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Educational Services Marketing Management Strategies in Increasing the Quantity of Students at TK ABA III Ambulu

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Abstract

Education Marketing Management has an important and strategic role for the continuity of an institution. Education marketing management must be in accordance with the needs and desires of the community by estimating and determining the needs and desires of the community as well as the delivery of satisfying services effectively and efficiently. Andongsari Village has kindergarten schools that compete with each other in marketing strategies. This TK ABA III Ambulu has a strategy that can be accepted by the community as users of educational services. The strategy carried out by the institution so that it is trusted by the community in developing education has a balance between academic, non-academic and religious. The formulation of the problem is how the marketing management strategy of educational services in increasing the quantity at TK ABA III Ambulu. From the formulation of the problem, the researcher has the aim of knowing the marketing management strategy of educational services in increasing the quantity at TK ABA III Ambulu. The research method used through a qualitative approach with data collection techniques include: observation, interviews and documentation. The results obtained by researchers that TK ABA III Ambulu in the marketing management strategy of educational services is considered by the community to be quite good and appropriate. With this, researchers can conclude that TK ABA III Ambulu is good in the marketing strategy carried out, namely by using 7 stages and for its implementation it is in accordance with using the 7P marketing mix.

Keywords: Educational Marketing Strategy, Educational Services, Student Quantity

INTRODUCTION

Educational marketing is no longer a taboo in today's modern society, in contrast to the Rishi society of yore who did not accept educational marketing which seemed to be purely a task to simply educate the community. children who do not need to be marketed, as happens in business, because there is a mistake in understanding the nature of educational marketing in question. (Kustian, E., *et al.*, 2018). Educational marketing management plays an important and strategic role in the continuity of an educational institution, especially Islamic educational institutions. society and provide satisfactory services effectively and efficiently. This of course also requires the ability of educational institutions to compete in the education market process. If educational institutions have good educational marketing and adequate facilities, the quality of educational institutions will increase. However, if educational institutions are weak in marketing education, it is certain that interest (quantity) will decrease, especially in terms of quality and achievement. (Dimas Hendika Wibowo *et al.*, 2015).

The school is a non-profit institution engaged in educational services, which is a place of learning that focuses on education with the aim of improving and developing the quality and quantity of human resources. Educational institutions are producers of educational services that were previously only seen as a seller's market, where parents or guardians of prospective students without thinking

about registering their children to school. But lately many educational institutions have begun to have difficulty in finding students, people are starting to be smarter and more selective in choosing quality educational institutions and according to their wishes, ranging from early childhood education to higher education. Where these educational institutions offer different opportunities and benefits. The strategic step to improve the external and internal environment of the institution is an analysis using the 7P marketing mix concept. The 7P marketing mix concept has 7 elements that form the basis of marketing strategy planning, the 7 elements consist of product, price, place, promotion, people, process and physical evidence. These seven elements add to the complexity of the 7P marketing mix concept because they include elements outside the product to be sold. Based on these 7 elements, marketers hope to identify and plan the ideal marketing strategy for their products. First, the product is the main element because it is an item that is sold or offered to the market or consumer. The quality factor is the main thing in a product, because quality products are easier to sell and provide a positive experience to consumers. Second, price is the amount of money exchanged for a product or service. In addition, price is the sum of all values that consumers exchange for a useful amount in owning or using a good or service. Price is a sacrifice made by a consumer to get the desired product. (Isfahila et al., 2018). Third place or place also has a role that must be considered in consumer decision making.

Distribution channels (place) are all activities related to efforts to deliver goods produced by a company from producers to buyers or to potential buyers. (Fatimah, 2021). The fourth 7P Marketing Mix promotion or promotion is something that must be considered because it can encourage consumers to buy the products offered. To hold promotions, each company must be able to determine exactly which promotional tools are used in order to achieve success in sales. The purpose of promotion is not only to introduce goods, but also to generate confidence and awareness that can attract and influence consumers to make purchases. (Fatimah, 2021). These five people are part of the marketing mix concept in the form of human resources. Quality human resources have a good impact on the company because they have the potential for good results. The six processes are elements related to the behavior of entrepreneurs in serving consumers. This section starts from marketing or ordering until the product reaches the consumer. And finally, physical appearance or physical appearance refers to the image or appearance of a business or business actor. The design of the place, product packaging, and the images printed on it are part of the physical appearance. These are the seven elements of the 7P marketing mix that form the basis of a more complex marketing concept with variables related to products and external elements such as relationships with consumers.

TK ABA III Ambulu is a private daycare center established on February 29, 1992 in Ambulu District, Jember Regency, which has accreditation B. Now TK ABA III Ambulu still exists and is able to compete with other institutions in Jember Regency, especially in Ambulu District. TK ABA III Ambulu has also achieved academic and non-academic achievements both at regional and district levels. The development and progress of educational services at this educational institution varies, for example, diverse and fun learning programs, complete and supportive school facilities and extracurricular activities offered by the school. So that it can be used as promotional material for the school to attract the attention of potential customers to be interested in enrolling their children in the school. Thanks to the various spaces offered by the school and the concept of education that is designed in such a pleasant way, it is able to attract the interest of children and their parents. However, this is inversely proportional to the expectations or desires of the managers of educational institutions who want the number of new students to reach the target. But behind it all, the existence and development of TK ABA III Ambulu from time to time also needs to be done, in order to meet the demands and demands to produce quality and character school graduates and develop the potential of children from an early age. development and level.

The problems of TK ABA III Ambulu include 7P problems, namely first on the product, one of the problems is the number of teachers who are not in accordance with consumer desires. The lack of teachers at TK ABA III Ambulu can cause delays in completing work tasks and cause each teacher to be unable to focus on one task due to double duty. Secondly, the place, actually the place itself is very strategic because it is easier to carry out religious activities, there is a mushola which is located close to the kindergarten and if there are activities that require a very large place it can also be. Done. It should be located before the neighborhood mosque, but its location in the village makes many people other than the village community unaware of the school's existence. The location of the school

also plays a very important role in the selection. Third, the lack of promotion of the educational services of TK ABA III Ambulu, because in today's development, many people offer educational products or services through social media, TK ABA III does not offer schools through social media, because there are no skilled workers in the field of marketing, on social media. Therefore, the marketing activities of TK ABA III Ambulu are only carried out by word of mouth. Fourth, the existing teaching staff is good, but still needs patent and qualified personnel for non-school fields. Fifth, the physical environment (physical evidence) of TK ABA III Ambulu, the design and layout of buildings and classrooms are inadequate, resulting in less pleasant, dark school conditions, and the lack of a large sports field in the school environment. These problems provide a reason to study and analyze the problems that exist at TK ABA III Ambulu and how important it is to apply marketing strategies to these educational institutions to achieve the achievements the school wants. one of which is increasing the number of new students. In addition, the problem faced by TK ABA III Ambulu for the last 5 years is the decreasing number of students. These problems are the reason for studying and analyzing the problems that exist in TK ABA III Ambulu and the importance of applying marketing strategies to these educational institutions to achieve the desired achievements of the school, one of which is to increase the number of schools.

METHODS

The method used in this research is a case study research method with a qualitative approach. conveyed a statement quoted through (Ilmiah & Sosiopolitika, 2018) stated that qualitative research methods can be interpreted as research methods based on the philosophy of postpositivism, used to research on natural object conditions (as opposed to experiments) where researchers are key instruments, data collection techniques are triangulated (combined), data analysis is inductive and qualitative research results emphasize meaning rather than generalization. Sugiyono (2010) conveyed a statement quoted through (Munawwaroh, 2017) stated that there are four kinds of data collection techniques in research, namely interviews, observation, documentation, and a combination or triangulation of techniques. But the data collection techniques used by researchers are interviews, observation and documentation. states that there are four data analysis techniques, namely data collection, data reduction, data display and conclusion drawing or verification. With this, researchers in data analysis techniques use the following: data collection, data reduction, data presentation and conclusions.

RESULTS AND DISCUSSION

Formulation of Marketing Strategies for Educational Services at TK ABA III Ambulu

In the marketing strategy of educational services at TK ABA III AMBULU always pays attention to marketing management, elements of marketing strategy and strengthening the marketing mix, with efforts to plan, organize, implement, evaluate, segmentation, targeting, positioning and of course pay attention to market competition around the location at that time and always keep up with the times. As a solution, TK ABA III AMBULU has thought about how important steps or stages are carried out in the marketing strategy of educational services, including the following:

a. Marketing Strategizing Planning

Above, based on the results of an interview with Mrs. Insiyati who works as a teacher at TK ABA III Ambulu, she stated that before deciding on a marketing strategy plan to be implemented, a meeting must first be held between the principal, the teachers and the General Manager. To finalize the "Aisyiyah Andongsar Branch" allowance. In the admission of new students (PPDB) and articulate what strategies will be applied. Several strategies have been carried out so far, including: installing banners around the school environment, distributing brochures to parents, the surrounding community, and others. In addition, the management and teachers of TK ABA III Ambulu publicize various activities carried out to get to know many parties besides the surrounding community and parents of TK ABA III Ambulu students and introduce the institution more simply. After a meeting is held to decide on the marketing strategy design to be implemented, the next step is to develop a market grouping strategy.

b. Market Grouping Strategy

He stated based on the results of an interview with Mrs. Layly who works as a teacher at ABA III Ambulu Kindergarten, that the learning system applied at ABA III Kindergarten is not only

monotonous learning in the classroom, but also carrying out extracurricular activities every Saturday together with teaching. The aim of developing children's achievements or skills so that their development can be improved and their achievements or skills can be better managed. Saturday activities are mostly oriented towards art, sports and others, so in addition to developing children's skills, the aim is also for children not to get bored with an easy learning system.

c. Target Market Strategy

Based on the results of Mrs. Insiyat's interview, she said that the target market is the environment of ABA III Ambulu Kindergarten, first those whose childhood is eligible, then the community outside ABA III Ambulu and the outside community. Krajan Village - Andongsari. The principal and teachers of TK ABA III Ambulu make every effort to ensure that new students enter directly into the homes of new students. In addition to new students from outside Krajan - Andongsari village, they also reach out to them by visiting their respective homes and explaining and convincing parents that many alumni are very successful at ABA III Ambulu Kindergarten. From academic to non-academic and the activity system is very good for kindergarten children and the facilities available are very affordable according to the wishes of the parents.

d. Market Determination Strategy

Every educational institution certainly has an advantage that it shows in the face of competition. Based on Mrs. Insiyat's interview, she found that ABA III Ambulu Kindergarten has an important advantage over other kindergartens in terms of art, namely every Saturday recreational activities are held. This day is dedicated to developing the creativity of young children in playing musical instruments through drum practice. As for the other pencak silat extracurricular activities, the guardians are members of Ortom Muhammadiyah, because TK ABA III Ambulu is an institution under the auspices of Muhammadiyah and 'Aisyiyah', which should develop Ortom - Ortom Muhammadiyah and children understand and understand Muhammad. ABA III Ambulu Kindergarten in addition to activities outside the arts also works in the field of religion whose purpose is to develop religious knowledge in early childhood, activities include: memorizing prayer readings from takbirot ikhrom to the last attahiyat, memorizing prayers after prayer, memorizing short letters, memorizing 99 asmaul husnan and being able to read and write the Qur'an. Finally, the cognitive aspect, the activities carried out guide children to read storybooks fluently, starting from formerly illiterate children to reading fluently and correctly.

e. Evaluation in the New Student Admission Committee

The results of the interview above reveal that as the head of Erna ABA III Ambulu Kindergarten, every time she finishes implementing, planning or implementing new student choices, she always conducts an evaluation. According to Mrs. Erna, evaluation is very important, because with the help of evaluation we can identify and correct mistakes and obstacles that arise during the process, through evaluation we can find solutions that can be applied when obstacles or mistakes arise. All parties, namely the principal, the teachers, and the Andongsari 'aisyiyah branch board, also participated in the evaluation.

Implementation of Marketing Strategy Marketing Mix 7P Educational Services at TK ABA III Ambulu

Research Question	Informant
Marketing management 7P marketing mix on Product	<p>Informant 3: The advantages in TK ABA III Ambulu are Drumband and Tapak Suci, these extracurricular activities are favored by TK ABA III Ambulu, and these extracurricular activities are superior to other kindergartens in Krajan Hamlet, Andongsari Village.</p> <p>Informant 2: The superiority of students in intracurricular activities is that graduates or those who study at ABA III Ambulu Kindergarten can read fluently, graduates must be fluent in reading short story books, ABA III Ambulu Kindergarten graduates can also memorize short letters, Asmaul Husna, prayer recitations and prayer movements.</p>
Driving factors of Product	<p>Informant 4: the excellence of ABA III Ambulu Kindergarten is the reason for me to send my child to this institution, and thank God my child graduated as I wanted.</p> <p>Informant 5: I think the program or excellence at TK ABA III Ambulu is good, so that students can develop according to their age.</p>

	<p>Informant 6: I think the program provided is good so that graduates in the institution are in accordance with what the student's guardian wants, and in accordance with the child's development.</p> <p>Informant 7: the advantages of kindergarten are very good, interesting, fun, and in accordance with the development of children at that age.</p>
The inhibiting factor of product	<p>Informant 4: There is a lack of learning that focuses on English lessons, because when entering the next level, namely elementary school, there are already compulsory English lessons.</p> <p>Informant 5: in my opinion, the lack in ABA III kindergarten is that there are no English lessons.</p> <p>Informant 6: In my opinion, there is a lack of English language lessons in kindergarten ABA III Ambulu, which is more consistent and focused on these lessons.</p> <p>Informant 7: the lack in ABA III kindergarten is that there are no English lessons, it is very much needed because in elementary school there are already English lessons.</p>
Marketing management 7P Marketing Mix on Price	<p>Informant 1: For the price set by the school, according to us as teachers and principals, it is in accordance with what has been given by the teachers at TK ABA III Ambulu, and the facilities provided from each class and playground. facilities provided from each class and playground</p>
Driving factors of price	<p>Informant 4 : in my opinion, the fee to be paid is sufficient and in accordance with what has been provided by TK ABA III Ambulu</p> <p>Informant 5 : in my opinion, the fee is very sufficient and in accordance with the existing facilities.</p> <p>Informant 6: in my opinion, the payment is appropriate, it is not even very burdensome for other guardians of students because the price is cheaper, even with facilities that, God willing, are complete</p> <p>Informant 7: God willing, it is very affordable for the existing costs because if it is too expensive it is also not detrimental, because for children's education, at that price it is commensurate with what is given by teachers and facilities given by the teachers and the facilities available</p>
The inhibiting factor of price	<p>Informant 4: in my opinion, the financing is very appropriate, but there needs to be a traveling infaq or an increase in the nominal monthly tuition fee to trigger impromptu needs.</p> <p>Informant 5: in my opinion, there needs to be a traveling infaq on every day, because we don't know the sudden needs that must be purchased directly for student needs.</p> <p>Informant 6: in my opinion, it is necessary to hold canned infaq every Friday or Saturday, with the costs already listed, with the many activities requiring more costs to support these activities.</p> <p>Informant 7: in my opinion, it is necessary to hold a traveling infaq for sudden needs where student guardians take part in financing financing. However, this proposal must also be considered with other student guardians.</p>
Marketing management Marketing Mix 7P in place	<p>Informant 1: In our opinion, the location is strategic because it is easy to access and reach, close to various places such as mosques, shops and others. So that the proximity of various places can be a support for kindergarten activities. Like close to the mosque, where the mosque can be used with activities related to religion.</p> <p>Informant 2: in front of the mosque there is also a large yard, well with the large yard it can also be used for various drumband or tapak suci practices, and can even be used in any practical activities.</p> <p>Informant 3: ABA III Ambulu Kindergarten is also located close to the community, so it is easier for us to promote our school.</p>

Supporting factors of place	<p>Informant 4 : in my opinion, the location of ABA III Ambulu Kindergarten is very strategic, close to places that can be used to support various student activities such as mosques that can be used for religious activities.</p> <p>Informant 5: in my opinion, the location of this institution is strategic because it is close to residential areas, with its proximity to residential areas, parents can direct their children to school at ABA III Ambulu Kindergarten.</p> <p>Informant 6: in my opinion the location of ABA III Kindergarten is very strategic because it is close to the mosque to support religious-related activities, and can be reached, accessed easily.</p> <p>Informant 7: in my opinion, this location is strategic, close to the mosque which can be used for religious activities, in front of the mosque there is a large area that can be used for extracurricular activities, namely Drum band training and Tapak Suci training.</p>
The inhibiting factor of place	<p>Informant 4: in my opinion, the location of ABA III Ambulu Kindergarten is strategically easy to access, but the location of the school is blocked by the mosque so not many people know if there is a school in that place.</p> <p>Informant 5: In my opinion, the lack of location of TK ABA III Ambulu is in the village so not many people know about the existence of the institution except for residents who live in the village.</p> <p>Informant 6: Actually, the location is strategic, easy to access, easy to reach, but now there are other institutions that are competitors of TK ABA III Ambulu even close to the distance so that residents who have children of kindergarten age will be divided there are schools in other institutions.</p> <p>Informant 7: in my opinion, the location is indeed less strategic because it is inside and obstructed by the mosque.</p>
Marketing management Marketing Mix 7P on promotion	<p>Informant 2: Indirect promotion, promoting schools through print media in the form of installing banners during PPDB in front of the school, distributing brochures in various activities, visiting homes, every teacher and student guardian sharing the activities of TK ABA III Ambulu on WhatsApp stories, promoting schools by participating in various competitions conducted by certain parties whose scope is at the sub-district and even district levels.</p> <p>Informant 3: Direct promotion, visiting homes in healthy eating activities filled with events that showcase the advantages of students at ABA III Ambulu Kindergarten in the form of memorization, memorizing asmaul husna, demonstrating prayer movements which aim to make people know the activities and advantages of ABA III Ambulu Kindergarten, holding a drum band parade with the parade which has the aim of introducing extracurricular activities in kindergarten ABA III Ambulu</p>
Driving factors of promotion	<p>Informant 4 : in my opinion, the promotion carried out by ABA III Ambulu Kindergarten has been good so that it can attract interest in studying at ABA III Ambulu Kindergarten.</p> <p>Informant 5: it is good for promotional activities by holding a carnival or distributing brochures and pamphlets, so that people know the various activities in ABA III Ambulu Kindergarten.</p> <p>Informant 6: by distributing brochures and pamphlets, holding a carnival is good in my opinion, it can also attract young children and parents to go to school or send their children to ABA III Ambulu Kindergarten.</p> <p>Informant 7: in my opinion, in this way it is good, especially in front there is a banner of student excellence, the activities provided, and the results of student achievement so that it can attract people, in this way it can also show that there is a kindergarten institution in that place, because the place that goes</p>

	<p>1 inside makes people not know the existence of ABA III Ambulu Kindergarten.III Ambulu</p>
The inhibiting factor of <i>promotion</i>	<p>Informant 4: the promotion carried out by TK ABA III Ambulu is now good, especially coupled with promotion through social media can expand information related to TK ABA III Ambulu.</p> <p>Informant 5: in my opinion, the lack of promotion carried out by TK ABA III Ambulu is lacking in promotion through social media alone.</p> <p>Informant 6: lack of promotion through social media, especially now that many mothers use social media.</p> <p>Informant 7: in my opinion, the promotional activities carried out by TK ABA III Ambulu are good, but there is a lack of promotion through social media, because nowadays in marketing their products or institutions it is through social media so that many people know about TK ABA III Ambulu.</p>
Marketing management 7P Marketing Mix on <i>people</i>	<p>Informant 1: The teachers in ABA III Ambulu Kindergarten are all S1 PAUD graduates where the quality of teachers in kindergarten, God willing, can be guaranteed to be good, painstaking, patient and others. Because they have honed their abilities in college which are clearly taught how to educate children.</p> <p>Informant 2: the quality of teachers in ABA III Ambulu Kindergarten is not only obtained from college alone, but teachers also hone their skills through attending various trainings in educating children at kindergarten age.</p> <p>Informant 3: There are only a few teachers, because the teachers at ABA III Ambulu Kindergarten have all passed certification, and the teachers are also certified. the requirement for teachers who can be certified to hold only 15 students. With that cannot add teachers if the number of students still does not increase.</p>
Driving factors of <i>people</i>	<p>Informant 4: In my opinion, the teachers at ABA III Ambulu Kindergarten are good, especially since the teachers also graduated from S1 PAUD so the quality of teaching cannot be doubted.</p> <p>Informant 5: in my opinion the teacher is good, painstaking, also fun, especially if the kindergarten teacher has to be fun to make students more courageous.</p> <p>Informant 6: in my opinion, the teachers in the kindergarten are good because they also graduated from S1 PAUD, not only that they have also often attended training on how to deal with or educate young children</p> <p>Informant 7: the quality of teachers in ABA III Ambulu Kindergarten, in my opinion, is very good because also educating kindergarten-age children requires extra patience. extra patience</p>
The inhibiting factor of <i>people</i>	<p>Informant 4: In my opinion, the quality of teachers is very good, but there is a need for additional educators or teachers.</p> <p>Informant 5: yes, in my opinion, there is a need for additional teachers, because I am afraid that existing teachers will be confused with many or double tasks.</p> <p>Informant 6: in my opinion, the teaching staff in this kindergarten is lacking, there is a need for additional teachers.</p> <p>Informant 7: I personally see for myself that maybe there is a need for additional new teachers, from the quality of the current teachers, they are actually good.</p>
Marketing management 7P Marketing Mix on <i>Physical Evidence</i>	<p>Informant 1: from the various facilities that are quite complete, all the items needed for teaching and learning activities are also all complete, and can support various teaching and learning activities.</p> <p>Informant 2: the environment in ABA III Ambulu Kindergarten has also accommodated all, there are classrooms for teaching and learning</p>

	<p>activities, there is a playground, there is an office, there is a bathroom, everything is complete.</p> <p>Informant 3: But there is one class that we think needs to be renovated because the place is not possible for teaching and learning activities. It also needs to be decorated to make the place nicer and more comfortable.</p>
Driving factors of physical evidence	<p>Informant 4 : in my opinion, the facilities at ABA III Ambulu Kindergarten are good and complete.</p> <p>Informant 5 : in my opinion, the facilities at ABA III Ambulu Kindergarten are also very complete and good.</p> <p>Informant 6: in my opinion, the facilities at ABA III Ambulu Kindergarten, whether in the classroom, office, playground, are good and in accordance with what is needed by students.</p> <p>Informant 7: in my opinion, the facilities in the classroom and outside the classroom are good and complete, suitable for the needs of children's development.</p>
The inhibiting factor of physical evidence	<p>Informant 4 : in my opinion there is one class, namely class A, to be renovated, because the building is old when it rains it often leaks, and repainting so that class A does not look lonely and makes students comfortable in the learning process.</p> <p>Informant 5: in my opinion, the bathroom needs to be repaired, whether repainted or how, given lights to make it brighter, so that students dare to go to the bathroom themselves, and this well is also given a cover if there are children who suddenly play near the bathroom, it is dangerous</p> <p>Informant 6: in my opinion, the outer wall is less attractive, if it is repainted with good pictures according to the age of kindergarten children it is also better, especially with pictures that can be used as an introduction to children.</p> <p>Informant 7: In my opinion, it is more important to maintain existing facilities so that they are not easily damaged, such as outdoor games. I also think that if, for example, plants or flowers are planted on the side of the fence, it is also better, unlike the current one, which has a lot of tall plants. afraid that suddenly there will be unwanted animals, if planted with vegetables and flowers, it will be better. flowers look more rapid and can be used as a plant introduction tool to children</p>
Marketing Management 7P Marketing Mix on Process	<p>Informant 2: for the learning process, it is good because the system or learning process that we apply is in accordance with the curriculum determined by the government, namely the 2013 Curriculum, where the curriculum explains various themes for child development at an early age, namely Myself, My Family, My Environment, Animals, Plants, Vehicles, the universe and my country. From this theme we explain what is related to the surrounding conditions, one example is my country, from that theme we explain what our country's anthem is, our country's flag, explain the 1st to 5th precepts of Pancasila. In addition, the learning delivery system is used by singing so that children are not bored in the learning process. And there are many more lessons - learning that given to children in addition to the themes I mentioned earlier.</p>
Driving factors of process	<p>Informant 4: The learning process that is delivered is quite good. It can be seen from the students of my child's generation who have many achievements and are good. Both in terms of material and art. And my child is also developing very well in accordance with my wishes or expectations. Informant 5: In my opinion, the learning process implemented at ABA III Ambulu Kindergarten is in accordance with my wishes. I judge from my child's excellent development, he understands and understands what has been conveyed by the teacher in the classroom.</p>

	<p>Informant 6: in my opinion, the learning process has been very good. Because my child's generation has a lot of achievements and I think the learning process is good in accordance with the expectations of student guardians.</p> <p>Informant 7: the learning process at TK ABA III Ambulu, in my opinion, is good and fun and has an exciting impression that is not boring because children of kindergarten age must really like new things they don't know. In addition, the delivery of the material is very easy for children to understand and understand. So children can apply and explain again what the teacher has conveyed. And the learning process is in accordance with the prescribed curriculum and also in accordance with my wishes.</p>
The inhibiting factor of process	<p>Informant 4 : I think the learning process is added but during school hours, because so that my child is diligent in the learning process, especially if the child wants to enter the next level such as elementary school. It is definitely very much needed in child development.</p> <p>Informant 5: there are additional learning hours, in my opinion, like tutoring. Because sometimes not all children at home want to study or do assignments.</p> <p>Informant 6 : I think there should be additional learning hours but outside of school hours, because I want my child to be more accomplished and have preparations when he enters the next level such as elementary school. Informant 7 : I think there should be additional study hours outside of school hours because my child prefers to study with his friends because he becomes more enthusiastic and more diligent.</p> <p>because he becomes more enthusiastic and more diligent in his studies.</p>

CONCLUSION

The marketing strategy of educational services at TK ABA III Ambulu is quite good, because the school has ideal stages, namely by using management principles in the implementation of marketing strategies. As for the implementation of its marketing strategy using the marketing mix in TK ABA III Ambulu is very effective, because with the product, promotion, place, price, people, facilities and infrastructure, and the process owned by TK ABA III Ambulu can increase the number of student registrants each year. So that TK ABA III Ambulu still exists in the world of education and is an alternative for parents to send their children to school.

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