Determining the target market in educational marketing is the same as marketing in general. Kasmir provides a definition that deciding the target market is evaluating the activity of each segment and then selecting one or more market segments to serve. Determine the target market by developing the sizes and attractiveness of the piece and then the target segment (Kasmir, 2014). In educational institutions, it is selecting market segments that will be the focus of marketing efforts as follows: (a) Geographic segmentation, namely the school environment and its surroundings; (b) Demographic segmentation, namely religion, age, and education; and (c) Behavioral segmentation, namely the behaviour of prospective students and the behaviour of parents of prospective students (Kismiyati, 2021).

This strategy aims to group and make market segment decisions from the existing education services market (Narazudin & Fuzan, 2006). The results of the market identification obtained are then grouped according to the needs and desires of the customers. When determining market segments, it is necessary to focus on critical variables, such as demographic, psychographic, geographic and benefit segmentation. These four segments divide the consumer market in order from the general and massive to the most specific (Bunyamin, 2021):

1. Demographic Segmentation

The demographic segment is a segment that makes market groups based on age, education, gender, number of families and income (Sartika & Abdillah, 2020). Demographic market segmentation divides the market into groups based on gender, age, marital status, number of families, income, position, geographic location, mobility, home ownership, education, religion, caste or nationality. These demographic factors are the most popular basis for segmenting consumer groups. The main reason is that consumer needs and wants are easy to measure. Even if the market segment is initially determined using another basis, its demographic characteristics must be known to select the target market's size and efficiently reach it (Prasetyo et al., 2017).

Market segmentation helps companies define consumer needs and wants accurately and quickly. Market segmentation is part of one of the elements of a competitive strategy (Pamulatsih, 2011). In demographic segmentation, the market is divided into groups based on demographic variables such as age, family size, family life cycle, gender, income, occupation, religion, race, generation of citizenship, and social class (Rahmat, 2020).

Demographic variables are the most popular basis for differentiating customer groups. One reason is that

demographic variables closely relate to consumer wants, preferences, and usage levels. Another reason is that demographic variables are more accessible to measure than most (Rahmat, 2020). Even if the target market is described in terms of non-demographic factors (e.g. personality type), relationships with demographic characteristics are needed to determine the target market size from the media used to reach them efficiently. For example, market segmentation is based on age to choose purchasing preferences between adult and children consumers (Rahmat, 2020).

2. Geographic Segmentation

This segment is identified by region, climate, population density or market physical conditions. Geographic criteria are used in market segmentation because the market potential for the company's products can be influenced by market location, where operating costs and demand from each region are different. Geographic segmentation requires dividing the market into geographical units such as countries, states, regions, provinces, cities, or neighbourhoods (Rahmat, 2020)

Geographic segmentation divides the market into geographical units such as countries, states, regions, and neighbourhoods. Companies can decide to operate in one or more geographical countries according to their needs and wants. Geographic is a marketing activity that divides the market into several units. Different geographic areas include area, population density and climate (Santi, 2019).

Consumer market segmentation is based on geographic segmentation, grouping consumers this market segmentation into market segments according to regional scale or geographical location, which can be distinguished based on the (Santi, 2019):

a. The region, which market segments can obtain in the form of local, regional, national, and foreign or export markets. Each market based on this region has different potential and how to handle it.

b. Climate, on this basis, obtained market segmentation in the form of markets for mountainous and highland areas and calls for coastal regions and lowlands. Based on this climate, each market has different needs, wants, tastes and preferences.

c. Cities or villages, where market segments can be obtained in urban areas and rural or agricultural markets. Each market segment has different potential, requiring another marketing method. Geographical criteria are used in market segmentation, considering that the market potential for the company's products can be influenced by market location, where operating costs and demand for each region or area differ. Based on the above theory, what is meant by geographic segmentation is the division of other markets, which include countries, states, regions, provinces, cities or neighbourhoods, households reflected by region, size of cities or large cities and population density climate.

3. Psychographic Segmentation

The psychographic segment is a segment that identifies consumers based on people's lifestyles and consumer personalities by observing a person's activities, tastes, opinions or interests. Psychographics is the science that uses psychology and demographics to understand consumers better. In psychographic segmentation, buyers are divided into groups based on lifestyle, personality, or values. People in the same demographic group may exhibit very different psychographic features (Santi, 2019).

Psychographic segmentation divides consumer market segments by utilizing perceptions, lifestyles, top-of-mind, and values in a consumer market scope. The psychographic segmentation process in a study requires the adequacy of data obtained from methods that are by scientific rules such as (Janamarta, 2020). Psychographic segmentation is a segmentation that groups consumers based on (Setiawan & Wijaya, 2020):

a. Motivation

Motivation moves or encourages a person or group to do or not do something.

b. Lifestyle

It is a principle used to understand individual behaviour. Every person's actions reflect his lifestyles, such as the way he dresses, the way he thinks, and the way he acts with his distinctive style.

c. Personality characteristics

A pattern of feelings, thoughts, and behaviour is the unique way a person interacts with his environment and with himself. In contrast to other segmentation, this segmentation looks more at the things in the consumer that encourage consumers to buy or use a product.

4. Benefit Segmentation

The benefits segment is a segment that focuses on the expected use of a product or service that is offered and provided in terms of the benefits of the product that is likely to be by the wishes and needs of its customers (Mardiah, 2015). Determination of targets is very much needed in educational marketing because when you have the right and appropriate target market, you can determine how the strategy is by the target market so that it is suitable for the education market target. In determining the target, it is carried out in the four ways above to get marks from the products or services offered (Susetyo, 2017).

Conclusion

In educational institutions, selecting market segments that will be the focus of marketing efforts as follows: 1) Geographic segmentation, namely the school environment and its surroundings; 2) Demographic segmentation, namely religion, age, and education; and 3) Behavioural segmentation, namely the behaviour of prospective students and the behaviour of parents of prospective students. This strategy aims to group and make market segment decisions from the existing education services market. The results of the market identification obtained are then grouped according to the needs and desires of the customers. When determining market segments, it is necessary to focus on critical variables, such as demographic, psychographic, geographic and benefit segmentation. These four segmentations divide the consumer market in order from the general and massive to the most specific, namely: 1) Demographic segmentation: segments that make market groups based on age, education, gender, family size and income identification; 2) Geographic segmentation identifies by region, climate, population density or market physical conditions; and 3) Psychographic segmentation, namely the segment that identifies consumers based on people's lifestyles and consumer personalities by observing a person's activities, tastes, opinions or interests; 4) Benefit segmentation is a segment that focuses on the expected use of a product or service that is offered and provided.

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