

Implementation of 7P Marketing Mix as a Strategy Private School Marketing Management

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Abstrak — *This research discusses the challenges and problems experienced by private schools. To face these challenges and problems, a strategy is needed as a tool to gain a competitive advantage by implementing a marketing mix strategy or 7P marketing mix. This research aims to obtain information on how to apply marketing management as a strategy to increase the number of new students in private schools in particular. The method used in this research is descriptive method. This research takes data using a qualitative approach with descriptive methods. The data collection technique uses observation, interviews and documentation. This research was conducted at SMPK 1 BPK Penabur Bandung which is located at Jln. HOS. Cokroaminoto No. 157, Pamoyanan, Bandung Kota, West Java, 40173. The results of this study obtained information about how schools conduct marketing management to increase the number of new students at SMPK 1 BPK Penabur Bandung. This research implies that if it implements marketing management by using the 7P marketing mix strategy in schools can increase the number of new students.*

Keywords: *Management, Education Marketing, Private School.*

I. INTRODUCTION

Marketing is a management process where everyone and organizations get mutual satisfaction by creating, marketing and providing mutual benefits, one another.[1] Marketing of educational services is a strategy to improve the quality of educational institutions.[2] Private educational institutions both on a national and international scale will bring about intense competition and attract the attention and trust of the community in getting new students.[3] This becomes important for schools related to marketing because one of the impacts of the zoning policy. The policy will certainly add challenges for private school managers.[4]

The ability to compete determines whether the institution is able to survive or not.[5] Educational institutions must develop various marketing strategy management efforts so that customers are interested in

entering the educational institution.[6] in order to maintain and increase the quantity of existing students.[7] One of the marketing strategies for educational services uses a marketing mix or marketing

mix.[8]

The above efforts are some of the attractions and high competitiveness to meet the satisfaction of the community as customers of educational services. If in reality, educational institutions are unable to provide educational services according to community expectations, it will cause a bad image of educational institutions, to be able to meet community expectations, education marketing management is needed. [9] Seeing the above phenomenon, I feel interested in discussing and exploring the problems and challenges experienced by private schools because it is very necessary to have the right strategy as a tool to gain a competitive advantage experienced by one of the private schools, namely SMPK 1 BPK Penabur, Bandung City using a qualitative descriptive method. One of the strategies used in marketing management is marketing mix or marketing mix. Marketing Mix is one of the strategies for marketing educational services to the public as consumers. This strategy includes place, product, price and promotion which are tools in introducing educational services. An educational institution will get attention from them after knowing the existence of the education. In it through several insiders and outsiders who do marketing through print and electronic media.

I. LITERATUR REVIEW

A. Definition of Education Marketing Management

There are many definitions of education marketing management

Management comes from the word "to manage" which means to organize. Management is the science and art of taking action to achieve goals.[10] Management is the science and art of taking action to achieve goals. Management as a science is the accumulation of systematized knowledge or organized unity of knowledge.[11] Meanwhile, marketing comes from the word "market" which means market.[12] Marketing is also a social process in which individuals and groups get what they need and want by creating, offering and freely

exchanging products of value with other parties[13]. Then Joko Setyonopun revealed that marketing is an overall system of business activities that are shown to plan, set prices, promote and distribute goods and services that satisfy needs, both to existing and potential buyers. Furthermore, in his book Philip Kotler & Armstrong also explained that marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and paying attention to products of value with other parties.[14]

In line with the concept said by William J. Shultz states that "marketing management is the planning, direction and control of the entire marketing activity of a firm or division of a firm", marketing management is a process of planning, directing, and supervising all marketing activities in an organization or company[15]. The success or failure of a marketing carried out, depending on their expertise in marketing management, as well as on the ability of its administrators[16]. So, marketing in the context of educational services is a social and managerial process to get what is needed and wanted through the creation of offers, exchange of products of value with other parties in the field of education[17] Furthermore, Philip Kotler and Gary Armstrong, two leading marketing experts, provide an important perspective on education marketing. They discuss how the principles of marketing principles can be applied in the context of education to increase attractiveness, attract students, and manage and advance educational institutions.[18]

B. *Objectives of Education Marketing*

Marketing of educational services aims to improve the quality of education, increase public trust in education providers by emphasizing needs, and what people want for education without causing any transfer of ownership. Because services are any action or performance offered by one party to another party which is in principle intangible which does not cause any transfer of ownership because services are any action or performance offered by one party to another party which is in principle intangible which does not cause any transfer of ownership[9]

Buchari Alma suggests marketing objectives including: 1) To find a market balance, between buyer's market and seller's market, distribute goods and services from surplus areas to minus areas, and producers to consumers, from owners of goods and services to potential consumers. 2) The main purpose of marketing is to provide satisfaction to consumers. The purpose of marketing is not commercial or profit-making. But the first goal is to give satisfaction to consumers, with the aim of giving this satisfaction, marketing activities include various producer institutions.[19]

C. *Elements of Marketing Management*

Marketing strategy includes activities to develop a clear mission, support the goals and objectives of the institution, a logical strategy, and proper

implementation. Behind the success of the marketing process, there are elements that support the success of a marketing process. There are three main elements contained in marketing, namely

1. Market segmentation, which is the act of identifying and forming separate groups of buyers or consumers,
2. Targeting, which is the act of selecting one or more market segments to enter.
3. Positioning, namely determining market position with the aim of building and communicating the competitive advantages of existing products in the market, into the minds of consumers..

D. *Marketing Management Process*

Philip Kotler and Gary Armstrong, two leading marketing experts, provide an important perspective on education marketing. They discuss how the principles of marketing can be applied in the context of education to increase attractiveness, attract students, and manage and advance educational institutions to inform (provide information to consumers/public), build awareness and interest in educational institutions, differentiate between one educational institution and another educational institution emphasizes a positive image by communicating and describing the advantages of educational institutions that are socialized and which can ultimately influence actions in making decisions.[23]

Then, Lochart mentions five factors that can drive the marketing of educational services, including: 1) Increased competition (positive competition) that exists; 2) Demographic changes; 3) Public distrust of some existing educational institutions; 4) Investigation of mass media both electronic and print media; and 5) Limitations of existing resources.[9]

II. METODOLOGI

This research was conducted at SMPK 1 BPK Penabur Bandung which is located at Jln. HOS. Cokroaminoto No. 157, Pamoyanan, Bandung Kota, West Java, 40173. The time of this research was conducted on Thursday, November 29 - December 15, 2023. This research uses qualitative approaches with descriptive methods.

The interview technique is a data collection process by means of researchers asking questions to one participant one by one recording the answers in a notebook, voice recording and documentation using a cellphone. the parties interviewed by the researcher were the principal, deputy curriculum, administration, teachers and student guardians. In testing the validity of the data, the researchers used expert triangulation techniques.

III. RESULTS AND DISCUSSION

Based on the study and data analysis conducted by

researchers at SMP K 1 BPK Penabur Bandung, he can be explained, there are several marketing strategies using the marketing mix.

The marketing mix is one of the marketing strategies to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product. The marketing mix is also a strategy of mixing maximum activities, so that the maximum combination is sought so as to bring the most satisfactory results [20]. The range of marketing is very broad, various stages of activity must be passed by goods and services before reaching consumers, and the broad scope of activities is simplified into 4 (four) marketing policies commonly referred to as the marketing mix or 4P in marketing which consists of 4 (four) components, namely product (Product) price (price) distribution (place) and promotion (promotion). The four components are traditionally known in the marketing of goods, but in service marketing by Boom and Bitner (Kotler, 1997: 88) suggested an additional 3P, namely P5 = People, P6 = Physical Evidence, P7 = Process. [21]

1. Products or services offered to students are reputation, prospects and variety of choices and good quality education.

The product mix in Marketing Management as said by the principal of SMPK BPK Penabur centers on teachers who teach in the classroom, how teachers handle the learning process in the classroom correctly which makes students understand the content of learning, enjoy and handle properly for students who are remedial and need enrichment. In addition to marketing in the classroom, there is also a PPBD (New Student Admission) committee of 20 people who also come from administrative staff and several teachers.

SMPK 1 BPK Penabur has different advantages from other schools including having a Dual Certificated program which comes from the Cambridge curriculum, and Bilingual-National. The school also helps students who will get scholarships in Singapore, although with a very strict selection. This program is carried out per year and there are 5-6 people selected. Various achievements achieved by SMPK BPK Penabur, one of which became the highest UN score winner in its time and many more academic and non-academic achievements such as science olympiads, English mathematics, social studies, sports which are directly supported by relevant organizations provided by the school.

2. Price in the contest of educational services is all costs incurred by students to obtain educational

services offered by an educational service. Pricing (tuition fees, construction fees, laboratory fees), is an element of the price of educational services, providing scholarships, payment procedures and installment terms. Based on the information obtained, the costs incurred by students are affordable for certain groups with programs and values offered at a price that can be reached around 1 million more, but less than 2 million. All financial management is determined and regulated by the foundation, so if we need the cost of food, we can submit a proata fund every year based on the needs so that it is accredited by the foundation and then wait for the checking and confirmation process after being accredited by the foundation, the funds will be disbursed gradually. If there are students who cannot afford the school suggests and helps them to be transferred to other SMPKs, because there are no underprivileged scholarships, but until now no one has been transferred because there is an installment program every month parents are summoned and billed to facilitate payment.

3. Location is a place for educational services that will affect the preferences of potential customers in determining their choice. Location needs to consider the environment in which it is located. Close to the city center or housing, parking conditions, a conducive learning environment and transportation. Apart from physical location, educational services can also be reached virtually via internet. SMPK 1 Penabur has a very strategic location because it is in the middle of the city and has easy access everywhere, a lot of transportation passes through it, it's just that the obstacle is the condition when traffic jams due to its position close to the toll road. Adjoining the local community with a good and conducive environment can also be reached virtually via the internet because of the good network speed.
4. Promotions that can be carried out by educational services are advertising (TV, radio, spot and billboard advertisements), sales promotion making direct contact with prospective students and conducting public relations activities. For promotional activities other than those carried out by teachers and staff in the classroom and also the school environment, promotional activities are carried out on social media such as Instagram and TikTok accounts. school is active and updates provide interesting information every day. The school together with the foundation also held edufast events held in public locations such as malls. The school also visits elementary schools targeted by SMPK 1 to promote activities and school excellence which will then be followed up

during PPDB. Therefore, our sales are teachers, who provide services, educate and provide knowledge when teaching. In accordance with our tagline FAITH SCIENCE AND SERVICE regardless of the child. Every day is a promotional activity, what teachers and staff do is also a form of promotion. Handling parents is word-of-mouth marketing which has a tremendous effect.

5. Human resources or people are all people or behaviors involved in the process of delivering services to consumers and influencing consumer perceptions, such as service provider personnel, customers and other customers related to these services. Human resources in educational services are grouped into 3, namely administrators, teachers and employees. HR here is very important, which is different in this school if you have worn the SMPK 1 vest, which used to be the best UN in Bandung, the best in Jambi. So the community stigma also adjusts to the quality of teachers, administrative staff and employees in teaching and providing maximum service. Service providers here must have faith and do upgrading and special assistance from schools and foundations. The number of teachers and staff is adequate and according to qualifications and strict selection. The school also uses professionals to support extracurricular activities.
6. Physical evidence or facilities and infrastructure is an environment where students can interact and there are tangible components that support the performance or communication of educational services, such as building style, supporting facilities (completeness of educational facilities, worship, sports and security). For classrooms at SMK 1 BPK Penabur already has facilities that are more than standard, because we have computers in the classroom that are connected to the internet with good speed and the school has used LMS to adjust the times even more for learning media such as interactive boards.
7. Process or service management is a procedure, mechanism and series of activities to deliver services from producers to consumers. This process is closely related to human resources who will deliver services to consumers. The process or service management is a series of activities that students experience while in education such as the teaching and learning process, exams and others. [22] Sebagai penyedia jasa, upaya sekolah adalah untuk meningkatkan kualitas peserta didik, harus care dengan peserrta didik. Kepala sekolah memberikan dorongan kepada peserta didik jika ada anak yang belum mencapai target juga bagi

mereka yang diatas target diberikan penguatan seperti pengayaan, evaluasi ini rutin diberikan. Bahkan peserta didik juga orang tua memiliki wadah dalam betuk link google drive jika memiliki masukan atau komplek terhadap layanan yang diberikan oleh sekolah yang nantinya akan langsung di follow up oleh kepala sekolah secara langsung

IV. CONCLUSION

Based on the results of the research conducted by the author on the implementation of the marketing management carried out by SMPK 1 Penabur Bandung City has been well implemented. However, it still needs better implementation. The marketing objectives carried out using the 7P strategy to increase the number of new students, the main target is SDK Penabur students and does not close to the public. The school conducts promotions starting from the classroom by teachers and the school environment by staff who then together with the foundation conduct activities outside the school in the form of events in public places. It is very important for private schools in particular to be able to use the right strategy during a pandemic. The marketing mix strategy is a strategy used in that school to increase the number of new students. Through the strategies chosen and developed, it can attract new students.

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