

Development of Islamic Education Marketing Programs: A Literature Study

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Abstrak

Studi pustaka ini bertujuan untuk menyusun dan mendeskripsikan tentang pengembangan program pemasaran pendidikan Islam. Metode yang digunakan adalah metode penelitian kepustakaan. Metode pengumpulan data yang digunakan adalah metode dokumentasi. Sumber data pada penelitian ini terdiri dari 15 buku dan 13 jurnal yang berkaitan dengan program pemasaran pendidikan. Teknik analisis data yang digunakan adalah analisis isi. Untuk menjaga keakuratan penilaian dan mencegah terjadinya kesalahan informasi dalam analisis data, maka dilakukan pengecekan silang pustaka dan pembacaan ulang terhadap pustaka serta memperhatikan komentar reviewer. Hasil penelitian ini menunjukkan bahwa pengembangan program pemasaran harus dilakukan oleh lembaga pendidikan agar dapat mengikuti perubahan yang kompetitif, salah satunya ditentukan oleh kekuatan sistem manajemen pemasaran pendidikan. Ke-4 hal tersebut meliputi Strategi Market Leader, Memperluas Pasar Secara Keseluruhan, Mempertahankan Pangsa Pasar dan Memperluas Pangsa Pasar. Keempat hal tersebut perlu dilakukan oleh lembaga agar dapat mengembangkan pasar dengan segala upaya untuk mempertahankan eksistensi pasar.

Abstract

This literature study aims to compile and describe the development of Islamic education marketing programs. The method used is the library research method. The data collection method used is the documentation method. The data sources for this study consist of 15 books and 13 journals related to educational marketing programs. The data analysis technique used is content analysis. To maintain the accuracy of the assessment and prevent errors in information in data analysis, cross-library checks and re-reading of the literature are carried out and attention is paid to reviewer comments. The results of this study indicate that marketing program development must be done by educational institutions in order to follow competitive changes, one of which is determined by the strength of the educational marketing management system. The 4 things include Market Leader Strategy, Expanding the Overall Market, Maintaining Market Share and Expanding Market Share. These four things need to be done by institutions in order to develop the market with all efforts to maintain market existence.

INTRODUCTION

Globalization is a form of a force that triggers changes in all segments of life. So what happens is increased competition in all fields, including in the world of education. This dynamic climate makes it difficult for organizations to survive well, including developing themselves and rapidly changing to meet customer demands. This condition also applies to all organizations, whether profit or non-profit. This also applies to the world of education; although the education sector is not a profit-oriented institution, its

management cannot be done traditionally but requires special skills so that the educational output is highly competitive in the global market (Muhaimin, 2012). Currently, it seems that there is a paradigm shift in viewing education; initially, education was only seen from a social aspect, but more than that, education is now more corporate. Meaning, educational institutions are understood as the production of educational services whose output will be purchased by consumers. Therefore, educational institutions must be able to market their products so that they are purchased by the market. Of course, to be of interest to the market, their quality must meet market standards and satisfy consumers, so that the products sell in the market.

In the current context, higher education institutions need to make internal improvements by enhancing communication among the academic community as part of the organization (internal public) and also with society (external public). In carrying out the Tri Dharma of higher education, interaction with the public as clients and partners is needed. Facing the plan for the autonomy of higher education management, universities need to make improvements, enhance efficiency, and increase the effectiveness of higher education management. Meanwhile, in the era of globalization, the role of higher education is becoming increasingly important and strategic in meeting the demands of society (Suyitno, 2021). The management of education becomes critical when the development of an institution faces competition from other institutions. In this effort, institutions need to conduct an external environment analysis, assess competitors from other institutions, and evaluate internal competencies, so that the institution can create a competent and highly competitive strategy for market competitiveness without abandoning the essence of education itself. Islamic educational institutions are required to market their products well, so the produced products must be of high quality, ensuring that the outputs of the educational institution are marketable.

Sri Minarti (2011) stated that if consumers are not satisfied, it means marketing has failed. In other words, if the educational institution that processes educational services cannot satisfy user education according to market needs, then the educational institution will not be successful and will not exist. From the review, it can be concluded that educational institutions must continuously improve the quality of their education, including developing educational marketing programs with various strategies and specific steps so that the outputs of these institutions are in demand and successful in both national and international markets. Through the above exposition, the presenter will attempt to review the material on the development of Islamic education marketing programs, thereby gaining comprehensive knowledge of the existing material.

To build customer loyalty, a marketing strategy called relationship marketing is needed. The relationship marketing strategy is carried out by schools to increase closeness with all stakeholders and the main objective of the strategy is to build and maintain customer loyalty to the school. The relationship marketing strategy focuses on efforts to establish long-term relationships with customers, focusing on networks. This marketing strategy is believed to be able to build customer loyalty and trust by establishing relationships, communication, and establishing good cooperation with all stakeholders, namely on the partnership side, teachers and staff, students, parents of students, committees and the surrounding community. Based on the description that has been presented above, the researcher wants to examine how the strategy is carried out by a marketer in improving the image of Islamic educational institutions that are applied in Islamic educational institutions.

METHOD OF RESEARCH

The literature review writing method is applied in this approach. A scientific writing technique called the literature study approach entails gathering information, data, and resources from books and journals that are readily available. This literature research method is used to formulate a concept about Productivity which can later be used as a basis for developing practical steps as an alternative management approach.

The steps in literature research according to Kuhlthau (in Mirzaqon, 2017) are as follows: 1. Topic selection 2. Information exploration 3. Determining the focus of research 4. Data source collection 5. Data presentation preparation 6. Report preparation. The data sources that are the material for this research are books, journals, and internet sites related to the chosen topic. The data sources for this research consist of 15 books and 13 journals related to educational marketing programs. The instruments used in this study are a checklist of research material classification, a writing scheme/map, and a research note format. The data analysis technique used is the content analysis method. This analysis is used to obtain valid inferences and can be re-examined based on its context (Kripendoff in Mirzaqon, 2017). In this analysis, the process of selecting, comparing, combining and sorting various definitions will be carried out until the relevant ones are found (Sutanto in Mirzaqon, 2017). To maintain the review process and prevent and overcome misinformation (human misunderstandings that can occur due to a lack of bibliography writers), inter-library checks are carried out and the supervisor's comments are considered (Sutanto, 2005 in Mirzaqon, 2017).

RESULTS AND DISCUSSION

a. Marketing Urgency

Marketing is a social or managerial process that involves important activities that enable individuals and groups to obtain needs and desires through exchange with other parties and to develop exchange relationships. The marketing process is influenced by various factors such as social, cultural, political, economic and managerial. As a result of these various influences, each individual or group obtains needs or desires by creating, offering and exchanging products that have commodity values (Ara Hidayat, 2012). Jones in Buchari Alma provides a broad explanation of production and marketing which is thoroughly discussed in his work entitled *Introduction to Marketing* stating that the business world is divided into two, namely production and marketing. Production is defined as "has to do with moving these goods in the hands of consumers". Marketing is a social or managerial process that involves important activities enabling individuals and groups to obtain needs and desires through exchanges with other parties and to develop exchange relationships. The marketing process is influenced by various factors such as social, cultural, political, economic, and managerial. As a result of these various influences, each individual or group fulfills their needs or desires by creating, offering, and exchanging products that have commodity values (Ara Hidayat, 2012). Jones, in Buchari Alma, provides an extensive explanation of production and marketing, thoroughly discussed in his work entitled *Introduction to Marketing*, stating that the business world is divided into two, namely production and marketing. Production is defined as "has to do with moving these goods into the hands of consumers".

Production is defined as the work of creating goods, while marketing is the work of moving goods into the hands of consumers. Rayburn D Tousley, Eugene Clark, Fred E. Clark, in Buchari Alma stated that Marketing consists of those efforts which provide for their physical distribution. Marketing consists of efforts that influence the transfer of ownership of goods and services including their distribution (Buchari Alma, 2008). Meanwhile, Clark (2018), as quoted by Buchari Alma, stated that Marketing consists of those efforts which provide for their physical distribution. Marketing consists of efforts that influence the transfer of ownership of goods and services including their distribution. From these theories, we can conclude that marketing is a movement carried out by a group in order to influence the transfer of goods and services. If associated with the marketing of Islamic education, then the marketing of Islamic education is a strategy for Islamic educational institutions to publicize their products to consumers with the intention and purpose of taking the benefit value of the service.

b. Educational Problems

Until now, our nation is facing various serious challenges, especially in the context of education, so that speculative efforts are needed in marketing education. Facts show that the desire and hope in the implementation of education in the regions are very high, but not infrequently faced with problems both within and outside the institution, including competition between educational institutions. Yoyon Bachtiar (Syahrial Labaso, 2018) revealed that the main problems in education are related to:

- a) The absence of specifications and standardization of students, curriculum, manpower, media and learning resources, financing and models of the learning process and relations with the community.
- b) Educational planning is still centralized and not comprehensive. This is due to the still weak capacity of understanding, appreciation and skills of the apparatus. In addition to this, the social conditions that have a very influential influence are the purchasing power of the community, whether we realize it or not, the community's economic commodities are getting narrower, because they are being squeezed by businesses.

The low level of social capital from international survey results shows that the quality of Islamic education is still low when compared to neighboring countries. The disparity in the quality of education between regions in Indonesia is still high. And no less important is the implementation of globalization and free trade, which means that competition for alumni in jobs is getting tighter (Muhaimin, 2013). From this, concrete and sustainable strategies and steps are needed, including developing marketing of educational output so that graduates are able to compete in the market. Therefore, educational institutions are highly demanded to develop superior programs that can improve the image of madrasahs among the community and the government. These efforts can be realized if madrasahs are willing to make changes, innovations or renewals as "keywords" that are used as starting points in developing madrasahs. Muhaimin revealed that change and innovation themselves are only tools, not goals. What is aimed at by change and innovation is improving the quality of education, so that each institution is required to organize and manage education seriously and not just casually. Institutions must be able to provide quality assurance and provide excellent service and provide moral responsibility to the community (Muhaimin, 2013). So, the efforts of reactualization in educational institutions require changes in the management, development and empowerment of quality and competent human resources, and synchronization with national education policies by meeting national standards and even increasing to higher standards so that problems can be minimized.

c. Development of Educational Marketing Program

New market offerings

The focus of educational management has changed from merely serving the educational process to how to make education users become education customers, where education customers will provide high loyalty so that they cannot turn to other institutions. Sunarto (1990) revealed that marketers play an important role in the process of developing new products at every stage of product development. Replacement products must be created to maintain or build sales. New product development can be done in two ways, namely developing new products in their own laboratories and contracts with independent researchers to develop special products for the company. So in education, marketing personnel play an important role in the product development process. This can be done in two ways, namely developing existing products in the educational environment or development obtained from research analysis. According to Booz, Allan and Hamilson (1990) there are several categories of products that can be called new:

1. New-to-the-world products: create entirely new markets.
2. New product lines: allow a company to enter an established market for the first time.

3. Additions to an existing product line: new products that complement a company's established product line.
4. Improvements and revisions to existing products: new products that provide better performance or perceived value.
5. Repositioning: Existing products are directed to new markets or market segments.
6. Cost reduction: new products that provide similar performance at a lower price.

From the above opinion, it becomes a speculation and alternative steps that can be done in educational institutions, the six things are important in relation to improving, developing the results of education considering the current conditions that continue to be competitive. Institutions are required to improve performance and improve existing performance in order to meet the existing market. Various additional forms for existing products need to be done so that the production results can be in demand by the market. According to Alma (2008:16) changes in the management aspect of the institution must be able to create: (1) Makes regular repeat purchases, namely customers who always buy or use regularly the programs launched by the institution, for example students who complete their studies to the end still in the same major; (2) Purchase across product and service lines, customers buy outside the product/service line, for example when the Jakarta State Polytechnic (PNJ) issued another program, namely English training, many students from other majors took the training; (3) Refers other, namely recommending other products, for example PNJ students recommend to family, friends or the community every educational service program, either recommending the major taken or other services (training, seminars, workshops and so on); (4) Demonstrates immunity to the full competition, namely showing immunity from the attraction of similar products from competitors, for example, apart from PNJ, there are many other institutions that offer similar education, however, no matter how much and how attractive the other institutions are, PNJ students remain steadfast in choosing PNJ as their educational service institution.

Some of the things above are the users of educational services that will be sought by each educational institution and this can be done through an educational marketing strategy. Because this strategy is taken from the business world, where its implementation is adjusted to the philosophical values of education itself as a non-profit institution. In addition to marketing strategies, communication is also needed by the public relations department in improving good relations with customers and potential educational customers. This communication strategy can be in the form of marketing activities or communication campaigns that provide information, or persuasion, ideas or cases, products or services that are planned by an organization, both profit-oriented and non-profit.

New product challenges

Companies that fail to develop new products face enormous risks. Their existing products are vulnerable to changes in consumer needs and tastes, new technologies and increasing domestic and foreign competition (Sunarto, 1999). If we apply it in the discourse on the development of Islamic education/Islamic higher education especially in Indonesia which is carried out by experts through seminars, training and workshops and other activities have enriched their insight and vision in developing Islamic Education. Their various steps and experiences need to be photographed, arranged and placed in a paradigm, so that the models, orientations and steps to be aimed for become clearer. Muhaimin (1999) revealed that if an institution wants to carry out development and improvement, then the key words can already be held. So that there will be no wrong placement, direction and steps which in turn can lead to an overacting attitude in responding to a certain paradigm. In addition to the challenges above, there are several factors that inhibit the development of a new product. Sunarto (1999) revealed that several things that become obstacles to the development of new products:

Lack of ideas for important new products in a particular field: there may be few ways to improve upon some basic products. The high cost of new product development means that a company typically has

to generate many new product ideas to find just one that is worth developing. Lack of capital: some companies with good ideas cannot raise the funds needed to research and launch new products. Shorter product life cycles, when a new product is successful, competitors quickly copy it.

So the concept of business and marketing is time to be applied in the world of education so that it has a competitive advantage. Educational institutions must strive to achieve excellence in providing excellent service with superior customer service and producing quality graduates. The better the educational services provided, the more people will be interested in using the services provided.

d. Organizing New Product Development

Just as old products really need to be promoted to be known to the market, new products also need to organize new product development.

Market Leader Strategy

Many industries have one company that is recognized as the market leader. This company has the largest market share in the relevant product market. This company usually leads other companies in price changes, new product introductions, distribution coverage and promotional intensity. The leader may not be admired or respected but other companies recognize its dominance. In practice, this leader becomes a factor that is considered by competitors, making the company to be challenged, followed or avoided (Philip Kotler, 1997). Like leaders in universities, in their implementation they must be market-oriented, including having alternative strategies and steps in order to dominate the market with several new programs, new majors in universities. Sometimes it happens in one institution, a leader is not taken into account by his institution but has influence and power outside the institution. So a leader must have a market leader strategy, the institution must always anticipate and be aware of the weaknesses of the institution. Philip Kotler (1997) is of the opinion that companies must always be vigilant because other companies continue to challenge their strengths or try to exploit their weaknesses.

Expanding the Overall Market

Generally, market leaders need to find new users, new users and additional users of their products. New users mean that each product class has the potential to attract buyers who are not aware of the product or who reject it because of its price or lack of features. Manufacturers can find new users among three groups (Philip Kotler, 1997). From this opinion, if it is drawn in the realm of Islamic higher education, existing study programs that are not attractive to the market due to the orientation and quality of graduates can open new programs that allow the program to be of interest to customers. For example, the faculty of da'wah opens a new program that is more attractive than the previous program. Or improve and meet the needs of the old program but in a new package.

New users, each product class has the potential to attract buyers who are not aware of the product or who reject it because of its price or lack of features. Then the producer can look for new customers. For example, the Islamic guidance and counseling program can try to convince the market that has not entered this program with information and the features of this program in the future (market penetration strategy), holding an edu fair to other areas (new geographic expansion strategy). New users, the market can be expanded by finding and promoting new users of a product. So that new users provide a new life cycle. Including in offering new prices and trying to market the largest market share. The task of the institution is to monitor the use of its products by users. Von Sarah Philipson research (2020) shows that most new industrial products are proposed by customers.

Addition of Users, the third market expansion strategy is to convince people to use more of the product each time it is used (Philip Kotler, 1997). If this opinion is applied to universities, the expansion strategy is to convince customers of the quality of the program including future opportunities and opportunities for future graduate reach. Institutions also need to stimulate more users at every opportunity, providing cross-subsidies to programs with few enthusiasts.

Maintaining Market Share

Market leaders must carefully consider which areas are important to maintain and which can be released with little risk. The goal of a defensive strategy is to reduce the possibility of attack, divert attacks, divert attacks to less dangerous areas and reduce the intensity of attacks (Philip Kotler, 1997). Likewise in the world of education, an institution director must carefully consider which areas are important to maintain, including continuing to monitor special input from students entering the institution, so comprehensive communication is needed for the area. By improving the quality, service and image of educational products (graduates) for the area. The function of education in this global era has had consequences for the management of education. In the context of higher education, the question of how higher education should be managed so that it can carry out its functions properly in order to be able to play a role in facing social change becomes very important. Wan Hoong Wong (2023) revealed that currently higher education is faced with a very high degree of competition.

In the company there are six defense strategies used by dominant companies: Position Defense is building an impenetrable fortress around one's area. However, this fortress is like all other static defense movements. Only maintaining existing products. Rib Defense, this type of defense market leaders not only need to guard their area, but also need to create guard posts outside to protect the weak side, or perhaps as a base for invasion for good attacks. Preemptive Defense, another more aggressive defense maneuver is to attack the enemy before the enemy starts attacking the leader. Need to do scanning for environmental changes. Mobile defense, mobile defense is more than just leaders aggressively defending their area. In mobile defense, leaders expand their area into new areas that can later function as defense centers in the future. This expansion is not only through the addition of normal brands such as market expansion and diversification. This movement creates strategic depth for the company, which allows it to withstand continuous attacks and launch counter attacks. Retreat Defense, large companies often realize that they can no longer defend their entire territory. The company's strength is too little and competitors are eroding in some places. The best action is a planned retreat or called a strategic retreat. Planned retreat means a movement to consolidate competitive strength in the market and break the mass in the core position (Philip Kotler, 1997).

Expanding Market Share

Market leaders can increase their profits by increasing market share (Philip Kotler, 1997). If drawn in the realm of education, in order for educational institutions to increase their profits, they need to expand the existing market network. Including expanding the input areas that enter educational institutions. However, in expanding this market, it needs to be followed by planned and systematic strategies. Market diversification into industry is very possible as another alternative to create strategic depth. So education management becomes very important, where the growth and development of institutions are influenced by the ability of administrators to scan the external environment, competitors of other institutions, take into account internal competencies, must be able to create a capable strategy to win the competition without leaving the essence of education itself (Yoyon, 2011). This means that the implementation of education management has expanded not only to serve education but also to how education users are changed into education customers (education customers), the impact of which is that education customers will provide high loyalty so as not to go to other institutions.

Yoyon (2011) revealed that changes in the management aspect must be able to create: Makes regular repeat purchases, namely customers who always buy or regularly use programs launched by the institution, for example students who complete their studies until the end remain in the same major. Purchases across product and service lines, customers buy outside the product/service line, for example when UPI issues another program, namely English training, many students from other majors take the training. Refers other, namely recommending other products, for example UPI students recommend to family, friends or the community every educational service program, either recommending the major taken or other services (training, seminars, workshops and so on. Demonstrates an immunity to the full of the competition, namely

showing immunity from the attraction of similar products from competitors, for example apart from UPI there are many other institutions that offer similar education, namely for prospective teachers, but no matter how much and how interesting other institutions do, UPI students remain steadfast in choosing UPI as another institution.

The four things above are one form of educational institution strategy to provide services and market expansion strategies in education that have the potential to expand the market, from the 4 things there is an effort to give and receive between the service and the user of education so that when the service provides good quality, the education customer will try to give their loyalty because of the quality education service. This type of customer will be sought by educational institutions, of course with a good marketing process without leaving the philosophical value of education. Because marketing comes from the business world which is applied in the world of education, if the business is oriented towards profit, but in the world of education the orientation is non-profit. So it needs to be accompanied by some improvements in the ability to manage education which is supported by changes in effective and efficient marketing management. The tough challenge in a competitive management system in its application is determined by the strength of the education marketing management system. Within that framework, understanding the concept, process and strategy of marketing in the field of education is needed in order to carry out several developments in educational institution programs.

CONCLUSION

From the discussion above, there are several things that marketing program development must be done by educational institutions in order to follow competitive changes, one of which is determined by the strength of the educational marketing management system. The 4 things include Market Leader Strategy, Expanding the Overall Market, Maintaining Market Share and Expanding Market Share. These four things need to be done by institutions in order to develop the market with all efforts to maintain market existence. The 4 development strategies are efforts to give and take between the service and the user of education so that when the service provides good quality, the education customer will try to give their loyalty because of the quality education service. This type of customer will be sought by educational institutions, of course with a good marketing process without leaving the philosophical value of education. Because marketing comes from the business world which is applied in the world of education, if the business is oriented towards profit, but in the world of education the orientation is non-profit.

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