

# Improve Educational Marketing Strategy Through Use of Digital Marketing Technology

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**Abstract.** The general purpose of this research is to know the marketing management of information technology-based education. This research method is descriptive qualitative with a direct experience approach. Data collection techniques through in-depth interviews, observation, and document analysis. Data analysis techniques with data reduction steps, data presentation, and concluding. The study results are expected to increase the marketing of information technology-based education in universities; methods and marketing media based on information technology have attracted people to become their children's choice in higher education. The educational leadership has maximized the involvement of teaching staff and employees in information technology-based marketing. The supporting factors include the physical building, curriculum, human resources, accreditation, achievements, extracurricular and varied student activities, unique advantages, study tours abroad, marketing strategies, especially those based on information technology. Meanwhile, the inhibiting factors are estimated to come from local government policies and competition from competitors.

## INTRODUCTION

Educational marketing activities are one of the efforts to maintain the existence of educational institutions. This is done in various ways, including exploring the potential uniqueness that can be raised or needed and, of course bringing out the advantages of the school so that it is of interest to the community<sup>1</sup>.

Marketing is a leadership process in which individuals and groups realize the desires of organizational leaders through strategies for creating offers and changing product value with others. It also applies to marketing management in the world of education<sup>2</sup>.

One of the problems in the world of education, significantly higher education institutions, is the lack of students from the targets set by higher education. Many universities from year to year experienced a decline in new student admissions. One of the reasons is the management of the higher education institution, which pays less attention to the marketing of educational services. Educational marketing includes appropriate methods, content and media to develop educational marketing so that universities demand the public.

Departing from the description above, the researcher is interested in research to provide input to all higher education institutions.

Marketing management for educational institutions is needed in line with the increasingly attractive competition between universities. Marketing is necessary for educational institutions to build a positive image. If the institution or university has a good impression in the eyes of the public, it will likely be easier to overcome competition<sup>3</sup>. So, marketing is a process that madrasas must carry out to satisfy stakeholders and the community. The emphasis on

providing satisfaction to stakeholders is something that every institution must do to compete. This marketing can be seen from the various creative and innovative efforts of education providers to explore the uniqueness and advantages of their schools so that they are increasingly needed and in demand by service users. Education. To attract prospective students, a marketing strategy is required that sell educational services and how to approach them following the wishes and satisfaction of consumers<sup>4</sup>. An institution that wants to be successful in the face of competition must continuously practice marketing<sup>5</sup>.

Online marketing media using the basis of information technology among those used are:

- Web site
- Instagram
- Facebook
- You tube
- Website
- Whatsapp
- Line
- Twitter
- Iklan di radio

Offline marketing media are also not left behind, including banners and banners, brochures and leaflets, student activities, parent meetings and presentations to schools and colleges.

The impact of marketing through online technology networks such as websites, Facebook, Instagram and others is positive. Among them can get students from far away.

## **LITERATURE REVIEW**

Marketing strategy is a basic plan to achieve company goals<sup>6</sup>. Meanwhile, the KBBI is defined as a careful plan of activities to achieve specific goals. Strategy is seen as a program that includes the goals to be completed, accompanied by specific actions or steps to accomplish these goals to respond to the environment. Experts express different meanings in their presentation and emphasis, but all of them have almost the same purpose. One of the marketing that is often done in the marketplace, and the marketplace is part of e-commerce, where e-commerce is like the centre of the marketplace so that the process of the marketplace is regulated by e-commerce. A marketplace is a location for buying and selling products where sellers and consumers meet in one place. The seller will sell his goods installs provided by e-commerce with the concept of a marketplace. The goods sold in the marketplace will then be advertised by the e-commerce party to get potential consumers. The success of e-commerce with this marketplace concept is determined by the large number of sellers and consumers who join the e-commerce website<sup>7</sup>.

The utilization of E-Commerce technology is a business mechanism that works electronically by focusing on online business transactions and has the opportunity to build more humane and personalized relationships with customers<sup>8</sup>. This fact can foster global competitiveness because the marketing system is no longer limited to certain areas. So far, the marketing system has relied on direct interaction with consumers or customers and is still centred on a particular location. This certainly makes it difficult for the management to increase sales and expand the scope of its marketing area. The number of competitors is increasing, making it difficult for management to maintain its business performance and achieve its profitability target level. There is difficulty accessing various information about products, the latest price information, limited and inflexible promotional media, personalization barriers, and operational costs that are increasing over time<sup>9</sup>.

The limited mobility and market liberalization force the management to innovate in expanding the target market through the design and use of E-Commerce. Consumers or customers can make orders and purchases without restrictions on place and time, responsive to current information<sup>10</sup>.

Definition of Marketing Strategy is defined as a process of determining the plans of top leaders that focus on the organization's long-term goals, accompanied by the preparation of a method or efforts to achieve these goals<sup>11</sup>.

One of the shortest definitions of marketing is meeting needs profitably. Broadly defined, marketing is a social and managerial process by which individuals or organizations obtain what they need and want by creating and exchanging value with others<sup>12</sup>.

Marketing strategy is defined as an analysis of strategy development and implementation of activities in the strategy of determining the target market for products in each business unit, setting marketing objectives, and developing, implementing, and managing marketing program strategies, determining market positioning designed to meet the desires of target market consumers<sup>13</sup>.

A marketing strategy combines the marketing mixes that entrepreneurs will apply to serve their market. This marketing mix must be organized so that it will serve as an appropriate weapon in its comparison in the market against competitors. Therefore, the gun must be adapted to market conditions and the conditions of competition it faces, where the types of marketing mix combinations include; products, prices, promotions, and distribution channels<sup>14</sup>.

The marketing strategy is conceptually straightforward. It begins with an analysis of the market the organization is considering. This requires a detailed analysis of the organization's capabilities, competitors' strengths and weaknesses, economic and technological strengths affecting the market, and current and potential customers. So, the marketing strategy is a way to achieve the company's or merchant's goals in marketing products to consumers. Marketing strategy is also essential for the success of the business or business being run, regardless of the form of trade or business, whether conventional or online, because marketing strategy is a plan to prepare how to run a company or business<sup>15</sup>.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. About marketing, strategy is defined as a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the market entered and marketing programs used to serve the target market<sup>16</sup>.

Thus, a marketing strategy is a plan that is systematically formulated regarding marketing activities to serve as a guideline for implementing marketing variables such as market identification, market segmentation, market positioning and marketing mix elements<sup>17</sup>.

About education, services can be defined as the activities of educational institutions providing services or delivering educational services to consumers in a way that satisfies them<sup>18</sup>. Marketing in educational services is a social and managerial process of getting what is needed and wanted through the creation of offers the exchange of products of value with other parties in education<sup>19</sup>. Marketing ethics in teaching offers quality intellectual services and overall character building. This is because education is more complex, carried out with full responsibility; the results of education refer to the future, fostering the lives of citizens the next generation of scientists in the future<sup>20</sup>.

## METHODOLOGY

The research subject is the respondent or resource person who will be interviewed or observed. The research subject's identity is the university's marketing staff, and one of the universities that are the place of observation is Mulia University, Indonesia.

This study's data collection methods used three ways: marketing staff interviews, observation, and document analysis. Meanwhile, this qualitative research data analysis technique uses three activities, namely data reduction, data presentation and conclusion drawing.

## DISCUSSION

For the success of an institution in the long term, the institution must create satisfying services such as the need and want for its customers. To do this moving service, the agency establishes a marketing mix. The marketing mix is the marketing elements that are interrelated, blended, organized and used appropriately so that the company can achieve its marketing objectives effectively while satisfying the needs and desires of consumers.

The application of marketing in education, the focus of the application of marketing is how to bring services closer to the wishes and satisfaction of students, which of course must be supported by the role of experts in their fields, adequate resources and facilities, and continually improving the quality of graduates<sup>21</sup>.

Planning is the first step a manager must take. The planning function includes defining organizational goals, developing overall strategies, and developing and coordinating activities to achieve expected goals. Planning in educational marketing aims to reduce or compensate for uncertainty and upcoming changes, focus attention on goals, ensure or get the process of achieving goals carried out efficiently and effectively, and facilitate control. The steps that must be taken in the educational marketing planning process are as follows:

Identify the market or competitors, the first stage in educational marketing is identifying and analysing the market. In this stage, it is necessary to conduct market research to determine market conditions and expectations, including academic attributes that are of interest to educate consumers, including mapping from other schools and of the business successes is determined by the ability to understand competitors. The output of these capabilities supports management in deciding where to compete and how to position among competitors. The analysis is carried out by identifying the

industry and its characteristics, identifying businesses within the industry, then evaluating each company, predicting competitor activities, including identifying new competitors that might break through the market or market segments.

Competitive analysis is an attempt to identify threats, opportunities, or strategic problems that occur as a result of changes in potential competition and competitors' strengths and weaknesses. Competition analysis is dynamic. Competitive analysis is a continuous activity and requires the coordination of information. Businesses and business units analyze competitors by using competitor intelligence systems.

**Market Segmentation and Positioning** Market segmentation divides a market into distinct buyers based on needs, characteristics, or behaviour, who may require different products. While positioning is the characteristics and differentiation of natural products, it is easier for consumers to distinguish service products from one institution to another.

Determining the target market is an essential step in managing educational institutions. In a very diverse market, it is necessary to decide what attributes are of primary interest to academic users. Calls can be classified based on demographic, geographic, psychographic, and behavioural characteristics. Thus, it will be easier for schools to determine market characteristics and needs marketing strategies. After knowing the character of the market, it will determine which part of the market will be served.

Product differentiation, differentiation is an effective way to seek market attention. Of the many existing educational institutions, parents will find it difficult to choose their child's school because the attributes of interest between educational institutions are increasingly standard. Educational institutions should pressure other schools on attractive packagings, such as logos and slogans. Internet facilities may be shared, but the guarantee of a safe and clean internet will attract parents' attention. Making distinctions easily can also be done through forms of physical appearance captured by the five senses that give a good impression, such as wearing an attractive uniform and a clean school building. A differentiation strategy will position the organization uniquely to meet the specific needs of its customers.

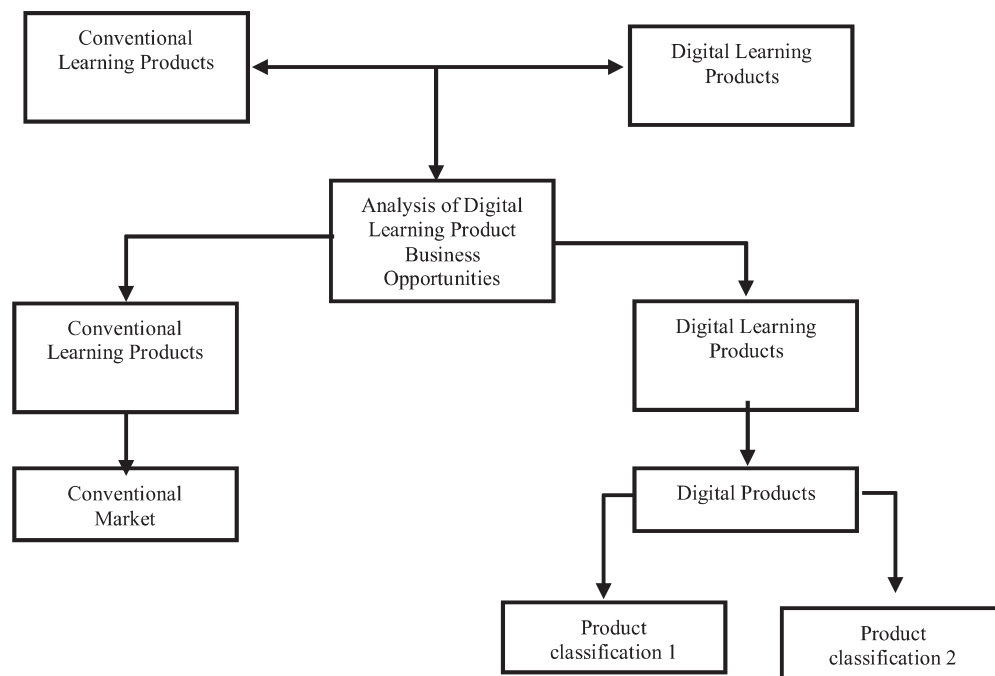


FIGURE 1. Marketing product classification

## CONCLUSION

To improve the existence and image of an educational institution, education managers should be able to apply the concept of a marketing strategy for educational services. Marketing educational services is a step to reform educational institutions to market academic service products to the public by creating and offering service product innovations the line with market expectations and demands. The purpose of marketing in education is to provide information to the

public about the products of educational institutions, to increase public interest and interest in the effects of educational institutions, to differentiate the outcomes of educational institutions from other educational institutions, to give more assessments to the public with the products offered, and to stabilize the existence and the meaning of educational institutions in society. In formulating a marketing strategy, you should pay attention to the expectations and needs of students by listening to student complaints and looking for solutions that can improve existing marketing strategies. With these activity steps, universities can achieve a balance in the operationalization of teaching in competing for the market from many higher education providers.

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