
Marketing Mix Strategy 7Ps for Islamic Boarding School-Based School Marketing

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Abstract

This research is based on the fact that educational institutions are always interesting to study. Especially This research is based on the fact that educational institutions are always interesting to study. Especially related to marketing carried out by each institution. It should be noted that educational institutions are service institutions whose essence is that educational institutions can satisfy users of educational services. Every individual has wants and needs related to Education. If satisfied, it will affect the quality of the educational institution. When there is a demand, the customer wants services at the educational institution through programs, then the educational institution conveys the program, then there is a transaction or communication which results in customer satisfaction. The success of education is based on; 1) the magnitude of the interest of prospective students, 2) the increase in the quality of education services, 3) the emergence of satisfaction from education customers. These three things will be realized if supported by the right marketing strategy. So we need a marketing strategy that is in accordance with educational services, which is known as the 7P marketing mix which consists of three elements, namely people, process, and physical evidence. This research uses qualitative research with the type of case study with a multi-case design. Where the researchers conducted a theoretical and in-depth study at two research locus, namely the SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar. Based on the results of the study it was found that; 1) People in the marketing mix for the school's marketing strategy are the most basic, namely the selection of new student admissions, having superior graduate competencies, excelling in the field of the Qur'an as a guide for Muslims, and financial services that are accountable, friendly, and fast. 2) The process in the marketing mix for the school's marketing strategy is through the implementation of Islamic boarding school education, then promotion through websites, brochures, social media. Then the publication through spiritual teachers, and promotion through the sister school program. 3) Physical evidence in the marketing mix for the school's marketing strategy is to have a strategic school location, a clean and green environment, a magnificent building with complete facilities.

Keywords: Marketing Mix 7Ps, Islamic Boarding School Education, School Marketing

INTRODUCTION

The majority of the population in Indonesia is Muslim. Of course, many Islamic educational institutions are growing in Indonesia. The oldest Islamic educational institution in Indonesia is the Islamic boarding school. Along with the development of the times, schools emerged that combined pesantren education and colonial education (Agnes & Devi, 2021). Islamic Education Institutions in the form of schools, are a unitary education provider that has a noble goal, namely to deliver students in taking education.

Advances in technology and information in the world of Islamic education is one aspect of special concern that requires planning. People's lives are always influenced by various things, one of which is in the field of education. Education has a strategic role in improving people's living standards because by taking education, people can continue to think in a positive and productive realm.

Along with the rapid development of technology and information, many schools have sprung up by presenting new educational concepts. This makes schools in various places in Indonesia vying to make their schools so much in demand by prospective students. Various kinds of strategies or ways they do to attract students to attend school at their institution. With this competition, the school brings up a school marketing strategy. This marketing term is not

only known in the world of business, industry, and trade but also extends to the world of education, namely schools (Margareta et al., 2018).

According to (Arifin, 2022) Islamic education marketing strategy has an urgent role as one of the school's efforts to introduce the institution to prospective new students or users. Marketing of Islamic education should remain an activity in order to realize the existence of Islamic educational institutions to be known by the public. Marketing of Islamic education carried out must always pay attention to the development of science and technology so that it can be known and accepted by the community. Islamic educational institutions to be known by the wider community must always regulate marketing strategies in concepts that are relevant to the needs of prospective students or users.

Marketing of Islamic education must be able to refer to several rules so that it can be accepted by stakeholders or users of educational services. The task of Islamic education marketing is to set strategies and plan marketing activities and form a fully integrated marketing concept map to be able to create, communicate and deliver value to the customers of the educational institution (Sholikah et al., 2021). Marketing is a new method for advancing and developing the potential of an organization by focusing on goals or targets, especially on people who really need and want the organization, and the purpose of marketing is to help managers of an organization decide what products to offer first. Davies and Ellison argue that marketing in education is a school activity to communicate and promote its goals, values and school products to students, parents, staff, and the wider community. The use of the term marketing is currently very developed in all sectors. So, in this case the marketing of schools or education can be interpreted as how to satisfy consumers, or customers, or prospective students by using a logical rationale (Asifudin, 2016).

Public trust is one of the keys to the progress of educational institutions. When people have confidence in educational institutions, they will fully support them by including their children in these educational institutions. In addition, they will also influence others to do the same. On the other hand, when people do not believe, they will be reluctant to admit their children to these educational institutions and even provoke other people to enroll their children in other educational institutions. For this purpose, it is necessary to build good relations and communication between educational institutions and the community as a form of public trust. Therefore, Public Relations is needed as a liaison between educational institutions and the community. According to Benty (2015) is an activity of providing information carried out by a community organization. Meanwhile, Leslie explained that school public relations is a process of communication between the school and communication for the purpose of increasing citizen understanding of educational needs and practices and encouraging intelligent citizens and cooperation in the work of improving the school. This explains that public relations is a liaison between schools and the community who informs about policies by schools to obtain positive support from the community. Meanwhile, Leslie explained that school public relations is a process of communication between the school and communication for the purpose of increasing citizen understanding of educational needs and practices and encouraging intelligent citizens and cooperation in the work of improving the school. This explains that public relations is a liaison between schools and the community who informs about policies by schools to obtain positive support from the community. Meanwhile, Leslie explained that school public relations is a process of communication between the school and communication for the purpose of increasing citizen understanding of educational needs and practices and encouraging intelligent citizens and cooperation in the work of improving the school. This explains that public relations is a liaison between schools and the community who informs about policies by schools to obtain positive support from the community (Bunnell, 2016).

The role of public relations in an educational institution is very important, this is because public relations is a liaison between schools and the community. The importance of public relations can improve the existence of these educational institutions. The role of public relations needs to be improved to support the success of students and to get support from the community. In order to realize public relations in accordance with its objectives, one of the important public relations programs is the introduction to the community (Rahmawati, 2021). It aims to provide the information needed by the community about educational needs, thus creating a match and match match between what is offered and what is needed.

According to Kotler and Armstrong (2016), marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. Furthermore, Kotler explained regarding the marketing mix Once the company has chosen its overall competitive marketing strategy, it is ready to begin planning the details of the marketing mix. The marketing mix is one of the dominant ideas in modern marketing. We define marketing mix as the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market. It shows that the marketing mix is one of the dominant ideas in modern marketing. In this case the marketing mix as a set of controllable tactical marketing tools that the company combines to produce the response it wants in the target market.

According to (Zeithaml & Bitner, 2013) the marketing mix of education as a means to support marketing activities includes the term marketing mix 7P, namely people, physical evidence and process. The existence of various innovations regarding human resource management, physical evidence and the process of educational products is a top priority to be realized in the midst of Islamic education marketing activities so that the existence of schools is easily recognized by the public. According to Kotler and Armstrong, marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. Furthermore, Kotler explained regarding the marketing mix, Once the company has chosen its overall competitive marketing strategy, it is ready to begin planning the details of the marketing mix. The marketing mix is one of the dominant ideas in modern marketing. We define marketing mix as the set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market (Huriati, 2018).

In this study, two loci were used at SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar. Both of them apply the marketing mix for marketing strategies and produce graduates who are superior, qualified, and have achievements in both academic and non-academic terms. Based on the observations of researchers at SMP Mambaus Sholihin Sumber Sanankulon Kab. Blitar and SMP Bustanul Muta'allimin Dawuhan City of Blitar, are boarding schools based on Islamic boarding schools that are old and famous because of the characterization of caregivers who are trusted by the community. On the other hand, the system that was built was strong and well organized. There are several achievements that have been achieved by students. This is a manifestation that Islamic educational institutions are the main choice in sending prospective students to gain knowledge and gain achievements at the institution. However, there are differences in the level of achievement achieved by the two educational institutions. Therefore, researchers will explore the level of success of each school and then compare its marketing strategy.

In 2018 SMP Mambaus Sholihin Sumber Sanankulon Kab. Blitar won 1st place in East Java robotic competition, overall winner of OSN at district level, 2nd place in Hadroh at district level, one of the teams chosen to represent East Java in Pergamans. In 2019 the 1st and 2nd winner of the national level robotic competition and in 2020 became the overall champion of the international robotic competition in Kuala Lumpur Malaysia.

In 2018 the Bustanul Muta'allimin Dawuhan Junior High School in Blitar City obtained

several achievements from its superior extracurricular activities including 1st place in Musabaqoh tahfidzul qur'an at the East Java level, 3rd place in hadrah competitions at district level and in 2019 2nd place in Musabaqoh Tahfidzul qur'an at district level, and the 1st Winner of the District Level Musabaqoh Tilawatil Qur'an. This makes the author want to explore the marketing strategy that is applied.

RESEARCH METHODS

This study uses a qualitative approach that leads to a thick description (long free and holistic explanation) using a case study research type with a multi-case design. According to Creswell (2015), it is a type of qualitative approach to examine certain "cases". The case study researcher can choose the type of study based on its objectives. Specifically, single instrumental case studies (focusing on a particular topic or problem), collective case studies (using different cases to explain an important topic from different perspectives). Intrinsic case studies (focus on the case itself because it is considered unique or unusual). The main steps include taking purposive sampling (to select cases that are considered important), followed by a holistic case analysis through a detailed description of the pattern of situations in which the case occurred. This research wants to know, study and understand the marketing strategy model of a pesantren-based school using a multi-case study approach (Creswell, 2015). Meanwhile, according to Yin (2014) stated that case study research is an empirical inquiry that investigates phenomena in real-life contexts when the boundaries between phenomena and contexts are not clearly visible and where multiple sources of evidence will be utilized. This study uses multiple cases, with the reason that in this research a detailed and in-depth study of certain cases can be carried out, namely regarding the pesantren-based marketing strategy at SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar.

RESULTS AND DISCUSSION

People in the marketing mix for the marketing strategy of the SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar.

People as Human Resources in increasing the success of school marketing at Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Middle School Dawuhan Blitar City, consists of the entire academic community in an organizational structure that is in accordance with the main tasks and functions of each position. In schools under the auspices of Islamic boarding schools, the highest position is the leadership of the pesantren as the Chair of the Foundation, then the Principal, Deputy Principal with the division of fields, teachers, staff and employees. Also the most important thing is the students or students. It is this series of ecosystems that makes learning and teaching activities possible.

As school stakeholders, all school officials must formulate strategies so that school programs offered in the community are of interest, use, selection, and benefit. The targets or targets for marketing marketing in educational institutions are students, prospective students, guardians of students, the community, and subsequent educational institutions and other parties who will take advantage of the results from the Institute. the education.

According to Kotler, people when associated with educational institutions is the process of selection, training, strategy formulation and employee motivation which can later be used as school differentiation in meeting the satisfaction of education service users, namely the students themselves and their parents.

So this selection process is carried out by the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Junior High School Dawuhan Blitar City, namely when the New Student Admissions conducts student selection starting from the PMDK path to the Regular route. Where the selection process starts from filling out forms, then scheduled for written tests, worship practice tests, and interviews (Kwok et al., 2020).

The next discussion regarding program planning at the SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar, for school activities the formula is to excellent graduate. Graduates are one of the products produced by the school. Every school expects to produce excellent graduates. So that various preparations were carried out by the school in order to produce excellent graduates, including those carried out at the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Middle School Dawuhan, Blitar City, starting from carrying out a programmed learning process, providing additional material, doing exercises, conducting trials. test execution. All these things are done by schools in order to obtain superior products.

Then the graduates produced, namely through the madrasah diniyah program, become graduates who have the feel of a pesantren. Where the flagship program at SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar, is the tahfidz program. This tahfidz program has a special mission, namely that its graduates have competence in the field of tahfidz al-Qur'an. Al-Qur'an is the source of Islam and its position is very noble because it is the guideline of Muslims and the source of all sources. Therefore, for those who study and memorize it, it is guaranteed by Allah SWT with various virtues. Among the theological foundations for us to memorize the Qur'an is "The best among you is the one who learns the Qur'an and teaches it" (HR. Bukhari); People who memorize the Quran will be elevated to the degree of prophethood. (HR. Hakim).

In planning the output for students, of course there must be a cost to support the implementation of the program that has been launched by the Educational Institution. So here is the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and the Bustanul Muta'allimin Dawuhan Junior High School, Blitar City. According to (Monroe, 2020) that cost is an economic sacrifice given from consumers in order to obtain product or service services. So here it shows that there is a determination of the boarding school fee that must be paid by the student's guardian to obtain educational services. Payments in the form of shahriah at SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar, from each individual can be said to be expensive, cheap, or mediocre.

The determination of the amount of fees that must be paid for by the guardians of the students at the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Junior High School Dawuhan, Blitar City is determined through joint deliberation between the leader of the institution and the guardians of the students, so that the amount of the fee is determined according to the abilities of various parties, for the school. The amount is in accordance with the planned educational programs while for the parents of the students, namely according to the ability and number of services received by students. For students who have a background that is really not capable according to the results of the interview, they will get subsidies or scholarships for outstanding students, such as getting PIP. According to Philip & Kotler, in a narrow sense, price is the amount of money charged for a product or service. More wider, Price is the sum of all the values that customers give up to get the benefits of having or using a product or service. Historically, price has been a major factor influencing buyer choices. Cost is one of the most important elements that determine market share and profitability in an educational institution. (Chana et al., 2021).

Process in the marketing mix for the marketing strategy of the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Junior High School Dawuhan, Blitar City

The process in school marketing, of course, many strategies must be implemented after going through the planning process with stakeholders of educational institutions. Marketing is an activity that conveys the benefits of the school's flagship program and persuades the public to use education services at the SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar. In Educational Institutions, school marketing is the task of Public Relations (Humas), which has the role of conveying information needed by the community, especially students and guardians of students related to educational information. According to Kotler, marketing strategies can consider visual advertising messages. Several global service agencies use standardized worldwide advertising themes (Ho et al., 2022).

Findings related to school marketing at the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Middle School Dawuhan, Blitar City, namely advertising through websites, brochures, social media and other media. So that it can be right on target and any developments related to school information can be uploaded there. Starting from information on new student admissions, school profiles, condition of facilities and infrastructure, to student achievement. In that way, this supporting media provides good benefits to make other people interested. This strengthens the theory of Philip Kotler et al. that marketing by using promotions in the form of sales promotion, advertising, sales force, public relations, direct marketing (Chana et al., 2021)

In marketing schools, of course there must be something to be marketed. The most important thing before venturing into publications is that every human resource in an educational institution must have good character and quality. So there is a need for Islamic boarding schools that teach etiquette, manners, in order to have good morals, and polite behavior. Pesantren education is in the form of religious activities such as istighotsah, weekly qur'an khotmil, tahlil, rotibul hadad, the study of the yellow book, and other aurotan activities that can instill the character of the pesantren, good morals, as well as increase knowledge.

In addition to the main thing regarding Islamic boarding school education, other things that affect the success of school marketing are entrepreneurial activities, which will foster an independent spirit from an early age in children, also cultivate skilled mental characters, and train soft skills in entrepreneurship. As the oldest institution in Indonesia, Islamic boarding schools always preserve educational values based on traditional teachings. Preservation of formal systems and methodologies makes this model pesantren called traditional pesantren. The protection of these values can be easily traced in the lives of students who live in simplicity every day, learn selflessly and responsibly, and are bound by a high sense of solidarity (Arifin, 2022). The pesantren education method refers to the Yellow Book where one of the Yellow Books which is a method of educating students is still relevant to the times when combined with contemporary educational methods. According to one famous Islamic figure, Imam Ghozali in the yellow book he wrote "Ihya 'Ulumuddin" (Al-Ghazali, 1996). The renewal of the salafiyyah Islamic boarding school education system on the one hand is a linear process, meaning that the elements of the education system have been updated in response to modernity, but on the other hand there is a need to stick to the paradigm tradition. So, in essence the changes that occur in the boarding school system are a process of changing the creation of an integral education (Sholikah et al., 2021).

Furthermore, another strategy that affects the success of school marketing is the implementation of the sister school program or collaboration between schools. Organizing partnerships with other agencies. This will foster credibility and demonstrate the quality of

each educational institution, thereby attracting students to attend educational institutions that they think have good programs in developing their potential.

In relation to school marketing, there are unique things that exist in Islamic Educational Institutions or Islamic boarding schools. At SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar, they really believe in the blessings of salafus sholih, and 'alim ulama'. So that the spiritual approach through pious and pious teachers is one way of publication for school marketing. Because what is said by the teacher will be easily accepted and believed by the community because of his knowledge.

Physical evidence in the marketing mix for the marketing strategy of the Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Junior High School Dawuhan, Blitar City

Physical evidence or infrastructure that supports the successful implementation of school marketing at Mambaus Sholihin Sanankulon Middle School, Blitar Regency and Bustanul Muta'allimin Junior High School Dawuhan, Blitar City, is one strategy in attracting student and community interest. Adequate facilities and infrastructure are a matter of pride for users of educational services. namely starting from the location of the SMP which is in a strategically located Islamic boarding school, the determination of study rooms, mosques, libraries, computer and language laboratories, to the expansion of school buildings. In accordance with Kotler's theory, explaining that a place or location can be in the form of channels, coverage, assortments, locations, inventory, transport. In the case of this place in the form of means of transportation, location, inventory of goods and so on. If it is an educational institution, the theory is in the form of buildings, dormitories, student practice areas, laboratories and facilities for learning. (Kotler, 2009).

The results of research on physical evidence in the marketing mix, after critical analysis, show that research findings have strengthened the marketing strategy of pesantren-based schools in Mambaus Sholihin Middle School, Sanankulon, Blitar Regency and Bustanul Muta'allimin Dawuhan Middle School, Blitar City.

CONCLUSION

The research findings are reinforced by the theory from Philip Kotler regarding the 7P marketing mix in the form of people, process, and physical evidence as the basis for marketing education services. People in the school marketing strategy at SMP Mambaus Sholihin Sanankulon Blitar and SMP Bustanul Muta'allimin Dawuhan Blitar. The results of the study found that; 1) People in the marketing mix for the school's marketing strategy, the most basic is the selection of new student admissions, having superior graduate competencies, excelling in the field of the Qur'an as a guide for Muslims, and accountable, friendly, and fast financial services. 2) The process in the marketing mix for the school's marketing strategy is through the implementation of Islamic boarding school education, then promotion through websites, brochures, social media. Then the publication through spiritual teachers, and promotion through the sister school program. 3) Physical evidence in the marketing mix for the school's marketing strategy is to have a strategic school location, a clean and green environment, a magnificent building with complete facilities.

Suggestions that can be given by other researchers who will conduct research with similar themes are: 1) Principals are advised to apply a school marketing strategy model based on the 7P marketing mix theory starting from people, process, and physical evidence so that programs are prepared based on the marketing mix so that the school's marketing success is achieved in accordance with the school's proclaimed vision, mission, and goals. 2) Teachers are

advised to implement school marketing strategy programs based on marketing mix theory so that pesantren-based school marketing is realized. The researcher suggests that business and management education researchers, especially regarding school development strategies through marketing mix theory, can conduct more in-depth and thorough research, because marketing mix theories continue to develop rapidly in line with the demands of the times.

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