

Marketing Islamic Education: Products, Users and Organizational Sustainability

Zainal Abidin¹, Maulana Magrobi²

^{1,2} Universitas Islam Internasional Darullughah Wadda'wah Pasuruan

zainalabidin@uiidalwa.ac.id¹, maulana.magrobi@gmail.com²

DOI: 10.38073/pelita.v1i1.1165

Received: November 2023

Accepted: November 2023

Published: November 2023

Abstract

In an era of increasingly competitive competition, formal educational institutions need to operate professionally and efficiently. Schools that function as non-profit organizations must adapt to changes in an increasingly competitive educational climate. The research is library research, which relies on analysis of literary sources that are relevant to the topic being studied. In educational services, products include reputation, prospects, and various choices, which are the keys to the success of educational institutions. Product and service differentiation strategies that include reliability, responsiveness, confidence, empathy, and tangibility are important in meeting consumer expectations and creating a positive image for the institution. In Islam, academic culture plays an important role in shaping the behavior of educators, although often ideal values are not fully reflected in society's culture. The role of academic leaders is very influential in introducing and influencing the way individuals carry out organizational values in their daily lives. With a good understanding of market needs and the right strategy, educational institutions can achieve success in meeting the expectations and preferences of prospective students.

Keywords: *Islam Education Marketing, Products, Users, Organizational Sustainability*

Abstrak

Dalam era persaingan yang semakin kompetitif, lembaga pendidikan formal perlu beroperasi dengan profesional dan efisien. Sekolah yang berfungsi sebagai organisasi nirlaba, harus menyesuaikan diri dengan perubahan dalam iklim pendidikan yang semakin berkompetisi. Penelitian adalah penelitian kepustakaan (*library research*), yang mengandalkan analisis sumber-sumber literatur yang relevan dengan topik yang diteliti. Dalam jasa pendidikan, produk mencakup reputasi, prospek, dan berbagai pilihan, yang menjadi kunci keberhasilan lembaga pendidikan. Strategi diferensiasi produk dan pelayanan yang mencakup keandalan, responsif, keyakinan, empati, dan wujud adalah penting dalam memenuhi harapan konsumen dan menciptakan citra positif bagi lembaga. Dalam Islam, kultur akademis berperan penting dalam membentuk perilaku para pendidik, meskipun seringkali nilai-nilai ideal tidak sepenuhnya tercermin dalam budaya masyarakat. Peran pimpinan akademis sangat berpengaruh dalam mengenalkan dan memengaruhi cara individu menjalankan nilai-nilai organisasi dalam kehidupan sehari-hari mereka. Dengan pemahaman yang baik terhadap kebutuhan pasar dan strategi yang tepat, lembaga pendidikan dapat mencapai kesuksesan dalam memenuhi harapan dan preferensi calon siswa.

Kata Kunci: *Pemasaran Pendidikan Islam, Produk, Pengguna, Keberlangsungan Organisasi*

INTRODUCTION

Globalization is indeed a force that changes various aspects of life regardless of the territorial boundaries of a nation or country. The impact of globalization is also felt in the education sector, where competition is increasingly fierce. The more educational institutions that exist, the greater the competition between them, and this requires every educational institution to face an increasingly intense competitive climate. Educational institutions must look for various strategies that can attract users of their services. The level of competition in the world of education is growing rapidly, so every educational service provider must have an effective and efficient marketing strategy. Education marketing is not only about selling educational services, but also about understanding and meeting market needs and customer desires. In addition, it is important to remember that education has an important role in forming the values and attitudes that shape individual character.¹

Marketing strategies in the world of education are not only about physical growth, but also instilling moral and ethical values in education. In this context, marketing strategies become very important to create quality education and can shape people to a better level. Schools, including madrasas, currently operate in a competitive educational environment. Marketing in educational institutions also involves creative and innovative efforts. Education providers must continuously think about new ways to explore the uniqueness and advantages of their schools, so that schools are increasingly needed and sought after by users of educational services. Only with continuous and strategic marketing practices, an educational institution, especially madrasas, can face increasingly fierce competition in a different way and be successful for its future.²

Competition between schools is increasingly fierce, and this is the reason why education providers must be creative in identifying the uniqueness and advantages of their schools. In an effort to win the hearts of educational service customers, marketing is a must. Marketing is not just about selling educational services, but also creating an approach that suits consumer desires and satisfaction. Building a positive image of the school in the eyes of the community is an important step in overcoming competition. A good image makes a school more attractive and respected, making it easier to attract the interest of prospective students. To achieve this, an emphasis on providing satisfaction to stakeholders, including students, parents, teachers, and the community, is a

¹ Sahra Rohmatus Saidah dkk., "Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Minat Masyarakat di Madrasah Ibtidaiyah Muhammadiyah 02 Cakru Kencong Jember," *LEADERIA: Jurnal Manajemen Pendidikan Islam* 3, no. 1 (2022): 22-36.

² Irwan Fathurrochman dkk., "Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Nilai Jual Madrasah Aliyah Riyadus Sholihin Musirwawas," *Jurnal Isema: Islamic Educational Management* 6, no. 1 (2021): 1-12.

must.³

In an era of increasingly competitive competition, formal educational institutions need to operate professionally and efficiently. Schools that function as non-profit organizations must adapt to changes in an increasingly competitive educational climate. Sometimes, the vision and mission of educational institutions with a contextual approach can be misinterpreted by the public. From the description of educational conditions that has been described, school management is a key element in ensuring the continuity and future development of schools.⁴ To ensure the continuity of educational services, educational institutions need to develop effective marketing strategies. This marketing strategy is an important element that has a broad and significant impact on the smooth running of products or services provided by educational institutions.

Meanwhile, many researchers have conducted studies on educational marketing, including M. Munir,⁵ Eni Murwati,⁶ Imam Turmudzi,⁷ and several other researchers. M. Munir concluded that Marketing Management in Increasing the Quantity of New Students, it can be concluded that good marketing management applies 7 elements, namely: product, price, place, promotion, people, physical evidence.⁸

Thus, professional management and smart marketing are the two main pillars that help educational institutions to continue to develop and succeed in facing increasingly fierce competition in the world of education. They are the foundation that enables educational institutions to provide quality educational services and meet the expectations of society and students in the future.

RESEARCH METHOD

The research is library research, which relies on analysis of literary sources that are relevant to the topic being studied. The approach used in this research is a qualitative approach, which focuses on the process of inferring and analyzing observed phenomena using scientific methods. Sources of research data are obtained through literature such as books, journals and others related to the

³ Fathurrochman dkk.

⁴ Khoirul Anam, "Strategi Pemasaran Dan Implementasinya Dalam Lembaga Pendidikan," *Ta'allum: Jurnal Pendidikan Islam* 1, no. 2 (1 November 2013): 159-70, <https://doi.org/10.21274/taalum.2013.1.2.159-170>.

⁵ Muhammad Munir, "Manajemen Pemasaran Pendidikan Dalam Peningkatan Kuantitas Peserta Didik," *Intizam, Jurnal Manajemen Pendidikan Islam* 1, no. 2 (2018): 78-94.

⁶ Eni Murwati, "Manajemen Pemasaran Pendidikan Islam (Studi Tentang Manajemen Pemasaran di MTs Negeri Maguwoharjo)" (PhD Thesis, UIN SUNAN KALIJAGA YOGYAKARTA, 2017), <https://digilib.uin-suka.ac.id/id/eprint/24575/>.

⁷ Imam Turmudzi, "Strategi Pemasaran di Lembaga Pendidikan Islam (Studi Kasus di MTs Ihsanniat Jombang)," *Jurnal Penelitian Manajemen Terapan (PENATARAN)* 2, no. 2 (2017): 188-96.

⁸ Munir, "Manajemen Pemasaran Pendidikan Dalam Peningkatan Kuantitas Peserta Didik," 92-93.

problem being investigated. The data collection technique used is a documentary technique, where the author collects written data from various sources such as books and scientific journals. Data analysis in this research uses qualitative analysis techniques, especially descriptive analysis.⁹

RESULTS AND DISCUSSION

Islamic Education Products

Products in the context of educational services are services offered to customers in the form of reputation, prospects and a variety of choices. Educational institutions that are able to survive and win the competition for educational services are those that can offer their products with high quality and provide opportunities for their students to make several choices. what he wants. The product mix in this strategy can take the form of product differentiation which will have an impact on employment opportunities and create an image for the name of the school/madrasah, and the quality of the product itself. Therefore, reputation, prospects and variety of choices play an important role in attracting customers (students) based on needs and desires as well as providing opportunities to enter the world of work and creating an image for the institution.¹⁰

To achieve the expected quality standards of Islamic education products in an educational institution, the responsibility does not only lie with the school itself. All stakeholders, including parents and the business world as internal and external customers, must play an active role in efforts to improve the quality of education. According to Arcaro S Jerome, there are five main characteristics that a quality educational institution must have, namely customer focus, total involvement, measurement, commitment and continuous improvement. The quality of education is also greatly influenced by the institution's ability to manage all existing potential, including educational staff, students, learning processes, educational facilities, finances, and relations with the community.¹¹

Apart from that, Islamic education also needs to change the paradigm towards an orientation towards quality in all aspects that interact within the institution. Suryadi Poerwanegara in Wahyuli Lius Zen added that there are six basic elements that influence the quality of educational products, namely people, methods, machines, materials, size and continuous evaluation. All of these elements play an important role in creating quality educational products and

⁹ Zuchri Abdussamad, "Buku Metode Penelitian Kualitatif" (OSF Preprints, 11 Januari 2022), <https://doi.org/10.31219/osf.io/juwxn>.

¹⁰ Muhammad Mukhtar, "PEMASARAN DAN UPAYA DALAM MEMPENGARUHI HARAPAN STAKEHOLDER DALAM LEMBAGA PENDIDIKAN ISLAM," *Tarbawi : Jurnal Pendidikan Islam* 14, no. 2 (28 Desember 2017), <https://doi.org/10.34001/tarbawi.v14i2.621>.

¹¹ Wahyuli Lius Zen, "Manajemen Peningkatan Mutu Lembaga Pendidikan Islam," *Almufida: Jurnal Ilmu-Ilmu Keislaman* 1, no. 1 (2016), <https://doi.org/10.46576/almufida.v1i1.108>.

continuing to improve the quality of education on an ongoing basis.¹²

Talking about the quality of human resources. Islam views that human resource development cannot be separated from thinking about humans themselves, thus Islam has a very clear, complete and comprehensive concept regarding human resource development. This concept remains current and relevant to be applied throughout the ages. The quality of educational products will be influenced by the extent to which the institution is able to manage all potential optimally, starting from educational staff, students, learning processes, educational facilities, finances and including its relationship with the community. On this occasion, Islamic educational institutions must be able to change the new paradigm of education which is oriented towards the quality of all activities that interact within it, all of which lead to the achievement of quality.¹³

Islamic education needs to shift to a quality orientation in all aspects that interact in educational institutions. The concept of human resource development in Islam is comprehensive and relevant throughout the ages. The quality of educational products really depends on the institution's ability to optimize all potential, including educational staff, students, learning processes, educational facilities, finances, and relationships with the community. Therefore, Islamic educational institutions must update their educational paradigm to prioritize quality in all aspects that interact within it, with the aim of achieving better quality education.

An individual's comfort in learning drives him to tell others about his learning experiences as an expression of enjoyment. Students feel proud to tell their parents, siblings, and even friends from different schools. This means that indirectly, students' learning comfort is a promotion for the institution. Apart from learning needs, students' social status also needs to be analyzed. This aims to understand students from their family's social background, especially to develop preventive and corrective actions for problems that are likely to arise in the learning process. Anticipating problems at the beginning of the learning process is the right action for the efficiency and effectiveness of activities in achieving the goals of educational institutions.¹⁴

Students come from different family environments, so the social status of their families is also different. The social status of the family in society plays a role in children's development. Talented individuals can develop well if their family environment is supported by existing facilities. Children who are talented in art can develop well if they are supported by musical instruments. Of course

¹² Zen.

¹³ Zen.

¹⁴ Weni Puspita, "Pentingnya Analisis Lingkungan Internal Bagi Pencapaian Tujuan Lembaga Pendidikan Islam," *El-Idare: Jurnal Manajemen Pendidikan Islam* 2, no. 2 (2016): 120-36.

the conditions will be different for individuals who have the same talent but are not supported by a musical instrument. Likewise, the condition of individuals who grow up in a complete family environment (having a father, mother and children) will develop differently from individuals who do not have complete parents.¹⁵

Comfort in the learning process motivates students to share their positive experiences with others, including family and friends outside school, which in turn becomes a form of promotion for educational institutions. In addition, it is also important to analyze the social status of students, as this helps in understanding their social background and makes it possible to identify problems that may arise during the learning process. Preventive and corrective actions taken from the start of learning are efficient and effective steps to achieve the goals of educational institutions.

Islamic Education Users

In order to find out consumer or customer needs, strategic marketing steps that can be implemented are as follows: The first stage is market identification, which involves market research to understand the conditions and expectations of the education market. In the context of madrasa education, this identification includes understanding the potential and capacity of the institution to educate the nation and compete at the national and international levels. The educational services market can be grouped into two segments, namely the emotional market segment, which is based on religious considerations, and the rational market segment, which focuses more on the quality and qualities of educational institutions.¹⁶

Next, the next step is market segmentation and positioning, where the market is divided into groups of buyers based on their needs, characteristics, or behavior. Positioning involves the characteristics and differences of service products that differentiate an institution from others. The target market can vary, depending on the characteristics and priorities of educational service users. Market segmentation can be based on demographics, socio-economic, psychological, geography, users, benefits, and others. With these steps, it will be easier for educational institutions to determine marketing strategies that suit market needs and characteristics.¹⁷

Product differentiation is an effective step in attracting market attention, especially when many schools offer increasingly standard attributes. Schools can create differences through attractive packaging such as logos and slogans that

¹⁵ Bambang Wiyono, "Produk-Produk Jasa Pendidikan," *INTIZAM: Jurnal Manajemen Pendidikan Islam* 3, no. 2 (2020): 35–45.

¹⁶ Mukhtar, "Pemasaran Dan Upaya Dalam Mempengaruhi Harapan Stakeholder Dalam Lembaga Pendidikan Islam."

¹⁷ Mukhtar.

differentiate them from other schools. Internet facilities may be standard, but internet safety and cleanliness can be an important added value for parents. Differences can also be achieved through physical aspects such as school clothing, building conditions, and others.¹⁸

Apart from that, marketing communications is an important element in managing schools. Scientific communication, competitions in the field of study, scientific forums, and publication of achievements by the media are effective ways to convey school marketing messages to the public. School services must also reflect what consumers expect, and there are five steps to achieving the characteristics of a good service organization, including reliability, responsiveness, confidence, empathy, and tangibility. Finally, in looking at market segments, schools or madrassas can select prospective students based on certain criteria such as intellectual, special talents, group or class, social desires, or accept all prospective students. In this way, schools can better understand market needs and design marketing strategies that suit the characteristics and preferences of prospective students.

Sustainability of Islamic Education Organizations

The implementation of schooling is an organized effort and has various resources for achieving organizational life, resources and for achieving educational goals¹⁸. Viewed from the organizational level, Islamic education is managed at the organizational level in the form of Islamic educational institutions in the form of educational units to meet the needs of society which are managed in democratic ways. This is interpreted as the implementation of decentralization in educational organizations, as a manifestation of the demands of democratic life. Islamic education organizations designed through a decentralized system are quality-oriented education that is able to answer global challenges. Islamic education is in the hands of all levels of society to realize educational aspirations. Islamic education began to be developed and managed by, from, and for the benefit of society with various government supports.¹⁹

Analysis of the internal environment of an Islamic Education Organization is needed to determine the strengths and weaknesses of a school or madrasah. For example, regarding teachers who have expertise in IT or language (Arabic/English), on the one hand these teachers become a strength for the institution to increase the status or confidence of prospective new students, but on the other hand they also has the potential to be a source of weakness (weaknesses) because he has a "more" ego. In this case, leadership intelligence is needed to protect individual strengths so that they are well controlled and the

¹⁸ Mukhtar.

¹⁹ Unang Wahidin, "Peran Budaya Organisasi Pendidikan Islam Dalam Menghadapi Tantangan Pembangunan Masyarakat, Negara Dan Bangsa," *Edukasi Islami: Jurnal Pendidikan Islam* 2, no. 04 (8 Juni 2017), <https://doi.org/10.30868/ei.v2i04.39>.

organization within the school runs well in accordance with the targets or achievements required by the school.²⁰

Islam views organizational culture as having a very important role in life. However, the teachings of Islam, which are perfect and good for all times and places, do not appear attractive or inviting sympathy because the culture shown by its people is very far from the values of Islam itself. In the world of education, the term organizational culture is known as academic culture, which essentially means organizing educators so that they understand how they should behave towards their profession, adapt to colleagues and the work environment and be reactive to the policies of their leaders, so that a system of values, habits and image are formed. academically, a work ethic that is internalized in one's life, thereby encouraging one's appreciation for improving work performance, whether formed by the organizational environment itself or strengthened organizationally by academic leaders who issue policies that are accepted when a person enters the organization.²¹

In Islam, organizational culture, known as academic culture in the world of education, plays an important role in shaping the behavior and values of educators. Even though ideal Islamic values are found in teachings, cultural practices in society often do not fully reflect these values. Academic culture concerns the values, habits and work ethic that are reflected in the daily behavior of educators. Academic leaders have an important role in influencing the way individuals adopt and apply organizational values in their lives.

CONCLUSION

In educational services, the product includes reputation, prospects, and choices. Educational institutions that successfully compete are those that are able to offer high-quality products and provide students with a variety of choices. Product strategy can take the form of differentiation to influence the school's image and product quality as well as provide opportunities for students in the world of work. Reputation, prospects and choice are the keys to attracting students according to need and providing a positive image for the institution.

School services must match consumer expectations, taking into account five important steps: reliability, responsiveness, confidence, empathy, and tangibility. In addition, in selecting prospective students, schools can consider criteria such as intelligence, special talents, group or group, social desirability, or

²⁰ Adri Eferi, "Urgensi Penilaian Lingkungan Internal Dan Eksternal Dalam Penerapan Total Quality Management (Tqm) Di Lembaga Pendidikan Islam," *ATTARBIYAH: Journal of Islamic Culture and Education* 1, no. 1 (15 November 2016): 149–78, <https://doi.org/10.18326/attarbiyah.v1i1.149-178>.

²¹ Wahidin, "Peran Budaya Organisasi Pendidikan Islam Dalam Menghadapi Tantangan Pembangunan Masyarakat, Negara Dan Bangsa."

accept all prospective students. In this way, schools can better understand market needs and design marketing strategies that suit the characteristics and preferences of prospective students. In Islam, academic culture is important in shaping the behavior of educators. Even though ideal Islamic values are found in teachings, sometimes society's cultural practices do not fully reflect these values. Academic culture includes the values, habits, and work ethic in educators' daily lives. The role of academic leaders is very influential in introducing and influencing how individuals accept and implement organizational values in their lives.

DAFTAR PUSTAKA

- Abdussamad, Zuchri. "Buku Metode Penelitian Kualitatif." OSF Preprints, 11 Januari 2022. <https://doi.org/10.31219/osf.io/juwxn>.
- Anam, Khoirul. "Strategi Pemasaran Dan Implementasinya Dalam Lembaga Pendidikan." *Ta'allum: Jurnal Pendidikan Islam* 1, no. 2 (1 November 2013): 159-70. <https://doi.org/10.21274/taalum.2013.1.2.159-170>.
- Eferi, Adri. "Urgensi Penilaian Lingkungan Internal Dan Eksternal Dalam Penerapan Total Quality Management (Tqm) Di Lembaga Pendidikan Islam." *ATTARBIYAH: Journal of Islamic Culture and Education* 1, no. 1 (15 November 2016): 149-78. <https://doi.org/10.18326/attarbiyah.v1i1.149-178>.
- Fathurrochman, Irwan, Endang Endang, Dian Bastian, Meri Ameliya, dan Ade Suryani. "Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Nilai Jual Madrasah Aliyah Riyadus Sholihin Musirwawas." *Jurnal Isema: Islamic Educational Management* 6, no. 1 (2021): 1-12.
- Mukhtar, Muhammad. "Pemasaran Dan Upaya Dalam Mempengaruhi Harapan Stakeholder Dalam Lembaga Pendidikan Islam." *Tarbawi: Jurnal Pendidikan Islam* 14, no. 2 (28 Desember 2017). <https://doi.org/10.34001/tarbawi.v14i2.621>.
- Munir, Muhammad. "Manajemen Pemasaran Pendidikan Dalam Peningkatan Kuantitas Peserta Didik." *Intizam, Jurnal Manajemen Pendidikan Islam* 1, no. 2 (2018): 78-94.
- Murwati, Eni. "Manajemen Pemasaran Pendidikan Islam (Studi Tentang Manajemen Pemasaran di MTs Negeri Maguwoharjo)." PhD Thesis, UIN Sunan Kalijaga Yogyakarta, 2017. <https://digilib.uin-suka.ac.id/id/eprint/24575/>.
- Puspita, Weni. "Pentingnya Analisis Lingkungan Internal Bagi Pencapaian Tujuan Lembaga Pendidikan Islam." *El-Idare: Jurnal Manajemen Pendidikan Islam* 2, no. 2 (2016): 120-36.
- Saidah, Sahra Rohmatus, Dani Hermawan, Hartono Hartono, dan Moh Anwar. "Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Minat Masyarakat di Madrasah Ibtidaiyah Muhammadiyah 02 Cakru Kencong Jember." *LEADERIA: Jurnal Manajemen Pendidikan Islam* 3, no. 1 (2022): 22-36.
- Turmudzi, Imam. "Strategi Pemasaran di Lembaga Pendidikan Islam (Studi

- Kasus di MTs Ihsanniat Jombang)." *Jurnal Penelitian Manajemen Terapan (PENATARAN)* 2, no. 2 (2017): 188–96.
- Wahidin, Unang. "Peran Budaya Organisasi Pendidikan Islam Dalam Menghadapi Tantangan Pembangunan Masyarakat, Negara Dan Bangsa." *Edukasi Islami: Jurnal Pendidikan Islam* 2, no. 04 (8 Juni 2017). <https://doi.org/10.30868/ei.v2i04.39>.
- Wiyono, Bambang. "Produk-Produk Jasa Pendidikan." *INTIZAM: Jurnal Manajemen Pendidikan Islam* 3, no. 2 (2020): 35–45.
- Zen, Wahyuli Lius. "Manajemen Peningkatan Mutu Lembaga Pendidikan Islam." *Almufida: Jurnal Ilmu-Ilmu Keislaman* 1, no. 1 (2016). <https://doi.org/10.46576/almufida.v1i1.108>.