

Higher Education Marketing Management Towards Competitive Advantage of Education Globalization

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One of the most crucial issues in the globalization of higher education is "quality demands and the ability to compete to achieve competitive advantage". All of them are effective and efficient depending on the target market niche. This study aimed to identify and obtain an overview of the factors of Higher Education Marketing Management Towards a Competitive Advantage of Educational Globalization implemented at Kopertais Islamic Religious College Region II West Java. This study used a qualitative method of the Business School 7P Marketing Mix theory approach, used to form research procedures. The results of the study showed that: The premiums and programs/products offered were not optimal; prospectus presentation and price/cost as well as academic excellence and academics were adequate but the promotions were inadequate. This research recommends that after seeing the fact that higher education institutions offer their services to prospective students, it is necessary to consider offers based on superior value. Besides, it is also necessary to think about matters related to price, reputation, location and the study program offered because education marketing is service marketing which is very different from goods marketing. Universities should no longer be rigid in relation to their market share which is limited to fanatical consumers, but must extend to potential consumers.

Keywords: *premium, programme, prospectus, price, prominence people, and promotion.*

1. INTRODUCTION

Globalization of Higher Education is a necessity. In terms of the demands of the global community, the French National Research Institute TCNR (The Center of National Research), claims that the world is currently entering a new development, namely cultural globalization. Up to this stage, cultural globalization is the most complicated, while the easiest is economic globalization, even though this globalization has widened the gap between northern and southern countries. Calculation of the grace period for the emergence of a new globalization is just once every 30 years. TCNR predicts that, 30 years from the mid-2000s, which is in 2035, a new era of grand globalization of education will emerge. (Kompas 4/11/2014, in Wayong, 2017:219).

The globalization of education is not new in the world of Indonesian education. It is a long historical process. The occurrence of the era of globalization in the world of education, has a double impact, namely the positive impact and the negative impact. The beneficial impact is to provide the widest possible cooperation opportunities in the field of education to countries in the world. On the other hand, if Indonesia is unable to compete in the field of education with other countries, because of the weak quality of human resources, for example, then the consequences will be detrimental to the Indonesian people themselves (Kadarisman, 2014: 4).

Today's globalization is increasingly being felt by every individual which encourages changes in behavior patterns. Globalization is one of the driving factors for changes in structure, values, norms and human behavior. The change is caused by three main factors, namely; the need for democratization, scientific advances and globalization (Tilaar, 2002: 3). The rapid changes in the globalization process are increasingly demanding human beings for higher quality in life and to be able to compete. Technological advances and easier access between countries in terms of capital, investment, as well as human resources are the impact of globalization. This creates increasingly fierce competition in every line of life, so that people who are able to survive and have quality are needed.

Global education is needed to answer market needs for a more resilient, qualified workforce. With the globalization of education, it is expected that Indonesian workers can compete in the world market. Especially with the implementation of free trade, for example within the scope of ASEAN countries, like it or not, education in Indonesia must produce graduates who are ready to work and then will not become "slaves" in their own country (Kalbin et al. 2014:2).

The challenges of higher education in the era of globalization are marked by the development of science and technology which is full of competition. Sooner or later, the future higher education institutions in Indonesia will have to face an increase in the quality of higher education institutions as educational institutions that must produce quality human resources and have excellence in various aspects of life. Higher education is one of the national education

subsystems that cannot be separated from other subsystems both inside and outside the education system (Kadarisman, 2014: 5).

The concrete form of the influence of the globalization of education in the life of tertiary institutions in Indonesia has been felt since the last decade in which developed countries could freely enter and establish higher education institutions in Indonesia. The curriculum and teaching and learning process were also adopted from the country of origin without having to follow the rules of the Ministry of National Education, as well as lecturers who were brought in from outside. Along with that, there are also many tertiary institutions in Indonesia that have implemented strategies to maintain quality in order to survive in society. The strategies implemented include lecturer and student exchange activities, joint study programs by offering study abroad for certain semesters, dual degree programs, joint research for certain fields and so on. This strategy is carried out in anticipation of being able to survive with foreign universities entering Indonesia (Wayong, 2017: 130).

The facts show that today there are many universities in developed countries that have branches in a number of other countries. For example, Monah University from Australia already has branches in Singapore, Sarawak Malaysia, Hong Kong, China, and others. It is possible that other world-leading universities will open new branches all over the world, including Indonesia.

This concern arises when outside educational institutions control the world of education. The issue of secularism is increasingly difficult to overcome. This rationale is a challenge for Islamic educational institutions around the world. This issue is the reason for emphasizing the need to realize an educational paradigm that synergizes religious and scientific education to revive intellectuality in Muslim-majority countries which have been stagnant for a long time (Wayong, 2017: 130). For this reason, Maridi (2015: 22), states not only regarding knowledge, intellectually, but also regarding knowledge, understanding, and customs about humans, nature, and how the relationship between all of them, where all knowledge lives, practices, teaches is passed down from one generation to another. Local wisdom is a cultural heritage that has been handed down from generation to generation. Culture is born as a result of life experiences and human creations that serve as guidelines for human life. Various traditions and taboos that exist in the area are the result of the journey of life that has been passed by the local community. The next generation is a generation that is expected to be able to maintain and preserve local wisdom so that it will not get lost in the times. It can be developed through quality education.

Wayong (2017: 131) identifies that: (1) high quality tertiary institutions have become the target for high school graduates. Quality can be translated into "excellent", in the teaching and learning process system, up to date with information technology, and able to produce graduates who are reliable; (2) "globalization" is mentioned as a trigger for universities to promote their institutions

to the public. In fact, many slogans are emblazoned everywhere with the word "globalization" adorning pamphlets, advertisements, brochures and so on; (3) the trend that is currently developing is the tendency for prospective students to choose tertiary institutions that not only have magnificent buildings but are also equipped with e-learning facilities, wireless, Internet, digital libraries, and other technological facilities. It is almost certain that universities that do not have a touch of information technology will slowly be abandoned by prospective students

The above phenomenon, by Dacholfany (2016: 6), is called "crisis management", interpreted as a crucial cause for advancing and improving the quality of educational institutions. The quality of student input, process quality, and graduate quality will increase the competitiveness of the graduates themselves and the educational institutions concerned. Higher education is in the ranks of the best educational institutions requiring fundamental changes so that they are able to compete (better competitive situation). Academic excellence for education is relevant to industry, contribution to new knowledge, and to empowerment and development. For this reason, higher education institutions should have a strategic, different and distinct intent. To make this happen, it is necessary to carry out institutional transformation that is more complex than just organizational development.

Seeing this fact, universities in offering their services to prospective students need to consider offers based on superior value. Beside that, it is also necessary to think about matters related to price, reputation, location and the study program offered. Education marketing is service marketing which is very different from goods marketing. Universities should no longer be rigid in relation to their market share which is limited to fanatical consumers, but must extend to potential consumers. This is where an understanding of the marketing mix (marketing mix) is needed, which Ivy (2008) offers, is a set of controlled marketing tools for use by PT institutions, in order to generate the desired response and attention from various target markets (prospective students).

On the basis of the above phenomena, research on: "Marketing Management of Higher Education Towards Competitive Advantage of Education Globalization: Studies at Private Islamic Higher Education in the Coordinatorate of Private Islamic Higher Education Region II West Java", is unique and interesting to study, along with the rolling out of policies to improve the quality of education at all types and levels of education, becoming the government's main target in current education development. This is important to be studied in depth and comprehensively through scientific studies, which so far have never been found, especially in UIN Banung and PKIS Kopertais Region II West Java.

The important value of the results of this study will contribute to the repertoire of developing the science of education management. Having answered these problems will be very helpful and can

contribute to improving the quality of higher education services to the user community, which in turn PTKIS in the Kopertais Region II West Java environment, can provide satisfaction to its customers and stakeholders as well as being able to contribute to achieving survival and competitive advantage, in a better competitive situation.

2. LITERATURE REVIEW

The literature reviewed focuses on “Higher Education Marketing Management Towards Competitive Advantage of Education Globalization: Furthermore, the literature explores the factors influencing Higher Education Marketing. The theoretical framework used in this paper is also discussed, including the conceptual framework

2.1 BASIC CONCEPTS OF EDUCATIONAL MARKETING MANAGEMENT

The success of a tertiary institution in facing challenges in the future is highly dependent on the form of management applied. Effective management will be able to bring an organization to perform brilliantly in this globalization era. Conversely, management that is less effective will bring an organization helpless in facing global competition. Thus, it is necessary to understand more deeply the basic concepts and principles of management, as well as how to implement them properly in a university. Another important factor is what higher education leaders can learn from their own experience in leading organizations to increase work effectiveness and efficiency in facing global challenges which are full of competition and always bring drastic changes which result in uncertainty.

Management activities are activities that cannot be separated from the world of education because they are very influential in the development of the world of education, even educational problems that arise in the world of education are also caused by management activities that are not carried out properly. Tilaar in the introduction to the book "national education management" emphasizes that: "Today's development of national education increasingly requires a better management or management." It can be said that the educational crisis faced by the nation today revolves around a management crisis. Therefore, to fix it must also start from the management itself (Tilaar, 2015).

This marketing success will be created if management views marketing as an activity that covers all areas of the organization. At this time marketing does not only function to deliver products or services to consumers, but marketing also functions to package these products or services so that they can generate profits (Hidayat and Machali, 2012)

2.2. THEORY OF EDUCATIONAL MARKETING MANAGEMENT

Education Marketing Management is very important for someone. Because with a good education, a person's affective, cognitive, and psychomotor qualities will also be good. What is called educational product is a service. Kotler calls it "a service is any act or performance that can be offered by one party to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product" (Kotler, 2003).

The function of marketing educational services is "to form a good image of the institution and attract the interest of a number of prospective students" (Muhaimin. 2013). In this case all forms of management related to the management function will be focused on the efforts of educational service institutions in forming a positive image and creating public interest or interest as consumers of educational services.

In brief, marketing education is a strategy adopted from the business world, which in its application is adjusted to the value of the philosophy of education as a non-profit institution. Marketing ethics in the world of education offers intellectual service quality and character building as a whole. In the relationship between education marketing and education management, education marketing is a breakthrough in managing education, so that the role of education administrators becomes wider, because they not only manage the educational process, but also must be able to manage education marketing.

2.3. ELEMENTS OF EDUCATIONAL MARKETING

Educational marketing activities according to Julaiha (2018), has several elements in its implementation, namely:

Elements of Competition are including: (1) Segmenting, namely the act of identifying and establishing separate groups of buyers or consumers, which is each of these consumer segments has its own characteristics, product needs and marketing mix, (2) Targeting, which is an act of selecting one or more market segments to enter, (3) Positioning, namely determining the market position, which is the goal is to build and communicate the competitive advantages of existing products in the market to the minds of consumers.

Marketing Tactics includes: (1) Differentiation, related to how to build a marketing strategy in various aspects of the company. Product differentiation is a way of seeking effective market attention where service institutions of education or schools offer product offerings to the public as consumers by presenting products or school programs that are packaged properly and attractively. Market communication is a form of marketing management for educational service

institutions or schools by communicating or informing messages about schools to the public as consumers through promotional activities; (2) Marketing mix (marketing mix), related to activities regarding marketing. The seven marketing mixes are Product, Price, Place, Promotion, Physical Evidence, People, and Process.

Marketing Value includes: (1) Brand, namely the value associated with the name or value that is owned and attached to a company. If brand equity is managed properly, the company concerned will at least get two things. First, consumers will accept the value of the product. They can feel all the benefits derived from the product they bought and feel satisfied because it meets their expectations. Second, the company itself gains value through customer loyalty to the brand, namely increasing profit margins, competitive advantage and work efficiency and effectiveness, especially in its marketing program; (2) Service or service, namely the value associated with the provision of services to consumers; (3) Process, namely values related to the company's principles to make every employee involved and have a sense of responsibility in the process of satisfying consumers, either directly or indirectly.

2.4. EDUCATIONAL MARKETING PROCESS

Educational marketing has three bases, namely: (1) starting with the needs and wants of consumers as the basis for business goals; (2) developing an organizational approach to satisfying these needs and wants; (3) achieving organizational goals by providing satisfaction to consumers. (Sri Minarti, 2013).

Educational marketing is carried out by all educational personnel. All school personnel must be customer oriented, never disappoint customers, serve them as well as possible. School personnel must have the attitude, commitment, and willingness to build good relationships with customers. Fulfill customer wants and expectations.

2.5. EDUCATIONAL MARKETING MANAGEMENT MODELS

Hermawan (2012), classifies the model or form of marketing according to management which is divided into two, namely direct marketing and marketing via the internet. Direct marketing is a marketing approach that is free in using distribution channels and or marketing communications that allows companies to have their own strategies in dealing with consumers. In this case, the form of direct marketing activities is communication activities carried out between educational service institutions and the community as consumers. The media for direct marketing include direct mail, telemarketing, magazines, newspapers, radio, television and the internet.

Marketing via the internet is a marketing approach from the direct marketing department. Communication by utilizing the internet has entered the space without limits and in an instant.

Advertising on the internet is currently very challenging along with the development of social media, the use of search engines, fast growing premium publishers connecting marketers with target markets without space and time restrictions, as well as the development of adnetworks, ad exchanges, and digital television.

2.6. EFFECTIVENESS OF HIGHER EDUCATION MARKETING MANAGEMENT

Education marketing is service marketing which is very different from goods marketing. Universities should no longer be rigid in relation to their market share which is limited to fanatical consumers, but must extend to potential consumers. The coverage is also not only within the country but must extend to all countries on the world map. This is where it is necessary to understand the marketing mix (marketing mix).

A New Higher Education Marketing Mix: The 7Ps offered by Jonathan Ivy (2008), include: premium, program, prospectus, price, prominence, people, and promotion. These four variables constitute a set of controlled marketing tools for higher education institutions to use, in order to generate the desired response and attention from their various target markets (prospective students). The educational marketing mix is offered by Jonathan Ivy (2008), described as follows:



Figure 1 Business School 7P Marketing Mix

Source: Jonathan Ivy (2008)

Figure 1 indicates the activities that need to be carried out in managing higher education marketing:

Premiums are money paid by the insured to the insurance company which can be determined in a certain way (Subagyo, et al 1998). Premium is an amount of money determined by the insurance company or reinsurance company and agreed by the policyholder to be paid based on an insurance agreement or reinsurance agreement, or an amount of money determined based on the provisions of the laws and regulations that underlie the obligation to obtain benefits (UU.RI No 40/2014). In this context, premiums are guarantees as gifts or goods offered for free or at very low prices as incentives for students/prospective students. Premium, in this context. includes: accommodation, modules, exchange programs, computer facilities, housing requirements, class size;

The quality of the program is synonymous with the quality of the program/product, namely everything that will be offered to consumers that aims to fulfill their needs and desires, namely the first is the education service itself, the second is the characteristics possessed by the school (Bahtiar & Prihati, 2009). The quality of the program/product in this context includes the range of options, flexible range of study majors, program duration;

Prospectus is written and detailed information regarding the new activities of a company or organization, which is disseminated to the public or submitted to certain groups; advertisement; leaflet book (KBI; 2008:1032). A prospectus is a combination of a company profile and an annual report which makes it an official document used by an institution/company to provide an overview of the shares. It is offering to sell to the public. A prospectus must include all material details and information or facts regarding a public offering from an issuer or public company, which may influence an investor's decision (<https://money.kompas.com/read/2021>). Broadly speaking, this prospectus is a complete description of the company's condition. Thus, the existence of a prospectus on funding instruments can help you get high value stocks or company profiles. Accordingly, prospectus means any written information in connection with a public offering with the aim of getting other parties to buy securities;

Price is the amount of money (plus some product if possible) required to obtain some combination of products and services. Based on the price set, the consumer will make a decision whether he will buy the item or not (Private, 1996). Education costs are resources used for the quality of education provided in return for information collected regularly through application forms (Cook, 2009). The cost of education is all the efforts that the community devotes to education, both monetary and non-monetary, which must be collected and determined (Hallak 1999).

Academic Excellence, which is identical Academic achievement is a change in behavioral skills or abilities that can increase over time and it is not caused by a growth process, but by a learning situation. Academic achievement is a term to indicate an achievement level of success regarding a goal, because a learning effort has been carried out by someone optimally. Sobur (2006) states that the embodiment of the results of the learning process can be in the form of oral or written solutions, and skills and problem solving can be directly measured or assessed using standardized tests.

Educational Human Resources/People, is regarding the role of the leadership in improving the image of the institution, in the sense that the higher the quality of the leadership and academic elements in carrying out educational services, the greater is the number of students (Bahtiar & Prihati, 2009); In this context Ivy (2008) states People; Face-to-face lectures, personal contacts, open days.

Promotion; Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2002). The point is promotion, which is a form of marketing activity in the form of communication that is used to convey messages to the public in order to influence, persuade, the community to send their children to that school.

3. RESEARCH METHOD AND INSTRUMEN

This study used qualitative research method, "Descriptive qualitative research, namely data collected in the form of words, pictures not numbers (Creswell, 2013). This research has neutral characteristics and IT is a field work that is descriptive in nature (Brannen, 2002).

The researcher used qualitative method because; (1) it is easier to make adjustments to a reality that has multiple dimensions, (2) it is easier to present directly the nature of the relationship between researchers and research subjects, (3) it has sensitivity and adaptability to the many influences arising from the value patterns encountered (Margono, 2004). Therefore, in this study it is very possible that there will be changes in the concept according to the existing situation and conditions.

To facilitate this research, we need an approach. The researcher used case study and the theory of the Business School 7P Marketing Mix (Jonathan Ivy, 2008). Case study is a qualitative approach that is carried out on an integrated system. "A case study is the research directed at collecting data, taking meaning, gaining understanding from the case. Basic theory is research directed at discovery or at least corroborating a theory" (Sukmadinata, 1998).

4. DISCUSSION

Educational marketing management is the process of planning and executing thinking, setting prices, promoting and channeling ideas, goods and services to create exchanges that satisfy individual and organizational goals. Marketing strategy is the main thing in a promotion. In general, this study aimed to identify and obtain an overview of the factors "Marketing Management of Higher Education Towards Competitive Advantage of Educational Globalization implemented at Kopertais Islamic Religious College Region II West Java". In accordance with the findings regarding education marketing management in increasing the quantity of new students, then the researcher analyzed the findings on the basis of theoretical studies and facts found in the field, both from interviews, observations, to the documentation described in the previous chapter. By combining three data collection techniques (interviews, observation, and documentation), the focus of the discussion in this regard; the author limited on four discussions, namely:

Aspects of premiums and programs offered;

The accumulated findings on the Premium Aspect and the programs offered were identified in two subs, among others, as follows:

First; Premiums are money paid by the insured to the insurance company which can be determined in a certain way (Subagyo, et al, 1998). Premium is an amount of money determined by the insurance company or reinsurance company and agreed by the policyholder to be paid based on an insurance agreement or reinsurance agreement, or an amount of money determined based on the provisions of the laws and regulations that underlie the obligation to obtain benefits (UU.RI No 40/2014). In this context, premiums/premiums are guarantees as gifts or goods offered for free or at very low prices as incentives for students/prospective students.

Services are carried out at 10 PTKIS in general (1) providing WIFI in the campus area, providing free quota; (2) providing dormitories for students from outside the area and Mahad Aly/Campus Islamic Boarding Schools (c) providing scholarships for those with achievements; (3) For PTKIS who have a Masters Program, providing bonuses for students who get the title of graduating with Honors/Cum Laude to study in Masters without an entrance test.

That is as a guarantee the main condition for the application of protection to prospective students. Prospective students will receive benefits in the form of protection when they have paid the premium according to the provisions. Here prospective students make regular premium payments, the amount of which is predetermined. There are even fines that must be paid if the premium payment is late. Premiums can guarantee the smooth running of Marketing and can support the reputation of the Institution.

Second; The quality of the program/product is everything that will be offered to consumers or customers which aims to meet their needs and desires, namely the first is the education service itself, the second is the characteristics possessed by the school (Bahtiar & Prihati, 2009).

In general, the quality of the 10 PTKAIS educational programs/products is reflected from the input, process, output to the resulting educational outcomes. It is indicated on Institution Accreditation Results, Study Program from BAN-PT and Internal Performance Quality (KOPERTAIS annual monitoring and evaluation). The quality of the education program is reflected in the input, process, output to the resulting educational outcomes.

In this case PTKIS must make several offers to the public in the field of education, especially in the fields of religion and general as well as Arabic with the characteristics of the PTKIS. So that later if the community already has these educational institutions, the community will get what they want.

Supported by Bahtiar & Prihati Research (2009), which state that elements are parallel to product quality, in which if the quality of the product is good, people will be willing to pay more for their children's education costs as long as they are felt to be within reach of educational customers that are equally profitable.

Aspects of Prosfetus and Price/Cost

The accumulated findings on Prosfetus Aspects and prices/costs were identified in three subs, among others, as follows: First; A prospectus is a combination of a company profile and an annual report which makes it an official document used by an institution/company to provide an overview of the shares it is offering to sell to the public. A prospectus must include all material details and information or facts regarding a public offering from an issuer or public company, which may influence an investor's decision.

The point is this prospectus is a complete description of the company's condition. Thus, the existence of a prospectus on funding instruments can help you get high value stocks or company profiles.

Prospectus presentation at 10 PTKIS generally describes the needs of tertiary education consumers (agencies, companies, universities, etc.) for a study program chosen by primary education consumers (prospective students).

Second; Price is the amount of money (plus some product if possible) required to obtain some combination of products and services. Based on the price set, the consumer will make a decision whether he will buy the item or not (Private, 1996).

In general, in 10 PTKIS, the opinion that cost does not mean that the cost must be the cheapest, or conversely very expensive, but what is meant is the suitability between the quality of the program and the educational services offered with the cost, so that actually if it is calculated between costs (cost) and benefits, then it will provide the results of an assessment that the cost of education is feasible, and it is felt to be lower than competitors.

Aspects of Academic Excellence and Academics

Academic excellence and academics are the main assets for higher education marketing; First; Academic excellence is synonymous with the quality of academic services in tertiary institutions, namely the activity of providing services (services) in the form of fulfilling all academic needs that are able to meet or exceed the expectations of each student (creating effective learning) as a customer in tertiary institutions. This is in line with the opinion of Oldfield & Baron (in Shah, 2013), explaining the quality of the organization and suggesting that instead of focusing on what is important for the institution students should pay attention to what their students want, services in higher education from an organizational perspective and suggest that instead of focusing on what is important to institutions students should pay attention to what their students want.

Academic excellence is synonymous with the Grade Point Average (GPA) which is a change in behavioral skills or abilities that can increase over time and it is not caused by a growth process or learning situation. At 10 PTKIS, in general, the average GPA in 2020/2021 is considered quite good. In some PTKIS academic excellence with the ability to speak Arabic and English is to be excellent one.

Second; Academic Excellence, is an institution's human resources that are well qualified, have a competitive advantage because a tertiary institution has human resources, which consists of leaders, lecturers, staff, and students who are well qualified. Bahtiar and Eka Prihati (2009) state that People is concerned with the role of the leadership in enhancing the image of the institution, in the sense that the higher the quality of the leadership and academic elements in providing educational services, the greater is the number of students.

It is indicated from the 10 PTKIS in general that most of their leaders have professional doctoral degrees, as well as lecturers who meet and have educational qualifications for masters and doctoral degrees and meet the requirements and competences who have lecturer certification and high-performing employees.

With high educational qualifications, it will have an impact on changes in higher education services as well. Excellence, every PTKIS academic community actually tries their best to achieve the highest performance standards in all aspects of carrying out their duties, always



trying to exceed the expectations of the people served, giving more than promised feels like setting high standards on hard work, knowledge and problem solving skills.

Recognizing as a service organization in the academic field and the importance of "customer (student) relations" to meet customer needs accuracy and quality of service are important factors in creating a culture that values valued service and encourages mutual respect.

This is in accordance with previous research by Nasukha and Subaidi (2017), which stated that customer satisfaction was built on the basis of sharia values, in which marketers always acted and behaved in serving customers, including: first, gentle, second, generous, and third, giving priority to the customer (Îtsâr), projecting a friendly and polite attitude in every customer interaction, providing fast, precise and accurate information, overcoming obstacles in service to students, esponding to all requests quickly, effectively and efficiently, anticipating customer needs, and simplifying service processes.

Promotion Aspect

Promotion is a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 2002). The point is promotion, which is a form of marketing activity in the form of communication that is used to convey messages to the public in order to influence, persuade, the community to send their children to that school.

The promotions carried out by the 10 PTKIS were generally: (1) consistent with the program; (2) winning competitions at global, national, regional and local levels; (3) outreaching to SMA/MA, SMK; (3) outreaching to the public (prospective registrants) through brochures; pamphlets, banners; website; fesbook, and short messages. This was done with the goal to be achieved to increase interest in entering PTKIS, and to encourage new customers.

In terms of promotion, apart from using brochures and pamphlets which are very influential in increasing the interest of prospective students, it is by word of mouth, and from friends. There is one thing that is concern to the community about education, namely friendliness in acting horns which is always displayed by educators when student guardians are at the school. In addition, there is good communication between educators and students.

This supports and complements Kuswantoro's previous research (2018), which stated that to influence the environment of prospective new students there were several things, including: (1) collaborating with Satellite TV, especially in broadcasting IAIG Cilacap undergraduate graduation activities, (2) placing PMB advertisements in newspapers (3) carrying out direct visits

to schools, (4) create a catalog to be distributed to prospective new students, (5) placing advertisements through website media and social media.

Therefore, sales promotion is considered successful in reaching specific target markets by offering their products through the use of purchase coupons, samples, and other means in a scope or area based on the selection of target markets.

Also supports the research results of Yolanda & Wijanarko (2018), showing that promotion has a direct positive and significant effect on brand image (in this case Citra PTKIS). Beside being able to build brand awareness, promotion as a consumer education medium can also increase brand trust. This point is related to some of the points above. If brand awareness and brand trust from consumers have been built for the product, consumer loyalty will automatically be built.

5. CONCLUSION

In accordance with the research objectives of Higher Education Marketing Management Towards Competitive Advantage of Education Globalization, which is implemented at Kopertais Islamic Religious College Region II West Java", it is concluded as follows:

Premiums and programs offered: (a) PTKIS offers free or very low prices as an incentive to buy a product (providing free quota; dormitories for students from outside the area) adequate classrooms. (b) The quality of the education program is reflected from the input, process, output to the resulting educational outcomes. It is indicated from the results of BAN-T accreditation, both institutional accreditation and Study Program accreditation are inadequate;

The use of prospectuses in marketing, PTKIS describes related to the needs of tertiary education consumers (agencies, companies, universities etc.) for a vocational field chosen by primary education consumers (prospective students). (b) Price and quality here PTKIS provides information related to education financing to consumers and assures education consumers that with existing funding, education consumers will be provided with good quality education such as adequate infrastructure.

Academic excellence and academics are a major asset for higher education marketing. (a) Academic excellence, which is synonymous with academic achievement is a change in behavioral skills or abilities that can increase over time and is not caused by a growth process, but by a learning situation. One of the academic advantages offered is the ability to speak Arabic and English. (b) there are academic excellence, leaders, lecturers, employees and students who are well qualified. The superior human resources in question consist of professional leaders, qualified lecturers who meet the requirements and very good competence, high-performing employees, and quality students.

Sales promotion is rooted in the objectives of marketing communications. These objectives are translated into more basic marketing objectives, which are designed for specific products. The point is that the goal to be achieved by the seller through sales promotion is to increase sales, encourage consumer purchases and get new customers. Sales promotion is considered successful if it reaches specific target markets by offering their products through the use of purchase coupons, samples and other means in a scope or area based on the selection of target markets.

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