

Product to Improve Community Interest in Education at MTs Ma'arif NU Sutojayan Blitar and SMP Mambaus Sholihin Sumber Sanankulon Blitar

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Abstract

Marketing mix can be carried out by educational institutions to influence the demand for their products. It is known as the "Four P". They are product, price, place, and promotion. Product is something offered to get market attention, sell, used, consume, and fulfill the consumers' need. Community trust is one of the key of educational institutions progress. The product in improving community interest toward the education of MTs Ma'arif NU Sutojayan Blitar and SMP Mambaus Sholihin Sumber Sanankulon Blitar is in the form of excellent graduates, tahfidz graduates, outstanding students graduates, highest score of National Exam, and Islamic boarding schools' graduates.

Keywords: Marketing mix, product, community interest

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I. Introduction

The Islamic education marketing strategy has an urgent role as one of the school's efforts to introduce the institution to prospect new students. Marketing of Islamic education must be able to refer to several principles so that it can be accepted by stakeholders of educational services. The task of Islamic education marketing is to set strategies, plan marketing activities, and form a fully integrated marketing concept map to be able to create, communicate, and deliver value to the customers of these educational institutions. Increasing digitalization in highly globalized world economies has seriously changed the international business landscape, creating plenty of opportunities but also challenges for firms (Leonidou, L and Zeriti, A 2019: 37 (3)

The educational marketing mix as a means of supporting marketing activities includes the three "Ps", namely human resources (people), physical evidence (physical evidence) and process (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 companies or schools is easily recognized by the public. Borden (1965) claims to be the first to have used the term marketing mix and that it was suggested to him by Culliton's (1948). McCarthy (1964) offered marketing mix, often referred to as the 4Ps, as a means of translating marketing planning into practice (Bennett, 1997). Marketing mix is originating from the single P (price) of microeconomic theory (Chong, 2003). New Ps were introduced into the marketing scene in order to face up into a highly competitively charged environment (Low and Tan, 1995). Even, Möller (2006) presents an up-to-date picture of the current standing in the debate around the Mix as marketing paradigm and predominant marketing management tool by reviewing academic views from five marketing management sub-disciplines (consumer marketing, relationship marketing, services marketing, retail marketing and industrial marketing) and an emerging marketing (E-Commerce).

Kotler and Armstrong (Philip Kotler, and Gary Armstrong., 2012: 52), state that marketing mix is the set of tactical marketing tools that firm blends to produce the response of target market demand. Kotler further 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. The marketing mix consists of everything the firm can do to influence the demand for its product. Many possibilities gather into four groups of variables known as the 'four Ps'; product, price, place, and promotion. (Philip Kotler, Gary Armstrong, John Aunders, Veronica Wong, 1999: 109)

The marketing mix consists of everything done by the company to influence the demand for its product. Many possibilities congregate into four groups of variables known as the 'four Ps'; product, price, place and promotion. According to Zeithaml and Bitner (Zeithaml, Valarie A. and Mary Jo Bitner, 2013: 25), the

marketing mix is defined as the elements of an organization control that can be used to satisfy or communicate with customers. It is meant that the marketing mix is a mixture of tools in the form of product, price, place, and promotion. The blended is intended to determine the target market's goal. Moreover, educational institutions may offer good services as a way of marketing, so that the results produced are in the form of people, processes, and physical evidence.

Furthermore, Kotler related to 4 P, 1) Product, anything that can be offered to a market for attention, acquisition, use or consumption to meet the need. It includes physical objects, services, persons, organizations and ideas. 2) Price, the amount of money charged for a product or service, or the sum of the values of consumers exchange for the benefit in having the product or service. 3) Place, All the company activities to make the product or service available to target customers. 4) Promotion, activities that communicate the product or service to target customers and persuade them to buy. (Philip Kotler, Gary Armstrong, John Aunders, Veronica Wong, 1999:111)

Product is various forms of educational services provided. Price is the cost of education based on certain considerations. Promotion is the process of determining publication techniques and educational offer effectively. Meanwhile, the place is a pattern of placement or distribution of educational services to consumers.

Marketing strategy is very needed in facing the competition and globalization era. The process of marketing strategy helps organizations or institutions identify what and how to achieve the expected results. Now days the magnitude of the role of marketing strategy is increasingly recognized from time up. Every organization is continuously challenged to compete with other organizations. Organizations that are unable to maintain their organizational/institutional existence will be abandoned by the community or their market share. With a marketing strategy, the organization will be able to interpret competitive abilities and develop sustainable competitive advantages in a systematic and consistent manner.

Product is something that can be offered to get the market attention, so that the product being sold is bought, used or consumed that can fulfill a desire or need from consumers. Product policy occupies a central place in the marketing mix because it constitutes the support of the other three components of the mix. Any organization must aim to produce only the goods and services desired by the public to which it is addressed, both in terms of tangible features (color, size, functionality etc.), as well as in terms of the intangible ones (transport, after-sales services). (Alexandra Tălpău, 2014:1). Products are anything that can be offered by producers to be noticed, requested, sought, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market.

Product is defined as: "something or anything that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need". It includes physical objects, services, persons, places, organizations or ideas". A marketer should build an actual product around the core product and then build augmented product around core and actual product. Core Product refers to the problem-solving services or core benefits that customers are getting when they buy some product. (Muhammad Tariq Khan, 2014:98)

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Community trust is one of the keys of educational institutions progress. When people trust of educational institutions, they will fully support them by enrolling their children in these educational institutions. In addition, they will also influence others to do the same. On the other hand, when people don't trust them, they will be reluctant to put their children in these educational institutions and even provoke other people to put their sons and daughters in other educational institutions. (Mujamil Qomar, 2007: 183.) For this purpose, it is necessary to build effective relationships and good communication between educational institutions and the community as a form of public trust or public interest.

Basically, the word interest is commonly used to us because almost every day we hear the word interest from various mass media. Interest based on the dictionary means a strong desire and desire to do, do, or follow something. In other words, it can be concluded that the meaning of "animo" is interest. Based on the general Indonesian dictionary means fondness (inclination) for something, desire (WJS Poerwadar Minta, 2005: 650). Interest is attention, love of the heart to a desire. Meanwhile, according to Doyles Fryer, interest is defined as "psychic symptoms related to objects or activities that stimulate feelings of pleasure in individuals.

Interest is a one's tendency to do something (Mulyasa, 2003:39). Meanwhile, according to Winkel interest is a tendency that persists someone like and happy in a certain condition (Winkel, 1984: 25). So that interest contains an element of desire to know and study the desired object as an insight into knowledge for himself, the person will take real action to know and learn from something he wants as his need. Therefore, interest or also called by person's desire for something he aspires to, is the result of conformity between expected conditions and situations.

The above statement shows that interest is related to the two definitions regarding one's interest to

settle particular choice as his need, then proceed to be manifested in real action with attention on the object he wants to find information as insight for himself. Likewise, students who are interested to join a good school will feel curious to know everything about it. Therefore, when this desire exists and persists in students to do so, a curiosity arises about the object they need, related to the needs they want to obtain, such as quality, service and comfort.

II. Research Methods

Field research is used by the researchers for this study. Researchers examined directly on data sources in Madrasah. This research was carried out naturally because the object of the is natural without any manipulation by the researcher and the position of the researcher does not affect the existence and dynamics of the research object. In collecting data, the researchers used in-depth interview, documentation, and participant observation.

III. Results and Discussion

Based on research findings related to Product as a Marketing mix Strategy in Increasing community Interest in Education Sector at MTs Ma'arif NU 2 Sutojayan Blitar and SMP Mambaus Sholihin Sumber Sanankulon Blitar are as follows;

Product as a marketing mix strategy in increasing public interest in the field of education at MTs Ma'arif NU 2 Sutojayan Blitar and SMP Mambaus Sholihin Sumber Sanankulon Blitar includes excellent graduates, Tahfidz graduates, outstanding student graduates, highest National Exam scores, Islamic boarding school graduates.

Products from educational institutions are things that can be offered to the market to get attention, so that the products being sold are bought, used, enjoyed, utilized or consumed which can fulfill a desire or need from consumers. As for consumers in educational institutions, they are students, prospective students, parents, the community, further educational institutions (if SD/MI, then the next level is SMP/MTs and so on) as well as other parties who will take advantage of the results of these educational institutions (companies). . There are three parts of product plan, i.e. core product, augmented product and the tertiary product. Not only product related decisions but also price related decisions like whether the uniform price will be charged or different prices will be charged for the same product in different markets. (Meera Singh, 2012:1)

According to Kotler and Keller, a product is something that can be offered to the market to get attention, so that the product to be sold is bought or consumed by consumers. (Philip Kotler and Kevin Lane Keller. 2012: 25) In this case, it shows that the product in this marketing mix strategy is an effort made so that the resulting product will be purchased or used by consumers. Efforts made by schools to be able to use the product are needed so as to increase public interest for educational institutions.

More detail discussion regarding the Product as a marketing mix strategy in increasing public interest in the field of education at MTs Ma'arif NU 2 Sutojayan Blitar and SMP Mambaus Sholihin Sumber Sanankulon Blitar are:

Excellent graduates, graduate is one of the products produced by the school. Every school expects to produce excellent graduates. Sovarious preparations were made by the school to produce superior graduates, including those carried out at MTs Ma'arif NU 2 Sutojayan Blitar and Mambaus Sholihin Sumber Sanankulon Blitar Middle School, starting from carrying out a programmed learning process, providing additional material, doing exercises, conducting trials execution of the exam. All of these things are done by the school in order to obtain a superior product.

Product planners need to think about the product on three levels. Each level adds more customer value. The most basic level is the core product, actual product, augmented product. (Philip Kotler et al, 2005:139) There are three things related to the core product, spare parts and additional products. If it's a school, the core product is the graduate while the spare part product is some of the knowledge given to students. Meanwhile, additional products are additions given to students for provisions after graduating from the school, such as extracurricular abilities, graduates with Islamic boarding schools and so on.

Core product, The problem solving services or core benefits that consumers really buy when they obtain a product. Actual product A product's parts, quality level, features, design, brand name, packaging and other attributes that combine to deliver core product benefits. Augmented products Additional consumer services and benefits built around the core and actual products. (Philip Kotler et al, 2005: 539-540). The products produced by the school are graduate students from the school, while the actual product is the parts produced by the school in the form of various different competencies possessed by graduate students. As for Augmented products, additional products produced by schools, such as graduates who have extracurricular competencies and tahfidz graduates.

Tahfidz Graduates, madrasah or schools that have a tahfidz program have a special mission of having competence in tahfidz. Al-Qur'an is Islamic source and Islamic teachings besides Hadith, Ijma and Qiyash. The position of the Qur'an is very noble above all sources. Therefore, people who learn and recite it guaranteed by

Allah SWT with various virtues. There have been many religious texts that encourage Muslims to memorize the Al-Qur'an and glorify it. Among the theological foundations for us to memorize the Qur'an are "The best among you is the one who learns the Qur'an and teaches it" (HR. Bukhari); People who memorize the Qur'an will be elevated to the degree of prophethood "Whoever reads the Qur'an, then indeed he has ascended to the rank of prophecy, it's just that it was not revealed to him." (HR. Hakim);

The Reciter of the Qur'an will also be more honorable than the martyrs: "The Prophet gathered two Uhud martyrs together and then he said, "Which of the two resited the Qur'an more, when appointed to one of them, then he prioritized his burial in the grave." (Narrated by Bukhari) and Reciter of the Qur'an will also be more important than others: "The one who becomes the imam of a people is the one who recites the most." (HR. Muslim).

Tahfidz program is additional product owned by schools to attract community to like the school and send their sons and daughters to school.

Product is an important element in a marketing mix program. Product strategy can influence other marketing mix strategies. Purchasing a product is not just to have the product but also to meet the needs and desires of consumers.

The results of research on product as a marketing mix strategy in increasing community interest in the educational sector are analogous to the product model in Philip Kotler's theory, so this model applies in the context of product as a marketing mix strategy in increasing the community interest. So based on critical analysis, the research findings have strengthened the product model as Philip Kotler's marketing mix strategy

IV. Conclusion

Products in increasing public interest of education at MTs Ma'arif NU Sutojayan Blitar and SMP Mambaus Sholihin Sumber Sanankulon Blitar are in the form of excellent graduates, tahfidz graduates, outstanding student graduates, highest National Exam scores, graduates with Islamic boarding schools.

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