



## **Educational Marketing Management Strategies to Attract New Students at Weru Lor 2 Public Elementary School**

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### **ABSTRACT**

Competition between educational institutions in attracting students, especially in academic institutions in the same area. Every educational institution is required to have a strategy for managing and promoting itself. One effective way is by implementing a targeted education marketing management strategy. This study aims to identify strategies for managing education marketing and enhancing school image to increase the interest of new students. This research is a descriptive qualitative study using data collection techniques, namely interviews, observations, and documentation studies. The results of the study show that the concept of Philip Kotler's 7P includes product, price, place, promotion, people, process, and physical evidence. Each of these aspects has a role in strengthening the school's image. A good school image has an essential role in increasing public trust. A well-managed education marketing management strategy and school image are the main factors in attracting new students.

**Keywords:** *education marketing strategy; school image; new student*

### **INTRODUCTION**

The character of each individual is shaped by education through the process of learning, experience, and habituation. Education also shapes and develops the potential of each human resource to live in a just, prosperous, and prosperous society (Sakti & Sulung, 2020). Education shapes an individual's character and morals by instilling ethical and moral values so that they become responsible individuals with good manners in society. The learning process prepares

individuals to face every challenge in life (Rohmatin Malik & Akhmad Saputra, 2024).

The goal of national education, according to Marhajo (2020), explains that national education is not only about educating but also about optimizing the development of the potential of all students. Optimizing the development of students' potential includes strengthening faith, personality formation, character development, knowledge, skills, and instilling a sense of responsibility. The goal of education is to implement collaborative strategies, such as gaining support from all relevant parties, including schools, students, and parents.

The development of digitalization impacts various aspects of life, one of which is competition in the education sector. All schools compete to attract new students, both public and private. Competitive pressures can be felt even among schools located in the same area. Based on this situation, every educational institution must have a strategy and adapt quickly to digital developments. Educational institutions that are not responsive to digitalization risk losing their appeal to potential new students.

According to Muhammad & Ma'ruf (2022), Islamic elementary schools in Bandar Lampung have focused on digital marketing strategies, resulting in an increase in student enrollment.

Some schools have experienced a decline in new student enrollment due to a lack of adaptation and weak implementation of marketing strategies. According to Evanty (2024), another factor influencing the decline in student enrollment is that many schools are still not optimally meeting the needs and expectations of students and parents. This has resulted in low public interest in enrolling in these schools. Therefore, the competence of school administrators is crucial in understanding and implementing educational marketing principles (Aulia, 2023).

Each school's management strategy must be innovative and have effective and efficient communication to increase the school's competitiveness and quality and positively impact the attraction of new students, in line with the school's advantages. Setyaningsih (2025) explains that the utilization and use of digital technology, social media, and direct activities, such as community promotion, can be an effective educational marketing strategy to increase a school's competitiveness.

Positive public perception and public opinion of a school can enhance the school's image. The public's perception of a school's identity, quality, and excellence can influence the implementation of a school's marketing strategy. A school's image is a key factor in determining which school to choose. A good school image will make it easier to attract new students. A school's image can be

influenced by several factors, such as the quality of its teaching staff, management, available facilities, and the students' learning experience.

Many schools have not yet optimized their educational marketing strategies, as evidenced by the minimal efforts they make to build their image, promote their programs, and develop flagship programs to attract public interest. According to Amrawati (2023), utilizing social media to disseminate content about the school's image is one way to promote the school.

Some schools rely solely on routine registration without engaging in targeted promotions to highlight the school's strengths.

In this context, educational marketing strategies and school image are crucial factors in attracting public interest and trust in a school. According to Philip Kotler, marketing strategy is known as the 7Ps: product, price, place, promotion, people, process, and physical evidence. If these seven aspects are managed and developed properly by a school, they will strengthen public interest in the school.

According to Iskandar, Ilham, and Rahmat (2021), the 7Ps are the main factors and have a significant impact on parents' decisions in choosing an elementary school. According to Kotler and Keller, school image is built around teaching quality, management, available facilities, and student learning experiences. Schools with a good image will be trusted by the community because they are perceived as capable of providing quality education. Conversely, a school with a poor image can reduce public trust and interest in choosing that school.

Based on this, this study aims to determine educational marketing management strategies and school image to increase the interest of new students. This research aims to provide an overview of how schools implement effective educational marketing management strategies and the school's efforts to improve its image in the public eye. The results of this study are expected to serve as a source of innovation and inspiration for the community and schools.

## **METHOD**

This research uses a qualitative approach with a case study, aiming to deeply understand how marketing management strategies and school image attract new students. The type of research used in this study is descriptive research with a qualitative approach. The data source sample in this study is tailored to the focus and objectives of the study. The research subjects were determined based on purposive sampling. This study uses primary data in the form of interviews, questionnaires, and direct observations related to marketing strategies and school image, as well as secondary data in the form of school

documents, literature, and official data from educational institutions. These two types of data are used to complement each other, resulting in more comprehensive research results. This study employs several methods, including observation, documentation, and in-depth interviews. Qualitative research data analysis involves the following stages: data reduction, data display, and conclusion drawing/verifying. Qualitative data analysis is conducted concurrently with the data collection process, meaning these activities are carried out during and after data collection.

## **RESULTS AND DISCUSSION**

### **A. Educational Marketing Management Strategy**

According to Klotter, educational marketing strategy has seven main components: product, price, place, promotion, people, process, and physical evidence. Based on interviews, observations, and documentation studies conducted at SDN 2 Weru Lor, it was found that the school has implemented an educational marketing management strategy based on Philip Kotler's 7Ps.

#### **1. Product**

The school strives to improve and develop superior programs in both academic and non-academic areas. An academic tutoring program is available for students with weaknesses in reading, writing, and arithmetic. This program is available to students in both lower and upper grades. For upper grades, there is a program to improve students' non-academic skills through sports activities and competitions. These activities represent the school's approach to adapting to students' abilities and desires.

#### **2. Price**

The school does not charge a registration fee for new students; the fee is only needed for student identification needs, such as school uniforms. Each school has its own distinctive uniform, particularly for sports uniforms and Muslim uniforms.

#### **3. Place**

Location determines a school's excellence. A school with a strategic and easily accessible location contributes to a comfortable, safe, and conducive school environment. This school is located close to a main road, making it easily accessible to the public. The environment around the school appears safe and comfortable, making the learning process conducive.

#### **4. Promotion**

The school utilizes several digital platforms to design and disseminate information regarding the opening of new student registration. New student registration banners are also displayed in front of the school to provide

information about the school's flagship programs, vision and mission, and information about registering new students.

#### 5. People

The school encourages and facilitates teachers and staff with various training programs aimed at improving professional competence. Several teachers have attracted attention from the surrounding community due to their recognized competence and quality, contributing to the school's positive image.

#### 6. Process

The new student admission mechanism is designed to be simple and the administrative process is easy. Prospective students only need to prepare basic documents such as birth certificates and family cards as administrative support.

#### 7. Physical Evidence

The school offers 19 classrooms, 3 library rooms, and a school health unit. Overall, the school's facilities strongly support the student learning process. Based on these findings, the educational marketing management strategy at this school has been implemented comprehensively and aligns with Philip Kotler's 7P marketing management principles.

### **B. School Image**

The school's image consists of several dimensions, including academic image, non-academic image, facilities, services, and reputation. In terms of academic image, the community considers student achievement to be very satisfactory, supported by the professional quality of the teaching staff.

In terms of non-academic image, extracurricular activities are active, especially in sports, which positively impacts the school's reputation. In terms of facilities image, the community believes the school's infrastructure is adequate and supports learning activities. Furthermore, the service image is reflected in the good relationship between the school and parents. Administrative service is also considered fast and friendly. In terms of reputation, the community considers this school to be better positioned than other schools in the surrounding area. The community's initial impression of the school is also positive, thanks to the reputation of the teachers and principal, who are known for their good character.

Overall, a positive school image is a key factor in increasing public trust and attracting prospective students. This finding aligns with brand image theory in education, which states that a positive image can increase public awareness of educational institutions (Kotler & Keller, 2016).

### **C. New Student Attraction**

The quality of the teaching staff, the school environment, the facilities, and the school's location are the main reasons why the community chooses this school. Positive public opinion is another factor influencing public trust. Student achievement in both academic and non-academic areas plays a crucial role in attracting public interest.

Positive public perception is a crucial factor influencing the level of trust in a school. When the community has a positive perception of the quality of educational services, word-of-mouth recommendations will be stronger. This has a direct impact on increasing the number of prospective new students each year. Student achievement, both in academic and non-academic fields, also plays a significant role in strengthening the school's appeal. Student success in local, national, and international competitions reflects the quality of the school's management. Therefore, the synergy between teacher quality, a conducive learning environment, adequate facilities, and student achievement is a key factor in attracting the community to enroll their children in the institution.

### **CONCLUSION**

Every educational institution is required to implement appropriate marketing management strategies in an era of intense competition among educational institutions. These marketing management strategies are used to compete in attracting new students. One effective strategy that educational institutions can employ is Philip Kotler's 7Ps concept: product, price, place, promotion, people, process, and physical evidence. School image is a crucial factor in influencing public trust in determining and deciding whether to choose a school. A good school image is built through the quality of its human resources, the school environment, and academic and non-academic achievements.

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