

INNOVATION OF EDUCATIONAL MARKETING MIX IN IMPROVING COMPETITIVENESS AT AR RAHMAT JUNIOR HIGH SCHOOL BOJONEGORO

Sahri, Prim Masrokan Mutohar, dan Agus Eko Sujianto

Universitas Nahdlatul Ulama Sunan Giri, UIN Sayyid Ali Rahmatullah Tulungagung,
dan UIN Sayyid Ali Rahmatullah Tulungagung

Email: sahriunugiri@gmail.com, pmutohar@gmail.com, agusekosujianto@gmail.com

Abstrak

Penelitian ini bertujuan untuk mengkaji inovasi bauran pemasaran jasa pendidikan dalam meningkatkan daya saing dan nilai pelanggan di Sekolah Menengah Pertama Ar Rahmat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa Sekolah Menengah Pertama Ar Rahmat telah melakukan inovasi bauran pemasaran pada beberapa aspek, seperti inovasi produk, harga, promosi, dan tempat. Inovasi tersebut diarahkan untuk memberikan nilai tambah bagi pelanggan dan meningkatkan kepuasan siswa dan orang tua. Penelitian ini memberikan saran bagi Sekolah Menengah Pertama Ar Rahmat dalam melakukan inovasi bauran pemasaran, seperti meningkatkan kualitas layanan, memperluas jangkauan promosi, menawarkan program pendidikan yang lebih bervariasi, memberikan bantuan keuangan, dan melakukan kerjasama dengan lembaga pendidikan atau perusahaan. Penelitian ini dapat memberikan masukan bagi para pengambil keputusan di dunia pendidikan untuk melakukan inovasi bauran pemasaran sebagai upaya peningkatan daya saing dan nilai pelanggan di sekolah.

Kata kunci: Inovasi, Bauran Pemasaran, Daya Saing

Abstract

This study aims to examine the innovation of the marketing mix of educational services in increasing competitiveness and customer value at Junior High School Rahmat. This research uses a qualitative approach with a case study method. Data collection was conducted through in-depth interviews, observation, and documentation. The results showed that Junior High School Ar Rahmat has innovated the marketing mix in several aspects, such as product innovation, price, promotion, and place. The innovation is directed to provide added value for customers and increase student's and parent's satisfaction. This research provides advice for Junior High School Ar Rahmat in innovating the marketing mix, such as improving service quality, expanding the reach of promotions, offering more varied educational programs, providing financial assistance, and collaborating with educational institutions or companies. This research can provide input for decision makers in the world of education to innovate the marketing mix as an effort to increase competitiveness and customer value in schools.

Keywords. Innovation, Marketing Mix, Competitiveness

INTRODUCTION

In the current era of globalization like this, in the world of education there is competition between one institution and another, so that what happens is that many educational institutions are abandoned by their users for several reasons¹. The digital era affects the world of education, with the adoption of digital technology in the teaching and learning process, such as the use of learning software, learning videos, and online learning platforms. The digital age also opens up new opportunities for students and educators to gain access to a variety of educational resources and information from around the world².

The increase in education service providers in the midst of society shows that competition is increasingly open among education service providers. It is undeniable that establishing educational institutions, especially in the last decade, is so promising as a business opportunity in the service sector³. This is motivated by public awareness of the importance of education so that in it arises a demand and need to improve people's living standards and also provide long-term investment for their families. That opportunity is then captured by some education service providers to move to establish a business in the education service sector⁴.

Competition between educational institutions can be very tight, especially in areas that have many choices of quality educational institutions⁵. Such competition can affect the competitiveness and customer value of each educational institution. The competitiveness of an educational institution is the ability of an educational institution to compete with other educational institutions in terms of attracting and retaining customers or students⁶. An educational institution that has good competitiveness will be more in demand by prospective students compared to other educational institutions.

Competitiveness in educational institutions refers to the ability of an educational institution to compete with other educational institutions in attracting students and parents⁷. Competitiveness in educational institutions is determined by various factors such as the quality of education provided, school facilities, tuition fees, curriculum,

¹ Sarifudin Sarifudin and Rahendra Maya, "Implementasi Manajemen Pemasaran Jasa Pendidikan Dalam Meningkatkan Kepuasan Pelanggan Di Madrasah Aliyah Terpadu (Mat) Darul Fallah Bogor," *Islamic Management: Jurnal Manajemen Pendidikan Islam* 2, no. 02 (2019): 133, <https://doi.org/10.30868/im.v2i02.513>.

² Yasmansyah Yasmansyah and Supratman Zakir, "Arah Baru Pendidikan Agama Islam Di Era Digitalisasi," *Jurnal Kajian Ilmu Pendidikan (JKIP)* 3, no. 1 (2022): 1–10.

³ M Dayat, "Strategi Pemasaran Dan Optimalisasi Bauran Pemasaran Dalam Merebut Calon Konsumen Jasa Pendidikan," *Jurnal Mua'allim* 1, no. 2 (2019): 299–318.

⁴ Sem G Oroh dan Agus Supandi Soegoto Glendy Tangkilisan, "Bauran Pemasaran Jasa Pendidikan Pengaruhnya Terhadap Keputusan Siswa Dalam Memilih Sekolah Di SMKN Manado," *Jurnal EMBA* 2, no. 4 (2014): 269–77.

⁵ Barirotul Ummah and others, "Strategi Image Branding Universitas Nurul Jadid Di Era Revolusi Industri 4.0," *Tarbiyatuna: Jurnal Pendidikan Islam* 12, no. 1 (2019): 59–81.

⁶ Junita Manurung and Harlyn L Siagian, "Membangun Brand Image Sebagai Manajemen Strategi Dalam Upaya Meningkatkan Daya Saing Pada Lembaga Pendidikan," *INOVATIF: Jurnal Penelitian Pendidikan, Agama, Dan Kebudayaan* 7, no. 2 (2021): 170–86.

⁷ Laily Nuril Ayunisa and Muhamad Sholeh, "Strategi Lembaga Pendidikan Formal Dalam Meningkatkan School Branding Pada Masa Pandemi Covid-19," *Jurnal Inspirasi Manajemen Pendidikan* 10, no. 01 (2022): 59–72.

educational programs, quality of teachers, reputation of the institution, and many other factors⁸.

An educational institution that has good competitiveness is able to attract students and parents to choose the school as a place of education⁹. In addition, educational institutions that have good competitiveness are also able to retain students and parents as customers because these institutions provide added value and high satisfaction.

Educational institutions must be able to strengthen their competitiveness by continuous innovation and development¹⁰. This can be done by improving educational facilities, holding more varied educational programs, improving the quality of teachers, expanding the reach of promotions, providing financial assistance, or collaborating with educational institutions or companies¹¹. All these efforts are aimed at increasing the competitiveness and value of customers in educational institutions. Therefore, competitiveness in educational institutions must be truly maintained and improved through the marketing.

This marketing can be seen from the various creative and innovative efforts of education providers to explore the uniqueness and excellence of their schools so that they are increasingly needed and in demand by users of educational services¹². To attract prospective students, a marketing strategy is needed that not only sells educational services as it is but how to bring the approach closer to consumer wishes and satisfaction. An institution that wants to succeed for the future in the face of competition, must practice marketing continuously.

Education marketing is the process of introducing, promoting, and selling educational institutions, educational programs, or educational services to prospective students, parents, or other stakeholders¹³. The purpose of educational marketing is to attract prospective students, retain existing students, improve the image and reputation of the educational institution, as well as achieve academic and financial success. Educational marketing involves a set of strategies and tactics aimed at identifying and understanding a potential target market, and then conveying the unique message and value of that educational institution or program.

Marketing mix is one of the marketing strategies to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product¹⁴. This marketing mix is carried out by

⁸ Maskub Abrori, "Strategi Pemasaran Lembaga Pendidikan Untuk Meningkatkan Jumlah Peserta Didik Di PG/TK Samarinda," *SYAMIL: Jurnal Pendidikan Agama Islam (Journal of Islamic Education)* 3, no. 2 (2015).

⁹ Catherine DiMartino and Sarah Butler Jessen, "School Brand Management: The Policies, Practices, and Perceptions of Branding and Marketing in New York City's Public High Schools," *Urban Education* 51, no. 5 (2016): 447–75.

¹⁰ Muhammad Alwi, "Kepemimpinan Transformasional: Meningkatkan Daya Saing Perguruan Tinggi Di Era Industri 4.0," *JUPENJI: Jurnal Pendidikan Jompa Indonesia* 1, no. 2 (2022): 87–97.

¹¹ Heri Retnawati et al., "Strategy and Implementation of Character Education in Senior High Schools and Vocational High Schools," *Journal of Social Studies Education Research* 9, no. 3 (2018): 370–97.

¹² Imam Faizin, "Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Nilai Jual Madrasah," *Jurnal Madaniyah* 7, no. 2 (2017): 261–83.

¹³ Wakhid Nur Yanto, Tri Joko Raharjo, and Titi Prihatin, "The Leadership Strategy of Madrasah Head in Improving Prospective Students' Interest at MIN 1 Kendal," *Educational Management*, 2020.

¹⁴ Roni Mohamad and Endang Rahim, "Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah," *MUTAWAZIN (Jurnal Ekonomi Syariah)* 2, no. 1 (2021): 15–26.

marketing managers based on the target market and product positioning in the target market¹⁵. A harmonious combination of marketing mix variables is carried out well if each variable gets the right level and position and is balanced in accordance with the right position and balanced in accordance with the position of the product and target market¹⁶. Therefore, the marketing mix is considered one of the most potential strategic elements in marketing products.

The purpose of writing this article is to be able to find out the marketing mix strategy in increasing competitiveness in Junior High School Rahmat. By going through the correct and appropriate marketing strategy, it is hoped that each school institution will be able to regulate and strengthen competitiveness with various kinds of existing educational institutions.

METHOD

This research approach uses qualitative research and other types of field research¹⁷. This research was conducted at Junior High School Ar Rahmat. The purpose of this study is to analyze the implementation of Educational Services Marketing Mix Innovation in increasing competitiveness. The data sources used are primary data sources which include principals, teachers, and students, as well as religious and secondary activities that can be collected from school records and other supporting information. In this study, the collection of information or data uses observation, interview and documentation techniques. To analyze the collected data, the following steps are used, namely data collection, data reduction, data display and conclusions¹⁸

RESULT AND DISCUSSION

Innovation of Educational Services Marketing Mix in Increasing Competitiveness

Innovation is a form of change that creates new value and benefits society¹⁹. Innovation is not only limited to creating new ideas, but also to involving the implementation those ideas into a product, service, or process that can provide benefits to customers or users²⁰. Marketing mix is one of the basic concepts in marketing. Promoting schools/madrasas can be done in various ways, from conventional methods to online methods²¹.

Innovations in the marketing mix can be applied within educational institutions to help increase the attractiveness and quality of education offered²². Innovation in the

¹⁵ Fathan Ariq et al., "Analysing Segmenting, Targeting and Positioning ToFormulate Global MarketingStrategy For Asahan's Opak Crackers," *Journal of Social Research* 1, no. 2 (2022): 91–100.

¹⁶ Denok Sunarsi, "Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Giant Dept Store Cabang BSD Tangerang," *E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis* 21, no. 1 (2020): 7–13.

¹⁷ Mamik, *Metodologi Kualitatif* (sidoarjo: Zifatama Publisher, 2015).

¹⁸ Abi Anggito dan Johan Setiawan, *Metodologi Penelitian Kualitatif* (Sukabumi: jejak, 2018).

¹⁹ Agung Surya Dwiarto, "Social Entrepreneur Ship: Inovasi Dan Tantangannya Di Era Persaingan Bebas," *Majalah Ilmiah Bijak* 15, no. 1 (2018): 68–76.

²⁰ Siti Nurjanah, "Peranan Manajemen Inovasi Dalam Meningkatkan Kinerja Organisasi Pendidikan," in *Conference In Business, Accounting, And Management (CBAM)*, vol. 2, 2015, 27–33.

²¹ Kacung Wahyudi and Badrus Soleh, "Online-Based Promotion Model In Recruiting Outstanding New Students," *Re-JIEM (Research Journal of Islamic Education Management)* 6, no. 1 (2023): 86–97.

²² Sigit Hananto and Nurul Hidayati Murtafiah, "Strategi Manajemen Pemasaran Pendidikan Madrasah," *JURNAL AN-NUR: Kajian Ilmu-Ilmu Pendidikan Dan Keislaman* 8, no. 02 (2022): 182–200.

marketing mix of educational services can be an effective strategy in increasing competitiveness and customer value at Junior High School Ar Rahmat. In the context of marketing educational services, Junior High School Ar Rahmat can innovate its marketing mix to increase competitiveness and customer value. Here are some innovations that can be done:

1. Product innovation

Product can be interpreted as an educational service provided by an educational institution to students or learners. Although the term "product" is often associated with physical goods, in service businesses such as education, "product" refers to the core of the service delivered to consumers. Product innovation is a concept that refers to developing or changing existing products or creating new products with the aim of increasing the value, quality, and performance of those products. Product innovation involves the introduction of new elements, current technologies, additional features, or creative approaches to meet changing consumer needs or expand market share.

Innovation in educational products can include developing learning programs that are relevant to market needs and utilizing the latest technology. The use of interactive learning methods, content adapted to different levels of ability, as well as the introduction of new and different educational programs, will interest potential students and parents.

Junior High School Al Rahmat innovates the products offered, for example by adding new programs that are relevant to customer's needs and interests. Junior High School Al Rahmat can also improve the quality of services and facilities provided to meet customer's needs and expectations. Improving the quality of educational services is one of the educational service marketing mix innovations that can help Junior High School Al Rahmat increase competitiveness and customer value. Some ways to improve the quality of service at Junior High School Al Rahmat are as follows:

Providing interactive teaching

The teaching and learning process in the digital era requires students who are active and able to deal with problems systematically, creatively and innovatively. Interactive teaching is a teaching method that involves direct interaction between teachers and students, as well as between students and students in the teaching-learning process. This method aims to make students more actively involved in the learning process, thereby increasing understanding and mastery of the subject matter. Junior High School Al Rahmat improved the teaching methods used to improve interaction between students and teachers. More interactive teaching methods such as group discussions, individual assignments, and practicum activities, can help students to gain better understanding to the subject matter and increase their motivation to learn.

Providing comfortable and adequate learning facilities

Comfortable and adequate learning facilities are learning environments designed to facilitate the teaching and learning process well. Comfortable and adequate learning facilities are learning environments designed to facilitate the teaching and learning process well. Junior High School Al Rahmat provides comfortable and adequate learning facilities, such as clean and organized classrooms, a library with an adequate collection of books, and complete computer and science laboratories. Good facilities can make students feel comfortable and make them easier for them to learn the subject matter.

Paying special attention to student development

Paying special attention to student development is an approach that aims to ensure that each student receives the right support and guidance to reach their potential in the teaching-learning process. By paying special attention to students' development, students will feel supported in the teaching-learning process and can better reach their potential. It will also help improve the quality of education and prepare students for their future. Junior High School Al Rahmat pays special attention to student development, both academically and non-academically. Teachers identify students' strengths and weaknesses in learning, and provide support and guidance to those in need. Junior High School Al Rahmat also provides extracurricular activities to develop students' potential in non-academic fields, such as sports, art, and music.

Evaluation of service quality

Evaluation of service quality is a process that aims to evaluate the extent to which the services provided meet the expectations and needs of service users. This evaluation is important to help the organization improve the quality of services provided, so as to increase user satisfaction and meet organizational goals. In carrying out Junior High School evaluations, the method used is through surveys and discussions with students, parents, and teachers. This evaluation can help Junior High School Al Rahmat identify areas that need improvement in providing educational services.

2. Price innovation

Price is one of the marketing tools contained in the marketing mix that can affect demand and is a key driver of product positioning that will affect how the product or brand will be perceived by consumers compared to competing products²³. Price innovation is a marketing mix strategy that can increase a company's competitiveness by changing the price of the product or service offered to make it more attractive to consumers. Price innovation can be done through several ways, such as price discounts, bundling offers, loyalty programs, or gift giving.

Applying innovation to pricing and financial services can be a special attraction for prospective students and their families. Scholarship programs, rebate schemes, or the provision of more flexible payment facilities can help improve the accessibility of education. In addition, introducing new financial services, such as installment plans or the use of cryptocurrencies in payments, can be a differentiator from other competitors. Pricing innovation can provide advantages for companies in increasing sales, expanding market share, and retaining customers. In the context of increasingly fierce competition, price innovation can also help companies to differentiate themselves from competitors and improve brand image.

Junior High School Al Rahmat in innovating the prices offered, by providing discounts or special promos for new students who register within a certain period. Junior High School Al Rahmat can also provide more flexible payment options to make it easier for customers to pay for education fees.

3. Promotion Innovation

Promotion is an activity or effort carried out by a company, organization, or individual to increase awareness, popularity, and sales of certain products, services, or

²³ Hesty Nurul Utami and Iqbal Fauzi Akbar Firdaus, "Pengaruh Bauran Pemasaran Terhadap Perilaku Online Shopping: Perspektif Pemasaran Agribisnis," *Jurnal Ecodemica* 2, no. 1 (2018): 136–46.

events²⁴. The main purpose of promotion is to attract the attention of the target market, influence consumer behavior, and encourage them to take certain actions. Junior High School Al Rahmat can innovate on promotions by increasing the use of social media and expanding the reach of promotion through digital platforms. It is important to plan and execute a promotional strategy appropriately, based on a good understanding of the target market and desired business goals. Promotion effectiveness can be measured by metrics such as increased sales, brand awareness, customer loyalty, and response from promotional campaigns²⁵.

Junior High School Al Rahmat can also hold special events or activities to introduce the school to the community and increase brand awareness of Junior High School Rahmat. Junior High School Al Rahmat can establish partnerships with other educational institutions to expand market reach and improve the image of the school. Some educational institutions that can become partners of Junior High School Al Rahmat include course institutions, universities, or other schools that have programs relevant to Junior High School Rahmat.

In establishing partnerships, Junior High School Al Rahmat can offer mutually beneficial cooperation, such as student exchange programs or teacher training. Junior High School Al Rahmat can also offer cooperation in holding joint events or activities, such as seminars or workshops. In addition, Junior High School Al Rahmat can also provide scholarship programs for students who excel or are financially disadvantaged. This scholarship program can improve the image of Junior High School Al Rahmat as a school that cares and contributes to educating the nation's life. This scholarship program can also attract potential customers, especially for parents who are looking for a school that pays attention to academic development and student well-being.

In establishing partnerships and providing scholarship programs, Junior High School Al Rahmat must ensure that these programs can be run properly and transparently. Junior High School Al Rahmat should also be able to get balanced benefits from the partnership and provide clear benefits for partners and students. By establishing partnerships and providing scholarship programs, Junior High School Al Rahmat can expand market reach and improve the school's image as a school that cares and contributes to educating the nation's life.

4. Distribution Innovation

Distribution refers to the ways and channels used by educational institutions to provide educational services to prospective students or learners. Distribution in educational services involves the process of conveying information about educational programs, facilities, and services offered by educational institutions to the target audience or intended market. The importance of distribution in educational services lies in the ability of educational institutions to reach potential students, interest them, and provide easy accessibility to educational services.

Junior High School Al Rahmat can innovate the distribution of services offered, by adding new distribution channels such as e-learning or distance learning. Junior

²⁴ Muhamad Fitra Alfajri et al., "Pemanfaatan Social Media Analytics Pada Instagram Dalam Peningkatan Efektivitas Pemasaran," *Interaksi: Jurnal Ilmu Komunikasi* 8, no. 1 (2019): 34–42.

²⁵ Hendry Hartono, Karyana Hutomo, and Marshelia Mayangsari, "Pengaruh Strategi Pemasaran Terhadap Peningkatan Penjualan Pada Perusahaan" Dengan Menetapkan Alumni Dan Mahasiswa Universitas Bina Nusantara Sebagai Objek Penelitian," *Binus Business Review* 3, no. 2 (2012): 882–97.

High School Al Rahmat can also improve the efficiency of service distribution by utilizing information and communication technology. The use of technology in learning is the use of various technological tools or devices that can help students and teachers in the teaching-learning process. . The use of technology in learning can help improve learning efficiency and effectiveness, expand access to learning resources, increase student engagement, expand communication and collaboration, and develop technology skills. In addition, technology can also help teachers monitor student progress and provide feedback automatically.

Junior High School Al Rahmat can utilize technology to increase competitiveness and customer value in the marketing mix of educational services. Some ways to use technology that can be done include: (a) Junior High School Al Rahmat website can have an official website as a promotional medium and information to prospective students and parents. On the website, Junior High School Al Rahmat can display school profiles, facilities owned, excellent programs, tuition fees, and registration information. By having a website, prospective students and parents can easily get information about Junior High School Al Rahmat and can compare with other schools. (b) Junior High School Al Rahmat application can also have an application that can be accessed via smartphone. The app can contain information about lesson schedules, student grades, assignments, and important announcements. In addition, Junior High School Al Rahmat can also take advantage of the application to provide online tutoring services, which can be accessed by students at home. (c) Social media Junior High School Al Rahmat utilizes social media such as Facebook, Instagram, and Twitter to communicate with students and parents. Junior High School Al Rahmat can post important information such as announcements, school activities, and student achievements. In addition, Junior High School Al Rahmat can also use social media to provide customer service for parents and students who want to ask questions about school-related matters

5. Human resource innovation

HR (Human Resources) innovation refers to creative and strategic changes in aspects of management, development, and utilization of labor in an organization. HR innovation aims to improve the efficiency, productivity, and quality of employee work, as well as create a more inclusive and competitive work environment. as for HR innovations that are often applied in management practices: (a) Teacher Training and Development: Provide regular training and professional development programs for teachers and school staff to improve teaching skills and understanding of the latest learning methods, (b) Technology in Learning: Integrate technology in the learning process to create more engaging and interactive learning experiences, as well as provide access to a wider range of educational resources, (c) Teacher Wellbeing Program: Provide well-being programs and support for teachers in dealing with psychological, physical, and emotional challenges in their work, (d) Leadership Development: Identify and empower leaders in schools, be they principals, coordinators, or senior teachers, to improve management and leadership effectiveness in schools, (e) Inclusion and Diversity: Implement policies and programmes that support inclusion and diversity in schools, and create a safe and supportive environment for all students and staff, (f) Employee Performance Measurement: Using objective and transparent performance measurement methods and tools to identify

potential and areas of employee improvement, (g) Student and Parent Participation: Actively involve students and parents in educational decision-making and planning, thereby strengthening the bond between school, student, and family, (h) Student-Centered Learning Approach: Adopt a student-centered learning approach, understand their individual needs, and provide appropriate support, (i) Awards and Recognition of Achievements: Provide awards and recognition for academic, extracurricular, or other positive contributions from students and school staff.

It is important to note that each school has its own unique needs and challenges, so HR innovations must be adapted to the specific situation and environment in Junior High School Al Rahmat or any school. The right HR innovation can help create a better learning environment, improve the quality of education, and increase the satisfaction of all parties involved in the education process

6. Process innovation

Process innovation is creative and strategic steps taken to improve, improve, or change the business or operational processes of an organization with the aim of increasing efficiency, productivity, and quality of work results. Process innovation focuses on improving the way we work and manage to achieve better, faster, and more cost-efficient results. Process innovations that can be implemented at Junior High School Al Rahmat: (a) Application of Technology in the Learning Process: Utilizing technology in learning, such as the use of projectors, interactive learning software, or online-based learning (e-learning) to improve the quality of teaching and provide a more interesting learning experience for students, (b) Competency-Based Assessment and Evaluation: Adopt competency-based assessment and evaluation methods to better understand students' progress and learning needs, so that they can be tailored to their individual needs, (c) Use of Data for Decision Making: Collect and analyze educational data, such as exam results, student attendance, or feedback from parents and students, to inform decision-making in improving the learning process and school management, (d) Collaborative and Project Learning: Encourage collaborative learning by holding group activities or projects that involve students in solving tasks and problems, thereby enhancing their cooperation and creativity skills, (e) Provision of Learning Support Facilities: Update and provide facilities that support learning, such as well-equipped libraries, scientific laboratories, art studios, and adequate sports halls, (f) Effective Classroom Management: Adopt effective classroom management methods to create a conducive learning environment, stimulate student participation, and address disciplinary issues, (g) Personality and Character Development Program: Provide personality and character development programs that focus on ethics, values, and positive attitudes to shape students into more integrity and resilient individuals, (h) Integrating Art and Technology: Integrating art and technology in various aspects of learning, such as visual arts, music, film, and the use of technology in creative learning, (i) Extracurricular Quality Improvement: Develop diverse and interesting extracurricular programs, according to students' interests and talents, to enhance student participation and experience outside of class hours.

Process innovation at Junior High School Al Rahmat should be based on a deep understanding of the needs of students and the school environment. Involving teachers, staff, students, and parents in the process of planning and implementing innovations is also critical to ensuring the success and acceptance of those innovations

7. Physical Proof Innovation

Physical evidence innovation at Junior High School Al Rahmat refers to creative and strategic measures to improve the school's physical environment, facilities, and facilities that can affect the experience of students, staff, and parents at the school. Physical proof innovations are creative and strategic measures to change, update, or enhance the physical look and feel of a place or environment, including facilities, design, decoration, and visual presentation. In a business context, physical proof innovation aims to create a physical environment that is more engaging, attention-grabbing, and creates a positive experience for customers or users.

In the education sector, physical evidence innovation in schools such as Junior High School Al Rahmat aims to create a learning environment that is more inspiring, comfortable, and supports the learning process of students. Here are some examples of physical evidence innovations that can be applied at Junior High School Al Rahmat: (a) Learning Room Design and Layout: Implement attractive and functional interior design in the study space, paying attention to good lighting, ergonomic table and chair layout, and the use of colors and decorations that stimulate creativity and learning, (b) Use of Technology in the Classroom: Updating classroom facilities with modern technology, such as interactive projectors, touch screens, or other technology-based learning devices that can improve learning efficiency and student interaction with teaching materials, (c) Sports and Recreation Facilities: Provide complete and standard-compliant sports facilities, such as good sports fields, indoor sports arenas, and recreational facilities to support students' physical health and well-being, (d) Attractive Library: Developing an attractive and comfortable library with a diverse and up-to-date collection of books, and creating a conducive learning space for students to develop an interest and passion for reading, (e) Arts and Culture: Creating inspiring arts and culture spaces, such as art studios, theaters, or halls for cultural performances and events, that can enhance students' appreciation of art and creativity, (f) Laboratory Facilities: Update science, mathematics, and computer laboratory facilities in accordance with technological developments, so that students can learn practically and experiment with modern devices, (g) Use of Open Space: Utilize open space around schools to create safe and attractive playgrounds, recreation areas, and school gardens that support environmental education, (h) Information Signs and Boards: Place clear and attractive information signs and boards in various strategic locations in the school, to provide important information, directions, and school activities to students, staff, and parents, (i) Comfortable Communal Areas: Creating communal areas, such as halls or lounges, that are comfortable and welcoming for gathering, discussing, and interacting casually.

Physical proof innovation at Junior High School Al Rahmat must prioritize safety, comfort, and suitability to the needs of students and staff. Involving all relevant parties in the process of planning and implementing innovations is key to achieving a quality physical environment and supporting the overall success of the school.

By innovating in the marketing mix, Junior High School Al Rahmat can increase competitiveness and customer value. Junior High School Al Rahmat can expand market reach and increase school brand awareness, as well as increase customer satisfaction by providing better and relevant services to their needs. Innovation in the marketing mix can also help Junior High School Al Rahmat to stay adapted to technological developments

and increasingly dynamic market demands. By adopting the above educational service marketing mix innovations, Junior High School Al Rahmat can increase competitiveness and positive customer value, so that it can survive and thrive in an increasingly competitive education market.

Inhibiting and supporting factors of Educational Services Marketing Mix Innovation

Ar Rahmat Junior High School is an educational institution that has an important role in shaping the character, skills, and potential of students. In order to survive and excel in the midst of increasingly fierce educational competition, Junior High School Al Rahmat needs to implement marketing mix innovation. Marketing mix refers to various marketing strategies and tactics used to improve the image and attractiveness of a school and maintain its competitive position. Some supporting factors that play an important role in the success of marketing mix innovation on the competitiveness of Junior High School Al Rahmat are:

School Management Commitment

Strong commitment from school management, including the principal and administrative staff, is a key factor. Their support in planning, implementing, and overseeing marketing mix innovations will ensure the success and smooth running of the process.

Involvement and Support of School Teachers and Staff

The active involvement of teachers and school staff in the development and implementation of marketing mix innovations is very influential. They can make valuable contributions with their experience and knowledge of students and the education market.

Adequate Resources and Budget

The availability of adequate resources and budget is an important factor in implementing innovation. With sufficient financial support, Junior High School Al Rahmat can better promote, procure technological equipment, and implement scholarship programs.

Utilization of Technology and Social Media

The use of information technology and social media makes it easier for schools to reach the target audience more effectively and efficiently. The use of digital platforms, school websites, and social media helps expand the reach and increase the visibility of the school.

Identify the Advantages and Unique Values of Junior High School Al Rahmat

Identification of the school's unique strengths and values is the basis for creating an effective marketing strategy. Junior High School Al Rahmat can focus on educational excellence, excellent facilities, or standout extracurricular programs to differentiate itself from competitors.

Market Study and Needs Analysis

Conducting market studies and needs analysis of prospective students helps schools to know the preferences and expectations of prospective students and parents. This information can be used to develop more targeted marketing innovations.

Collaboration with External Parties

Collaboration with external parties, such as industry, other educational institutions, or marketing agencies, can provide additional support in implementing marketing

innovations. Partnerships with these parties can expand the reach and influence of Junior High School Rahmat.

Performance Evaluation and Measurement

Junior High School Al Rahmat needs to evaluate and measure the performance of the marketing mix innovations that have been implemented. By tracking the results and impact of innovations, schools can make improvements and adjustments as needed.

With this supporting factor, Junior High School Al Rahmat can implement marketing mix innovations more effectively and efficiently, so that the competitiveness of the school increases and the image of Junior High School Al Rahmat is getting stronger in the education market. Meanwhile, some inhibiting factors that can hinder the implementation and success of marketing mix innovation on the competitiveness of Junior High School Al Rahmat are:

Lack of Awareness of the Importance of Innovation

Lack of awareness or understanding on the part of school management and staff regarding the importance of innovation in the marketing mix can be a major obstacle. Without a solid understanding of the benefits of innovation, schools may be reluctant to change or improve their marketing strategies.

Resistance to Change

Not everyone within the school may be willing to accept a change in marketing strategy. Resistance to change on the part of teachers, staff, or management can hinder the implementation of innovation.

Inadequate Data and Information

Lack of relevant data and information about the education market and prospective students can hinder the development of targeted marketing strategies. Less in-depth market analysis can cause innovation not to match market needs.

School Regulations and Policies

Some school policies or regulations may limit creativity in marketing innovation. Rigid and restrictive policies or rules can hinder the use of innovative marketing techniques or strategies.

Limited Time and Energy

The implementation of marketing mix innovations requires significant time and effort. If teachers and school staff already have a heavy workload, limited time and effort can hinder the implementation of innovation.

Difficulty in Measuring the Impact of Innovation

Difficulties in measuring the impact and effectiveness of marketing mix innovation can also be a hindrance. Without clear data on the impact of innovation, it is difficult to assess its success

CONCLUSION

In the world of education, marketing mix innovation is very important to increase competitiveness and customer value. By innovating in the marketing mix, Junior High School Al Rahmat can provide added value for students and parents of students who become its customers. One of the innovations that can be done in the marketing mix of educational services is product innovation, namely by developing new educational programs or updating existing curricula. In addition, Junior High School Al Rahmat can

also innovate prices by offering more affordable educational programs or providing financial assistance for students in need.

Marketing mix innovation can also be done in the aspect of promotion, namely by using social media and information technology to expand the reach of promotion and attract potential students and parents. In addition, innovation in the aspect of the place can be done by improving or beautifying school facilities to increase student comfort and safety. By innovating in the marketing mix, Junior High School Al Rahmat can increase its competitiveness in the education market and provide added value for customers who are students and parents. This can help Junior High School Al Rahmat to retain and increase the number of students and increase the confidence of parents in the quality of education offered.

REFERENCE

- Abrori, Maskub. "Strategi Pemasaran Lembaga Pendidikan Untuk Meningkatkan Jumlah Peserta Didik Di PG/TK Samarinda." *SYAMIL: Jurnal Pendidikan Agama Islam (Journal of Islamic Education)* 3, no. 2 (2015).
- Alfajri, Muhamad Fitra, Viranda Adhiazni, Qurrotul Aini, U Islam, N Syarif, and H Jakarta. "Pemanfaatan Social Media Analytics Pada Instagram Dalam Peningkatan Efektivitas Pemasaran." *Interaksi: Jurnal Ilmu Komunikasi* 8, no. 1 (2019): 34–42.
- Alwi, Muhammad. "Kepemimpinan Transformasional: Meningkatkan Daya Saing Perguruan Tinggi Di Era Industri 4.0." *JUPENJI: Jurnal Pendidikan Jompa Indonesia* 1, no. 2 (2022): 87–97.
- Ariq, Fathan, Nailul Muna, Rhama Fahrezy Syumantra, and others. "Analysing Segmenting, Targeting and Positioning To Formulate Global Marketing Strategy For Asahan's Opak Crackers." *Journal of Social Research* 1, no. 2 (2022): 91–100.
- Ayunisa, Laily Nuril, and Muhamad Sholeh. "Strategi Lembaga Pendidikan Formal Dalam Meningkatkan School Branding Pada Masa Pandemi Covid-19." *Jurnal Inspirasi Manajemen Pendidikan* 10, no. 01 (2022): 59–72.
- Dayat, M. "Strategi Pemasaran Dan Optimalisasi Bauran Pemasaran Dalam Merebut Calon Konsumen Jasa Pendidikan." *Jurnal Mua'allim* 1, no. 2 (2019): 299–318.
- DiMartino, Catherine, and Sarah Butler Jessen. "School Brand Management: The Policies, Practices, and Perceptions of Branding and Marketing in New York City's Public High Schools." *Urban Education* 51, no. 5 (2016): 447–75.
- Dwianto, Agung Surya. "Social Entrepreneur Ship: Inovasi Dan Tantangannya Di Era Persaingan Bebas." *Majalah Ilmiah Bijak* 15, no. 1 (2018): 68–76.
- Faizin, Imam. "Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Nilai Jual Madrasah." *Jurnal Madaniyah* 7, no. 2 (2017): 261–83.
- Glendy Tangkilisan, Sem G Oroh dan Agus Supandi Soegoto. "Bauran Pemasaran Jasa Pendidikan Pengaruhnya Terhadap Keputusan Siswa Dalam Memilih Sekolah Di SMKN Manado." *Jurnal EMBA* 2, no. 4 (2014): 269–77.

- Hananto, Sigit, and Nurul Hidayati Murtafiah. "Strategi Manajemen Pemasaran Pendidikan Madrasah." *JURNAL AN-NUR: Kajian Ilmu-Ilmu Pendidikan Dan Keislaman* 8, no. 02 (2022): 182–200.
- Hartono, Hendry, Karyana Hutomo, and Marshelia Mayangsari. "Pengaruh Strategi Pemasaran Terhadap Peningkatan Penjualan Pada Perusahaan" Dengan Menetapkan Alumni Dan Mahasiswa Universitas Bina Nusantara Sebagai Objek Penelitian." *Binus Business Review* 3, no. 2 (2012): 882–97.
- Mamik. *Metodologi Kualitatif*. sidoarjo: Zifatama Publisher, 2015.
- Manurung, Junita, and Harlyn L Siagian. "Membangun Brand Image Sebagai Manajemen Strategi Dalam Upaya Meningkatkan Daya Saing Pada Lembaga Pendidikan." *INOVATIF: Jurnal Penelitian Pendidikan, Agama, Dan Kebudayaan* 7, no. 2 (2021): 170–86.
- Mohamad, Roni, and Endang Rahim. "Strategi Bauran Pemasaran (Marketing Mix) Dalam Perspektif Syariah." *MUTAWAZIN (Jurnal Ekonomi Syariah)* 2, no. 1 (2021): 15–26.
- Nurjanah, Siti. "Peranan Manajemen Inovasi Dalam Meningkatkan Kinerja Organisasi Pendidikan." In *Conference In Business, Accounting, And Management (CBAM)*, 2:27–33, 2015.
- Retnawati, Heri, Janu Arlinwibowo, Ezi Apino, and others. "Strategy and Implementation of Character Education in Senior High Schools and Vocational High Schools." *Journal of Social Studies Education Research* 9, no. 3 (2018): 370–97.
- Sarifudin, Sarifudin, and Rahendra Maya. "Implementasi Manajemen Pemasaran Jasa Pendidikan Dalam Meningkatkan Kepuasan Pelanggan Di Madrasah Aliyah Terpadu (Mat) Darul Fallah Bogor." *Islamic Management: Jurnal Manajemen Pendidikan Islam* 2, no. 02 (2019): 133. <https://doi.org/10.30868/im.v2i02.513>.
- Setiawan, Abi Anggito dan Johan. *Metodologi Penelitian Kualitatif*. Sukabumi: jejak, 2018.
- Sunarsi, Denok. "Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Giant Dept Store Cabang BSD Tangerang." *E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis* 21, no. 1 (2020): 7–13.
- Ummah, Barirotul, and others. "Strategi Image Branding Universitas Nurul Jadid Di Era Revolusi Industri 4.0." *Tarbiyatuna: Jurnal Pendidikan Islam* 12, no. 1 (2019): 59–81.
- Utami, Hesty Nurul, and Iqbal Fauzi Akbar Firdaus. "Pengaruh Bauran Pemasaran Terhadap Perilaku Online Shopping: Perspektif Pemasaran Agribisnis." *Jurnal Ecodemica* 2, no. 1 (2018): 136–46.
- Wahyudi, Kacung, and Badrus Soleh. "Online-Based Promotion Model In Recruiting Outstanding New Students." *Re-JIEM (Research Journal of Islamic Education Management)* 6, no. 1 (2023): 86–97.

Yanto, Wakhid Nur, Tri Joko Raharjo, and Titi Prihatin. "The Leadership Strategy of Madrasah Head in Improving Prospective Students' Interest at MIN 1 Kendal." *Educational Management*, 2020.

Yasmansyah, Yasmansyah, and Supratman Zakir. "Arah Baru Pendidikan Agama Islam Di Era Digitalisasi." *Jurnal Kajian Ilmu Pendidikan (JKIP)* 3, no. 1 (2022): 1–10.