

EDUCATIONAL MARKETING INFORMATION SYSTEMS AT ISLAMIC EDUCATIONAL INSTITUTIONS

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Abstract: Educational Marketing Information Systems at Islamic Educational Institutions

Delays in presenting educational marketing information will cause information not to reach customers quickly and accurately. Marketing educational services is a strategy to improve the quality of education which is the most important element for the quality and progress of the level of education in an educational institution. Marketing is done so that the public knows the advantages and programs owned by the madrasa. Customer satisfaction with educational institutions is identical to customer satisfaction regarding the services provided. This type of research is library research with a qualitative approach. The research process is descriptive analysis, namely by collecting data, compiling, clarifying, and analyzing. Marketing activities can be carried out with various channels or several media, with the hope that there will be three stages of change, namely: changes in knowledge, changes in attitudes, and changes in desired actions. Educational institutions must be able to create community-oriented educational service programs that adapt to the needs of madrasas. Educational institutions must strive to create a positive image in the eyes of the community so that people can make decisions for their sons and daughters to choose the madrasa.

Keywords: *Management Information Systems, Educational Marketing, Islamic Educational Institutions*

Abstrak: Sistem Informasi Pemasaran Pendidikan pada Lembaga Pendidikan Islam

Keterlambatan dalam menyajikan informasi pemasaran pendidikan akan menyebabkan informasi tidak sampai kepada pelanggan dengan cepat dan tepat. Pemasaran jasa pendidikan merupakan strategi peningkatan mutu pendidikan yang merupakan elemen terpenting bagi kualitas serta kemajuan taraf pendidikan pada suatu lembaga pendidikan. Pemasaran dilakukan agar masyarakat mengetahui keunggulan dan program-program yang dimiliki oleh madrasah. Kepuasan pelanggan terhadap lembaga pendidikan identik dengan kepuasan pelanggan mengenai pelayanan yang diberikan. Jenis penelitian ini adalah penelitian kepustakaan (library research) dengan pendekatan kualitatif. Pada proses penelitiannya bersifat analisis deskriptif, yaitu dengan cara mengumpulkan data, menyusun, mengklarifikasikan, dan menganalisis. Kegiatan pemasaran dapat dilakukan dengan berbagai saluran atau sejumlah media, dengan harapan terjadinya tiga tahapan perubahan, yaitu: perubahan pengetahuan, perubahan sikap dan perubahan tindakan

yang dikehendaki. lembaga pendidikan harus dapat membuat program-program layanan pendidikan yang berorientasi kepada masyarakat yang menyesuaikan dengan kebutuhan madrasah. Lembaga pendidikan harus berusaha untuk menciptakan citra yang positif dimata masyarakat sehingga masyarakat dapat membuat keputusan untuk putra dan putrinya agar memilih madrasah tersebut.

Kata Kunci: Sistem Informasi Manajemen, Pemasaran Pendidikan, Lembaga Pendidikan Islam

INTRODUCTION

The need for fast, precise, and accurate information is an absolute thing in this fast-paced era, like today. Delays in presenting the required information will cause the information to be no longer relevant to its users. Thus a good system must be able to provide information on time, with accurate and precise data in the processing process. This information system will further simplify these processes by utilizing information technology for data communication networks.

Entering the current information age, where consumers are filled with various kinds of information, especially about products and services, in large quantities through various media, such as print and electronic media, efforts to build an image are becoming increasingly difficult. The advantages that make a madrasa different from other madrasas become a strong foundation for building an image. If these advantages are maintained and developed dynamically, the positive image of the madrasa will be increasingly attached to consumers (Lukman & Utami, 2020).

Marketing educational services is a strategy to improve the quality of education which is the most important element for the quality and progress of the level of education in an educational institution. This can be interpreted as marketing as a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging things of value with each other. Marketing does not only function to deliver products or services to the hands of consumers, but how these products or services can provide satisfaction to customers by generating profits.

Educational marketing activities are one of the efforts to maintain the existence of madrasas or 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 madrasas so that they are of interest to the community. Madrasas as educational institutions that are in the range of the era of globalization must always innovate without stopping if they want to continue to gain consumer sympathy. If not, the consumer will leave the madrasa, which is switching to other educational institutions that continue to innovate (Lukman & Utami, 2020).

Madrasas should be able to try to be introduced and socialized to the community by doing marketing. Madrasa, which are likened to a product, will of

course be sold if marketed properly. Marketing is done so that the public knows the advantages and programs owned by the madrasa. Madrasa marketing must be done with good planning and management. Regarding this, an educational institution must of course be clever in maintaining the quality and excellence of educational institutions to maintain public trust and customer loyalty. Customer satisfaction with educational institutions is identical to customer satisfaction regarding the services provided by Madrasas. The ability of an administrator in understanding educational marketing is a requirement to maintain and increase growth in the institution. Marketing is also something that must be shown to introduce the Madrasa.

Referring to the description above, the author will explore the marketing function that can function to form a good image of the institution which is useful to attract several prospective students. In the discussion below, the author will describe the description, scope, characteristics, models, and examples of educational marketing.

METHOD

Based on the problem and purpose, this type of research is library research with a qualitative approach (Sugiyono, 2017). The research process is descriptive analysis, namely by collecting data, compiling, clarifying, and analyzing.

The data sources are taken from primary data and secondary data. After knowing the source of the data, the researchers collected data using documentation techniques in the form of books, journals, magazine documents, newspapers, and others. In the next stage, the researcher analyses the data to get a conclusion. The data analysis technique used in this research is the descriptive analysis technique and content analysis.

RESULTS AND DISCUSSION

Overview of Educational Marketing Information Systems

Competition in the world of education is unavoidable. To maintain their existence, madrasas are required to be able to market their madrasas, because of how good a madrasa is if it is not promoted optimally, it will have an impact on the minimum number of students and the lack of recognition of the madrasa in the community. Marketing is an important thing that must be carried out by madrasas besides being shown to introduce, marketing in educational institutions also aims to form a good image of the institution and can attract prospective students.

A management information system is part of management science. All management functions are planning (planning), organizing (organizing), leadership (leading/actuating), and controlling (controlling) are needed for the success of activities in an organization, including in educational institutions. One of the successes in carrying out this management function is supported by an information

system that is able to provide the information needed by managers (leaders of the educational institution) (Sonia, 2020).

The information that can be generated by the Education SIM will make a very valuable contribution to the education decision-making process. In addition, it is very useful for the community as a subsystem and control society, especially in the operational process of educational institutions and the presentation of accountable quality education services (Sonia, 2020).

Understanding the elements of management (tools of management) is very necessary for every Manager. Because the elements are organized is what must be arranged in such a way. So that it can be known which elements are not yet or are lacking or not present. The management elements consist of people (men), money (money), methods (methods), materials (materials), machines (machines), and marketing (market) abbreviated as 6 M. As follows: (Mesiono, 2019) "Men" are human workers, both leadership workers and operational/ implementing workers. "Money" is the money needed to achieve the desired goal. "Methods" are the methods used to achieve goals. "Materials" are materials needed to achieve goals. "Machines" are machines/tools that are needed or used to achieve goals. "Market" is a market for selling goods and services produced.

Marketing is a managerial process that makes individuals or groups get what they need and want by creating, offering, and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers.

The role of marketing today is not only to deliver products or services to the hands of consumers but also to 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 retaining existing customers while maintaining the principle of customer satisfaction.

Marketing management is an analysis of the planning, implementation, and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational goals (Kotler & Armstrong, 1997). Marketing management is an effort to plan, implement, direct and coordinate, and can supervise or control a marketing activity within an organization so that the organization can achieve it effectively and efficiently (Shinta, 2011).

Marketing management is one of the main activities carried out by the company to maintain the continuity of the company, to develop, and to earn a profit. The marketing process begins long before goods are produced, and does not end with sales. The company's marketing activities must also provide satisfaction to consumers if they want their business to continue, or consumers have a better view of the company (Priangani, 2013).

Marketing educational institutions is an absolute thing that is very necessary. The first reason is that as a non-profit institution engaged in educational services, at any level we need to convince the public and customers that the educational institutions we manage still exist. Second, we need to make sure that the educational services we provide are very relevant to the needs of consumers. Third, we must be able to carry out marketing activities so that the types and kinds of educational services provided can be recognized by the wider community. Fourth, so that the existence of educational institutions that are managed is not abandoned by the wider community, especially the loyal customers of the institution (Wijaya, 2008).

Scope of Educational Marketing Information System Marketing

An information system is an information system that provides information that is applied in marketing, this system supports decision making related to the marketing mix, which includes 5P: (Danupranata, 2013) "Products" (goods and services): products produced in education in the form of services that have characteristics that are by educational values. "Place" (the place that is the target of marketing): the right place for marketing and market segmentation. "Promotion" (Promotion that needs to be done): socialization and promotion of educational products and services. "Price" (product price): determining the selling price of products in the form of services offered in education is one of the most important factors to attract consumer interest. "People" (HR): to whom these educational products and services are intended.

In small businesses, we can directly relate and obtain first-hand information, namely buyers and distributors. So that we can immediately follow market developments closely. If the business is carried out and has begun to expand, then direct relationships with buyers and distributors. This relationship is needed to obtain information that is used as the basis for making decisions for marketing activities. Therefore, information is so important to various parties and from various forms.

In general, today's companies are more involved in various kinds of products, while competitors can determine new marketing strategies quickly and precisely by using marketing opportunities from changes in environmental factors such as markets, technology, economy, culture, and government policies. The role of marketing information is increasingly important, especially in decision making in the field of marketing.

The problem this time is how to provide the right information so that it is useful for the community to market goods/services. The basic data or facts on many companies cannot yet be adapted to the intensive information needed for effective marketing in today's modern economic development. (Danupranata, 2013) Three things cause marketing information to become a greater need than ever before: (1) there is a change from local markets to national and international

markets; (2) There is a transition from meeting the needs of buyers to fulfilling the desires of buyers; (3) There is a transition from competition that is not solely on price.

Based on the need and collection, marketing information can be divided into: (1) “Regular or periodic marketing information” Needed for analysis and evaluation of the successful implementation of policies and marketing strategies that have been set. This information is used to see how far the deviations from the policies and strategies have been and to what extent these policies and strategies have been successful. And if there is a deviation or lack of success from these policies and strategies, improvements or improvements will be made immediately; (2) “Marketing information that is delivered or received suddenly” This information is usually obtained through marketing research. This information is needed to make decisions, specifically regarding marketing policies and strategies.

The scope of marketing information is quite broad, involving all the information needed to make decisions in the field of marketing. The marketing scope above does not only apply to business actors or companies but can also be applied to educational institutions, both profit, and non-profit educational institutions.

Characteristics of Educational Marketing Information Systems

Education as a service product is something that is intangible but can meet consumer needs that are processed by using or not using the help of physical products where the process that occurs is an interaction between service providers and service users which has the nature of not resulting in the transfer of rights or ownership. Referring to this understanding, there are four main characteristics in every service, namely: (Irianto, 2016) “Intangible”, so that consumers cannot see, smell, touch, hear and feel the results before they buy it. To reduce uncertainty, consumers seek information about these services. “Inseparability”, where services cannot be separated from the source, namely the service company. “Variability”, where services often change depending on who, when, and where to provide them. “Perishability”, services cannot be sold in the future.

The raw materials to produce services in the world of education are people who have different characteristics from one another. There is a saying that no human being has anything in common, not even twins. This is what makes the basis that educational services differ from one another. By looking at these characteristics, educational services are received after interacting with a liaison which is greatly influenced by who, when and, where the service is produced. This explains that the success of education will depend on who, when and, where the process is carried out. Who shows educators and education staff, meaning that the higher the quality of the educational provider, the higher the quality of the educational process. Where, is the location where the education service is delivered, of course, this will have a broad meaning but the point is that a

conducive environment will affect the high quality of the educational process. When indicates the most appropriate time to carry out the educational process so that the process is of quality.

Educational Marketing Information System Model The information

The system model is often known as the information system model (MIS) which consists of 3 (three) subsystems: (Haryantini & Sadya, 2019) “Marketing research subsystem” The marketing research is a marketing problem that is often faced in companies can be different from other companies, from time to time, therefore, differences in problems are focused on there are various marketing research studies including various marketing researches that are discussed in the research focuses, namely: (1) Estimating the amount and structure of market demand, (2) Consumer perception of the product, (3) Position of the product in market competition, (4) Evaluation of the effectiveness of the product distribution strategy, (5) Evaluation of the effectiveness of sales promotion strategies.

“Market” Market intelligence subsystem is that every element in the marketing environment is always related and responsible to customers and competitors. Like other functional areas, marketing also has responsibilities to governments and the global community. “Accounting information subsystem” is a group of elements that are closely related to accounting activities, among others: (1) Collecting and processing data storage regarding transaction activities. (2) Processing data into information to be used in decision making. (3) Can control all activities regarding the organization that is accessed.

Segmentation-Targeting-Positioning (STP). In marketing educational institutions, we know the term STP. STP requirements are: measurable (measurable), substantial (many), accessible (accessible), distinguishable (distinguishable), and actionable (servable). “Segmentation or Mapping” The stages of this segmentation are: (1) Demographic, segmentation based on demographic variables such as age, gender, family size, income, race, education, occupation, geography. (2) Psychographics, segmentation based on social class, lifestyle, personality, and so on. (3) Behaviour, segmentation based on behaviour, feelings, loyalty. “Targeting” (1) Targets is useful in the future. (2) This targeting strategy should be based on competitive advantage supporting the long-term goals of the institution. (3) Considering competitive situations that may affect the attractiveness of targeting institutions. “Positioning” There are several positioning or examples of STP that can be done by institutions, namely: (1) Positioning based on differences in output. (2) Positioning based on the attributes/image of the institution. (3) Positioning based on product users. (4) Positioning based on product usage. (5) Positioning based on competitors. (6) Positioning based on problems.

Impact of Educational Marketing Information Systems Marketing

The function is to form an image good for the institution and can attract the interest of several prospective students. Therefore, marketing must be customer-

oriented which in the context of madrasas is called students. Here the need for madrasas to find out how prospective students can see the madrasa they will choose (Muhaimin, 2011).

To choose a madrasa, prospective students are always faced with choices about the various existing madrasas. From these various options, of course, prospective students will choose one of the various options available. Therefore, prospective students must be able to determine the best (Muhaimin, 2011).

So the image is formed based on the experience experienced by someone towards something so that eventually a mental attitude is built which will later be used as consideration for making a decision. Then the image can be considered to represent the totality of one's knowledge of something. An educational institution must be able to create community-oriented educational service programs that adapt to the needs of madrasas. Educational institutions must strive to create a positive image in the eyes of the community so that people can make decisions for their sons and daughters to choose the madrasa.

Educational Marketing Information System Implementation Educational

Marketing is something that offers intellectual services and overall character building. The focus of this 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, adequate resources and facilities and always improve the quality of graduates. Educational marketing is an activity that consists of planning, organizing, directing and controlling effectively and efficiently to improve the quality of intellectual services and the formation of a student's character as a whole through the use of human resources and other resources in achieving organizational goals.

Planning

Planning is the earliest function of guidance towards which goals have been previously set (Anoraga, 2009). Marketing planning is a part of a design to achieve a goal (Anam, 2013). The goal is to create value for consumers in conditions that remain profitable for the company or in the current marketing concept, a mutually beneficial relationship. The marketing plan summarizes the needs and wants of the market, the strengths and weaknesses of the company and its current or anticipated competitors, and is designed to create value to satisfy the needs and wants of consumers at a profit.

Planning in educational marketing has the aim of reducing or balancing uncertainty and future changes, focusing on goals, ensuring or getting the process of achieving goals carried out efficiently and effectively, and can facilitate control. The planning must be able to look at the following things: "Identifying the Market" In identifying the market a company or Madrasah must be able to analyse market conditions such as knowing the attributes of education that are very much needed by consumers or users of educational services. "Market Segmentation Market" segmentation is a strategy designed or structured to allocate marketing resources

to defined segments. This includes efforts to differentiate consumers. For customer analysis, it is necessary to do: (1) Segmentation: it is necessary to find answers to the questions who are the biggest customers, which area, type, are there still many potential customers from that area? What are the motivations and characteristics?; (2) Customer motivation: it is necessary to find answers to which product elements or elements they are most interested in, what is their purpose in buying, whether their motivation can be classified or can it change; (3) Customer needs that have not been met; it is necessary to ask why there are consumers who are not satisfied, what is the problem, be identified, and what about competitors (Anam, 2013). “Product” Differentiation is an effective way to get market attention. Of the many existing Madrasas, parents and students will have difficulty in choosing a madrasa for their children because the attributes of interest between madrasas are increasingly standard. Madrasas should be able to give different pressures from other madrasas in attractive packaging forms such as logos and slogans as well as some good facilities. In making the distinction, it can also be done through the form of a physical appearance that gives a good impression, such as the use of attractive uniforms, clean madrasa buildings, or madrasa stickers.

Organizing

Organizing is a management function and is a dynamic process, while the organization is a statistical tool or container. At this stage, a clear and efficient marketing organization is developed so that it is clear who is responsible, who is coordinating within the company. So a clear educational marketing management team structure is needed so that there is no throwing of responsibilities in case of irregularities in the work. Organizing is a process of dividing work into smaller tasks, assigning those tasks to people who are by their abilities and allocating resources, and coordinating them to effectively achieve organizational goals (Fatah, 2008).

Implementation

Directing is the most important and most dominant management function in the management process. Therefore, the education marketing process needs to be carried out as well as possible and there needs to be good cooperation between all parties, both from superiors and subordinates in carrying out work (marketing), how to work, where to go, when, and so on (Fatah, 2008). In this movement, the institution carries out marketing activities (covering all forms of quality education services) while also carrying out marketing communications with various strategies, especially to groups that are the target of marketing. Marketing communication is an attempt to convey messages to the public, especially target consumers, regarding the existence of products in the market (Fatah, 2008).

Marketing activities can be carried out with various channels or several media, with the hope that there will be three stages of change, namely: changes in knowledge, changes in attitudes, and changes in desired actions (Soemanagara, 2006). Madrasas as scientific institutions will be more elegant if the form of

communication is presented in a scientific format, such as organizing competitions in the field of study, seminars, and publications of achievements by independent media such as news in the mass media. However, communication that is deliberately carried out by madrasas in the form of promotions or even advertisements needs to be considered. The form and material of the message should be packaged elegantly but attract attention so that the madrasa remains in the image as forming good character and values.

In addition, some ways can be done to attract public attention to an educational institution, either through the physical attractiveness of the campus or academic, religion, and so on, for example: (1) The institution fixes the madrasa, especially the part facing the road so that everyone who passes in front of the madrasa is interested and wants to enter the madrasa at any time. (2) The head of the madrasah often holds speeches, remarks, seminars everywhere, informing the public of what, who, and how our institution is confident and proud. (3) Provide necessary consultation and advice to the public as a community service. (4) Holding religious holidays by inviting the public to enter campus, and other events (Soemanagara, 2006). A step that is more effective and can be trusted by consumers is through alumni and their families who are satisfied while studying at the madrasa. Successful alumni can share experiences (testimonies) or evidence of the success of the madrasa.

Control

Marketing control is an important basis for business success in the field of marketing. For the success of a business, the leader must be able to make decisions, both regarding planning, activities, as well as the implementation of activities and their control. Marketing planning is the determination of the steps of activities carried out in the field of marketing for a certain period of time in the future to achieve the expected goals. Implementation or implementation is a way of carrying out activities that have been planned in existing situations and conditions, by providing direction to the implementation staff.

CONCLUSION

The scope of marketing information is quite broad, involving all the information needed for decision-making in the field of marketing. The marketing scope above does not only apply to business actors or companies but can also be applied to educational institutions, both profit and non-profit educational institutions. Education as a service product is something intangible but can meet the needs of consumers by using or not using the assistance of a physical product where the process happens by the interaction between the service provider with service users that have nature does not lead to the transfer of rights or ownership.

The function of marketing is to form a good image of the institution and can attract the interest of several prospective students. Therefore, marketing must be

customer-oriented which in the school context is called students. This is where the school needs to find out how prospective students can see the school they will choose.

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