

EDUCATION POLICY ANALYSIS ON EDUCATION MARKETING

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Keywords	Abstract
Education Policy, Competitive, Marketing, Educational Institutions	The research problem raised in this paper is to see how the analysis of education policy on education marketing. This research also aim to see how the impact of decentralisation policy on education in madrasah. This research is a qualitative research using a literature study approach. Education policy analysis is closely related to efficiency and effectiveness in the world of education. This mean that policies in the aspects of process and implementation, which must look at human resources, funds, facilities and policy benefits. In this era of globalisation, competition has entered all aspects of life, including education. The world of education is required to be more creative and innovative in exploring the potential contained in these educational institutions. Educational institutions need marketing to continue to exist and compete with other institutions.

Introduction

Entering the age of globalisation, an age where competitiveness has entered all lines of life (Nurmalasari & Masitoh, 2020). Globalisation is a force that triggers changes in all segments of life. So what happens is that competition increases in all fields, including in the world of education. In this dynamic climate, it is difficult for organisations to survive well, including developing themselves and changing rapidly to meet customer demands.

Competition in educational institutions today appears to be increasing, this can be seen from the emergence of various educational institutions that offer their respective advantages (Syukur, 2021). Effective education management is needed in the face of these competitions. Educational institutions must be even more active in improving the quality of education provided. Creative and productive efforts are needed for educational institutions to continue to explore the uniqueness and excellence of their institutions so that their existence is still needed and in demand by the community (Shobri et al., 2022). An institution that wants to be successful for the future, in the face of competition in the era of globalisation, must practice marketing continuously in order to get the desired number of students. Because the increasing number or prospective students who enter can raise a positive image of an institution in the eyes of the community. Moreover, the current national economic downturn can worsen the marketing environment so that it can reduce people's purchasing power which ultimately weakens market demand (Halim et al., 2020).

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. Marketing is a process that must be carried out by educational institutions to provide satisfaction to stakeholders and the community. So, an educational institution that wants to be successful for the future in facing competition and being able to dominate the market, then first understand the analysis of education policy on marketing education well.

RESEARCH METHODS

This type of research is library research which focuses on using library data such as books as a source of information. This research was conducted by reading, studying, and analysing various literatures such as the Qur'an, hadith, books, and other research results. The method used in this research is a qualitative approach, which is used to study and examine the object of research systematically without testing hypotheses.

DISCUSSION

A. Education Policy Analysis

The definition of policy as expressed by experts, such as Carl J. Friedrich in (Nurmiati, 2022) namely, "Public policy is a proposed course of action of a person, group, or government within a given environment providing obstacles and opportunities which the policy was proposed to utilise and overcome in an effort to reach a goal or realise an objective or purpose (Carl J. Friedrich, 1963: 79). Policy is a series of actions proposed by a person, group, or government in a certain environment by showing obstacles and opportunities for the implementation of the proposed policy in order to achieve certain goals.

James E. Anderson in (Nurmiati, 2022) "Public policies are those policies developed by governmental bodies and officials". Public policy is a policy developed by government bodies and officials), and Syafaruddin defines public policy as the result of decision making by top management in the form of goals, principles and rules relating to strategic matters to direct managers and personnel in determining the future of the organisation with implications for people's lives.

Education policy is about the efficiency and effectiveness of the education budget. This means that the policy is in the aspect of process and implementation, which must look at human resources, funds, facilities and policy benefits. Meanwhile, the education policy used in Indonesia, as revealed by Yoyon in (Azin et al., 2020), uses more political policy analysis models based on political assumptions. However, this is not all the case, many education policies are also decided based on analyses and needs that occur in the field. For this reason, the right strategy is needed in mapping the problems that occur, analysing the various influencing factors, and formulating several alternative solutions to problems which are certainly presented in the formulation of the education policy analysis model, so that the policies provided are not only beneficial to one party, but policies must be able to provide benefits for all stakeholders involved in the world of education.

B. Education Marketing

1. Definition of Marketing

In general, the term marketing is more familiar in the business world or companies. Because the world of education is a non-profit oriented business (not oriented to profit), but oriented to educational services. At first, marketing was known and developed by large multi-national companies with super economic power. Every company and even every person has used it, not to forget the oraganisation of non-profit organisations such as educational

institutions that function as future service bureau printers have taken advantage of the advantages of marketing to improve their cooperation or transactions with buyers, subscriptions and the public. Cravens and Piercy in (Indriani et al., 2021) mention that an organisation that decides to exist and survive in this fierce competition, inevitably, will not succeed without having a good marketing strategy.

Educational marketing is something that absolutely must be carried out by schools, apart from being shown to introduce, the function of marketing in educational institutions is to form a good image of the institution and attract a number of prospective students (Andri Cahyo Purnomo, 2022). Marketing is the process of planning and implementation, starting from the stages of conception, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy individuals and their institutions (Sintasari & Afifah, 2022).

Joko Setyono in (Kacung Wahyudi, 2017) explains 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.

The role of marketing today is not only to deliver products or services to the hands of consumers but also how these products or services can provide satisfaction to customers by generating profits. The goal of marketing is to attract new customers by promising superior value, setting attractive prices, distributing products easily, promoting effectively and maintaining existing customers while adhering to the principle of customer satisfaction (Muadin, 2017). In terms of marketing, it cannot be separated from management activities, because marketing management is responsible for how the school's efforts in achieving predetermined goals in its marketing, such as promoting schools to satisfy consumers in quality services (Amin & Alinur, 2022).

2. Education Marketing Management

Marketing management for educational institutions is needed along with the increasingly attractive competition between schools (Hananto & Murtafifah, 2022). Thamrin and Francis in (Jabni et al., 2022) explain that marketing management is the process of planning and implementing the realisation, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that meet customer and organisational objectives. Meanwhile, Philip Kotler as cited by (Halim et al., 2020) educational

marketing management is the analysis, planning, implementation and control of programmes designed to create, build and maintain profitable exchanges and relationships with target markets with a view to achieving the objectives of educational institutions.

The function of marketing in educational institutions is to form a good image of the institution and attract a number of new prospective students. Therefore, marketing must also be orientated to consumers who in the context of education are called students. In marketing education, it will run in accordance with the wishes and expectations, it is necessary to prepare carefully and pay attention to several things (Sintasari & Afifah, 2022):

a. Planning

Planning as the first step that must be done before marketing is implemented. Make plans about what will be done in marketing in order to achieve the expected goals. Basically, the purpose of planning in educational marketing is to overcome future changes, focus on targets, and achieve goals effectively and efficiently, as well as easier to control in the process of marketing educational services.

b. Organising

Organising is set up to create an organisational structure and arrange the division of labour. It also includes considering the tasks to be done, who does it, and to whom will report the results. So, here a clear structure is needed, so that in case of irregularities in the process of marketing educational services there will be no throwing responsibility. In organising this is also at the same time as dividing work into smaller tasks and at the same time giving the task according to the ability of the members.

c. Movement

Mobilisation is the implementation of the planning that has been prepared previously. Regarding marketing implementation, planning a good strategy is only the first step towards successful marketing. Although the institution has a good marketing strategy, it will not be effective if the educational institution fails to implement it properly.

d. Containment and Control

Control is an activity to ensure that things are working as they should and to monitor the performance of the organisation. Control should be done as early as possible to avoid protracted mistakes. The control system may consist of a supervisory mechanism from the

leader relating to the completion of delegated tasks. Conformity between task completion and task planning.

3. Marketing Concepts

According to Kotler and Keller, the marketing concept is the key to achieving the organisation's goals set is that the company must be more effective than competitors in creating, delivering, and communicating customer value to selected target markets. Meanwhile, Kotler and Armstrong assert that the marketing concept is a concept with a focus on consumer needs, this philosophy focuses more on feeling and responding to what consumers need. The following five marketing concepts are described by Tjiptono:

- a. The production concept believes that consumers will favour products that are ubiquitous and cheap.
- b. The product concept, which holds that consumers will favour products that provide the best quality, performance or innovative features.
- c. The selling concept, believes that consumers will not be interested in buying products in large quantities, if they are not convinced and even if necessary persuaded.
- d. The marketing concept holds that the key to realising organisational goals lies in the organisation's ability to create, deliver, and communicate customer value to its target market more effectively than competitors.
- e. The concept of social marketing (societal marketing concept), believes that the task of the organisation is to determine the needs, wants, and interests of the target market and provide expected satisfaction more effectively and more efficiently than competitors in such a way as to maintain or improve the welfare of consumers and society. (Jabni et al., 2022)

4. Marketing Strategy

The world of competition between educational institutions is increasing. The entry of the globalisation era brings one of the triggers for strength in competition. An unlimited world has an impact on various aspects of people's lives, including in the world of education (Rezieka & Ismiulya, 2022). Educational services marketing strategy is the overall method used to promote educational services and gain public attention and sympathy. To implement the strategy, several steps are needed so that the chosen strategy is effective. These steps

are market identification (competitors), market segmentation and positioning, and product differentiation (Syukur, 2021).

a. Market Identification

Market identification and analysis is the first step in marketing educational services to the market so it is very important to do. With the identification and analysis of the market will be able to find the needs of consumers of educational services in accordance with the desires and challenges of the times, the needs of the market will always continue to grow from year to year in daily life (Amin & Alinur, 2022).

b. Market Segmentation and Positioning

Market segmentation is dividing the market into groups of buyers distinguished by needs, characteristics, or behaviour, who may need different products. Meanwhile, positioning is the characteristics and differentiation of products that are real and make it easier for consumers to distinguish service products between one institution and another.

Determining the target market is an important step in the management of educational institutions. In a market that is very diverse in character, it is necessary to determine the attributes that are of primary importance to education users. In general, markets can be sorted based on demographic, geographic, psychographic and behavioural characteristics. Thus, it will be easier for schools to determine marketing strategies in relation to market characteristics and needs. Once the market characteristics are known, then determine the part of the market to be served (Hananto & Murtafifah, 2022).

c. Product Differentiation

Differentiation is an effective way to seek market attention. Of the many educational institutions that exist, parents will find it difficult to choose their child's school because the attributes of interest between educational institutions are increasingly standardised. Educational institutions should be able to emphasise that they are different from other schools in the form of attractive packaging, such as logos and slogans. Internet facilities may be standardised, but a guarantee of safe and clean internet will attract parents' attention. Differentiating easily can also be done through forms of physical appearance captured by the five senses that give a good impression,

such as the wearing of attractive uniforms and clean school buildings. A differentiation strategy will uniquely position the organisation to meet the specific needs of customers (Hananto & Murtafifah, 2022).

5. Marketing Mix

According to Marketing Expert Kartajaya, marketing mix is part of marketing activities or marketing tactics. Marketing tactics are not only the marketing mix but also differentiation and selling. The marketing mix is a marketing tactic in integrating logistical offers, and product or service communication. In implementing the marketing mix not only makes attractive offers, but also must think about the right tactics in distributing and promoting. The marketing mix is a visible aspect of marketing activities (Hananto & Murtafifah, 2022). Meanwhile, Joko Setiono explains that the marketing mix is a tool for marketers consisting of various elements of a marketing programme that need to be considered for implementation. Thus, the education marketing mix is a marketing element that is closely related, blended, organised and used appropriately, so that an educational institution can achieve marketing objectives effectively while satisfying consumer needs and desires (Kacung Wahyudi, 2017).

The components of the marketing mix can differ according to consumer perceptions, consumer behaviour, characteristics, culture, religion, politics, and habits. An ethical marketing mix, therefore, dictates that customers' decision-making freedom must be protected from all elements of coercion (Syukur, 2021). There are seven elements in the education marketing mix that are interconnected and dependent on each other and have an optimal mix according to the characteristics of the segment. The elements contained in the marketing mix are (Kacung Wahyudi, 2017):

1) The product of education services.

A product is anything that is offered for sale. Products in a broad sense, include physical products, services, places, ideas, rights (patents). Products can also be interpreted as something that is produced from a process that can produce satisfaction or benefits for a user or buyer that can be offered to the market and will affect customer perceptions in making purchases. Products in the context of educational services in the form of reputation, prospects, variety of choices and good quality education.

2) Price of education services.

Price in the context of educational services is all costs incurred to obtain the educational services offered. Elements of the price of educational services are considered regarding pricing such as tuition fees, building investment, laboratory fees and others.

3) Location (place) of education services.

Place means related to where the service company is headquartered and carries out its activities. In the context of educational services, place is the location of educational institutions. The location of the school is more or less the preference of prospective customers in determining their choice. A strategic location, convenient and easy to reach will be its own attraction compared to the location of the school which is near the cemetery, known to be haunted and others.

4) Promotion of education services.

Promotion is an activity to communicate product sales in the market and deal directly with the public. Promotion aims to provide information and convince consumers of the benefits of the products produced. Promotional activities can be carried out by means of advertising, through the media TV, radio, newspapers, bulletins, magazines, billboards, brochures and others.

5) Human resources (people) of education services.

Human Resources (HR) are the people involved in the process of delivering educational services, such as the principal and his deputy, Administration (TU), teachers and employees (laboratory staff, librarians and others). These people are involved in providing services. People are all actors who play a role in the presentation of services so that they can influence buyer perceptions. The resources of teaching and education personnel are very important and even become the spearhead in the process of providing educational services to students in educational institutions.

6) Physical evidence of education services.

Physical evidence is an environment where educational services are delivered to consumers and is a place where companies can interact with consumers and in which there are tangible components (real) that will facilitate the performance or communication process of a service. Thus it can be understood that physical evidence is

educational infrastructure, such as learning spaces, sports venues, places of worship, libraries, laboratories and others.

7) The process of education services.

The process is all activities that support the implementation of Teaching and Learning Activities (KBM) in order to form the desired product or graduate (output).

Educational products such as reputation, prospects, variety of choices and good quality education, a good reputation for educational institutions will influence and attract customers, as well as bright prospects for educational institutions, this cannot be separated from human instincts that want to build a better future. Meanwhile, the price will also make it easier for people to choose educational institutions according to their economic capabilities. In addition, good promotion, more professional Human Resources (HR) will be able to attract the attention of customers, the professionalism of the human resources in question is of course in accordance with the minimum standards of professionalism of educators and education personnel as regulated by the government through laws, Government Regulations (PP) and Permen (ministerial regulations).

CONCLUSION

Marketing has a crucial role in building a positive image of an educational institution in the eyes of the community. A good image can help educational institutions to compete and exist in the midst of increasingly fierce competition. Careful planning and organisation in education marketing is needed to achieve the desired goals. With good planning, educational institutions can be more effective and efficient in carrying out marketing strategies.

Educational marketing management involves the process of planning, implementing, pricing, promotion, and distribution to create exchanges with target groups. It aims to build profitable relationships with target markets and achieve the goals of educational institutions. Education marketing is not just about introducing the school to the public, but also about how to create superior value, attract new customers, set attractive prices, promote effectively, and retain existing customers. This shows the importance of focusing on customer satisfaction in education marketing efforts.

Educational marketing management must continue to evolve along with the increasingly attractive competition in the world of education. With good marketing management, educational institutions can be better prepared to face changes and

meet market needs effectively with a focus on customer satisfaction, adaptation to increasingly fierce competition, and continuous development in educational marketing management to achieve the desired educational goals.

Thus, a good understanding of educational marketing policy analysis can help educational institutions to face competitive challenges, build a positive image, and achieve the desired educational goals.

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