

---

## **Marketing Strategy for Private Elementary Schools in The City of North Sumatra in Increasing The Number of Students**

---

**Dwi Fany Fransiska Dewi Butar Butar**

Sekolah Tinggi Ilmu Ekonomi IBMI

E-mail: dwivanny24@gmail.com

### **ABSTRACT**

*This research aims to examine the marketing approach employed by Teladan Private Elementary Schools in North Sumatra to enhance student enrollment. The research conducted is qualitative. The employed data collection techniques encompass observation, interviews, and documentation. The findings from the research conducted at Teladan Private Elementary Schools in North Sumatra reveal that the marketing strategy employed to boost student enrollment involves utilizing the 7P marketing mix: Product, Price, Place, Promotion, People, Physical Evidence, and Process. In addition, another marketing strategy was employed in establishing and implementing the New Student Acceptance (PSB) program. The study's findings indicate that the marketing approach aimed at augmenting the influx of fresh students necessitates the establishment of a committee to supervise the program's implementation and the allocation of the responsibility of encouraging student enrollment to each instructor.*

*Keywords: Marketing Strategy, Marketing Mix 7P*

### **INTRODUCTION**

Competition in the world of education is something that educational institutions cannot avoid. The educational institution in question is the school. Marketing is something that schools must do to introduce, attract interest, and form an excellent image for prospective students, parents, and the community. (Foster et al., 2018; Lim et al., 2020; Mourad et al., 2020; Pardiyono et al., 2022) Marketing is individuals' or groups' social and managerial process to obtain needs and wants by creating and exchanging products and value with others. (Ferrell et al., 2021) Marketing carried out by an educational institution will impact the social relations of the school and the community and be able to develop the institution's management. Schools must strive to create satisfactory services and maximum promotion to achieve the desired results. The school's efforts to manage marketing activities to face the intense competition in education are realized through a marketing strategy.

The marketing strategy is a comprehensive framework that outlines the goals, objectives, policies, and regulations that govern a company's marketing endeavors across different levels and concerning resource distribution. The statement denotes the company's strategic reaction to the constantly changing and developing competitive landscape and circumstances. (Varadarajan, 2020) From the perspective of educational services, marketing strategy is seen as giving direction to an educational institution to satisfy the target market according to its vision, mission, and objectives. (Katsikeas et al., 2019) What is needed in a marketing strategy is to see and analyze the educational institution's elements to meet the needs of the target market. With a marketing strategy, the implementation of all educational institution programs will be carried out actively, consciously, and rationally to achieve educational institutions' goals. In addition, the marketing strategy can move an institution to compete with other institutions competitively. (Morgan et al., 2019; Rust, 2020)

North Sumatra Exemplary Private Elementary School is an educational institution under the Department of Education and Culture auspices in North Sumatra. This school has seven classrooms. Based on the results of observations and interviews with school principals, it was found that the data on the number of students for the last three years is:

**Table 1. Data on the number of students for the last three years**

| No | Year      | Amount    |
|----|-----------|-----------|
| 1  | 2018/2019 | 26 Person |
| 2  | 2019/2020 | 28 Person |
| 3  | 2020/2021 | 31 Person |

(Source: School Data)

Looking at the data above, there is an increase in the addition of students every year. After further investigation of the marketing strategy carried out at Teladan Private Elementary Schools in North Sumatra, it was discovered that the marketing strategy used the 7P marketing mix. (Ferrell et al., 2021; Foster & Sidharta, 2019) The 7Ps are defined as follows: Product is any offering that can meet the wants or needs of consumers in the market. It involves the provision of products and services that are specifically tailored to meet the needs of the target market. (Baah et al., 2021; Dolijanović et al., 2022; Liu & Atuahene-Gima, 2018). Price refers to the financial worth attributed to a particular commodity or service in return for the advantages derived from its possession or utilization. Pricing is a flexible element of the marketing mix, as prices may remain stable for a certain period but can change instantly, affecting sales revenue. The studies conducted by Alzoubi et al. (2020) and Zhong & Moon (2020) are referenced in this text. The topic of discussion pertains to the placement or distribution of a particular entity. Involves various activities undertaken by companies to ensure their products are readily available and accessible to the target consumers. Distribution is crucial in ensuring that goods and services are delivered to consumers at the right time and place based on their needs and desires. (Morgan

et al., 2019; Sudari et al., 2019). Promotion encompasses all activities carried out by a company to communicate and promote its products to the target market. The works of Boisen et al. (2018) and Tong et al. (2020) are referenced in the present text. People refer to the process of selecting, training, and motivating employees, which can differentiate a company in meeting customer satisfaction. (Komari et al., 2020; Larivière & Smit, 2022; Pholphirul et al., 2022). Physical evidence refers to the tangible elements service providers provide to customers as a value-added proposition. It denotes the observable and palpable facets proffered to extant or prospective clientele. The sources cited in the text are Do and Vu (2020) and Ferrell et al. (2021). The term "process" refers to the various actions and procedures undertaken to promote and sell goods or services to potential customers. Therefore, the studies conducted by Komari et al. (2020) and Ravangard et al. (2020) are relevant to the topic.

## **METHOD**

The present study employs a descriptive qualitative research methodology. Qualitative research is utilized to comprehend individuals' or groups' desires and necessities concerning social concerns. The process entails gathering data, conducting inductive data analysis, identifying overarching themes, and making conclusions based on the data.

The methodologies for gathering data comprise observation, interviews, and documentation. The present study utilizes the triangulation analysis approach, which involves amalgamating data from multiple sources of informants to corroborate the veracity of the information. The authors Farquhar et al. (2020) are cited in the text. In situations where the data obtained from the interview is deemed inadequate, the researcher may opt to pose additional inquiries until a satisfactory response is achieved. The methodology employed adheres to the Miles and Huberman framework, which encompasses the processes of data reduction, data display, and conclusion drawing. The sources cited in the text are Crick (2021) and Valtakoski (2019).

## **RESULTS AND DISCUSSION**

The results of research conducted at Exemplary Private Elementary Schools in North Sumatra are using a marketing strategy consisting of 7Ps namely: Product, in terms of North Sumatra Model private elementary school products, offers and prioritizes interactive and innovative learning involving various digital and manual learning media so that students can understand learning activities and concepts quickly and happily. North Sumatra Exemplary Private Elementary School also has Accreditation B in marketing the products of its educational institutions. Price, in financing exemplary private elementary schools, is looking at the lower middle-class segment with affordable education costs that all groups can enjoy without compromising quality and standards in education. The monthly tuition fee that must be paid is Rp. 132,000, - and education fee relief is also given to students who have siblings and attend school in the North Sumatra Model College foundation with a

reduction of Rp. 10,000 - for the second child, Rp. 20,000 for the third child, Rp. Thirty thousand for the fourth child, and so on. Place, the location of the North Sumatra Exemplary Private Elementary School is located on Jl. Education No 62, Cinta Damai sub-district, Medan Helvetia District, access to the school is easy to reach and find. The school's location is easy to access by public and private transportation. It is close to public roads. The school's location is also close to the Metro trains Deli, and Trans Medinding bus stops, so that access to the school can be reached very quickly. The school is also close to health services and traditional shopping centers. Promotion, North Sumatra Exemplary Private Elementary School provides various relief through school promotions. Schools give promotions to the community in the form of a free 1 set of school uniforms during registration, accessible school attributes, free treatment at school clinics, free construction and administration costs, free textbooks, and cost of computer practice. In addition, the promotion was carried out by making banners and sticking them in strategic places. Furthermore, teachers were directed to go directly to homes and schools by distributing flyers and introducing the school to parents and children. People, Exemplary private elementary school in North Sumatra also has professional educators according to educational qualifications and graduates from well-known universities in Medan. Physical Evidence, exemplary private elementary schools provide school buildings, fields, clinics, and extracurricular equipment. In addition, equipment in the learning process is also facilitated in the classroom, such as benches, tables, and blackboards. Process, in the previous learning process, private elementary schools were seen to have followed the latest curriculum recommended by the education office. Therefore, the learning activities took place well and were conducive.

Furthermore, the Foundation's marketing strategy to increase the number of new students is by carrying out a program called PSB (New Student Acceptance), usually carried out two weeks before entering the new semester of school. First, the Foundation will form a committee and team for school marketing strategy actions. Then a committee chairman was chosen to direct the program to be implemented. The PSB program is by opening a registration booth at the school, then targeting that each teacher must bring at least three students to register. If the target number of students has yet to be reached within the targeted timeframe, the PSB Program will be extended until the target students are met. The results of the research qualitatively show that the implementation of the marketing strategy is exemplary and can explain previous research such as Hammerschlag et al. (2020); Munsch (2021); Wahyuni et al. (2022); Yanelka et al. (2022) and Nuriadi, (2021).

## **CONCLUSION**

The marketing strategy used by Model Private Elementary Schools in North Sumatra in increasing the number of students is to use the 7P marketing mix, namely, Product, Price, Place, Promotion, People, Physical Evidence, and Process (process).

Make a PSB Program (New Student Acceptance) 2 weeks before starting the new semester learning. PSB is done by opening school registration booths and targeting teachers

to market to community homes and schools. Then the teacher is targeted to bring at least three students to register.

## REFERENCES

- Alzoubi, H., Alshurideh, M., Kurdi, B. Al, & Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*, 579–588. <https://doi.org/10.5267/j.uscm.2020.2.005>
- Baah, C., Opoku-Agyeman, D., Acquah, I. S. K., Agyabeng-Mensah, Y., Afum, E., Faibil, D., & Abdoulaye, F. A. M. (2021). Examining the correlations between stakeholder pressures, green production practices, firm reputation, environmental and financial performance: Evidence from manufacturing SMEs. *Sustainable Production and Consumption*, 27, 100–114. <https://doi.org/10.1016/j.spc.2020.10.015>
- Boisen, M., Terlouw, K., Groote, P., & Couwenberg, O. (2018). Reframing place promotion, place marketing, and place branding - moving beyond conceptual confusion. *Cities*, 80, 4–11. <https://doi.org/10.1016/j.cities.2017.08.021>
- Crick, J. M. (2021). Qualitative research in marketing: what can academics do better? *Journal of Strategic Marketing*, 29(5), 390–429. <https://doi.org/10.1080/0965254X.2020.1743738>
- Do, Q. H., & Vu, T. H. A. (2020). Understanding consumer satisfaction with railway transportation service: An application of 7Ps marketing mix. *Management Science Letters*, 1341–1350. <https://doi.org/10.5267/j.msl.2019.11.023>
- Dolijanović, Ž., Roljević Nikolić, S., Subić, J., Jovović, Z., Oljača, J., & Bačić, J. (2022). Organic spelt production systems: Productive and financial performance in three orographic regions. *Italian Journal of Agronomy*, 17(2). <https://doi.org/10.4081/ija.2022.2025>
- Farquhar, J., Michels, N., & Robson, J. (2020). Triangulation in industrial qualitative case study research: Widening the scope. *Industrial Marketing Management*, 87, 160–170. <https://doi.org/10.1016/j.indmarman.2020.02.001>
- Ferrell, O. C., Hartline, M., & Hochstein, B. W. (2021). *Marketing strategy*. Cengage Learning.
- Foster, B., & Sidharta, I. (2019). *Dasar - Dasar Manajemen*. Diandra Kreatif.
- Foster, B., Sidharta, I., & Rahman, R. S. (2018). Customer Brand Identification and Dimensions of Brand Equity—A Study on Tour and Travel Companies. *Advanced Science Letters*, 24(12), 9397–9400. <https://doi.org/10.1166/asl.2018.12283>
- Hammerschlag, Z., Bick, G., & Luiz, J. M. (2020). The internationalization of African fintech firms: marketing strategies for successful intra-Africa expansion. *International Marketing Review*, 37(2), 299–317. <https://doi.org/10.1108/IMR-05-2019-0130>
- Katsikeas, C., Leonidou, L., & Zeriti, A. (2019). Revisiting international marketing strategy in a digital era. *International Marketing Review*, 37(3), 405–424. <https://doi.org/10.1108/IMR-02-2019-0080>

- Komari, A., Indrasari, L. D., Tripariyanto, A. Y., & Rahayuningsih, S. (2020). Analysis of SWOT Marketing Strategies and 7P Influence on Purchasing Decision. *Journal of Physics: Conference Series*, 1569(3), 032002. <https://doi.org/10.1088/1742-6596/1569/3/032002>
- Larivière, B., & Smit, E. G. (2022). People–planet–profits for a sustainable world: integrating the triple-P idea in the marketing strategy, implementation and evaluation of service firms. *Journal of Service Management*, 33(4/5), 507–519. <https://doi.org/10.1108/JOSM-01-2022-0033>
- Lim, W. M., Jee, T. W., & De Run, E. C. (2020). Strategic brand management for higher education institutions with graduate degree programs: empirical insights from the higher education marketing mix. *Journal of Strategic Marketing*, 28(3), 225–245. <https://doi.org/10.1080/0965254X.2018.1496131>
- Liu, W., & Atuahene-Gima, K. (2018). Enhancing product innovation performance in a dysfunctional competitive environment: The roles of competitive strategies and market-based assets. *Industrial Marketing Management*, 73, 7–20. <https://doi.org/10.1016/j.indmarman.2018.01.006>
- Morgan, N. A., Whitler, K. A., Feng, H., & Chari, S. (2019). Research in marketing strategy. *Journal of the Academy of Marketing Science*, 47(1), 4–29. <https://doi.org/10.1007/s11747-018-0598-1>
- Mourad, M., Meshreki, H., & Sarofim, S. (2020). Brand equity in higher education: comparative analysis. *Studies in Higher Education*, 45(1), 209–231. <https://doi.org/10.1080/03075079.2019.1582012>
- Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10–29. <https://doi.org/10.1080/21639159.2020.1808812>
- Nuriadi, N. (2021). The Effectiveness Of Application Of Marketing Strategies In Private Higher Education. *AKADEMIK: Jurnal Mahasiswa Humanis*, 1(3), 104–113. <https://doi.org/10.37481/jmh.v1i3.460>
- Pardiyono, R., Suteja, J., Puspita, H. D., & Juju, U. (2022). Dominant factors for the marketing of private higher education. *Decision Science Letters*, 11(2), 137–146. <https://doi.org/10.5267/j.dsl.2021.12.002>
- Pholphirul, P., Rukumnuaykit, P., Charoenrat, T., Kwanyou, A., & Srijamdee, K. (2022). Service marketing strategies and performances of tourism and hospitality enterprises: implications from a small border province in Thailand. *Asia Pacific Journal of Marketing and Logistics*, 34(5), 887–905. <https://doi.org/10.1108/APJML-01-2021-0064>
- Ravangard, R., Khodadad, A., & Bastani, P. (2020). How marketing mix (7Ps) affect the patients' selection of a hospital: experience of a low-income country. *Journal of the Egyptian Public Health Association*, 95(1), 25. <https://doi.org/10.1186/s42506-020-00052-z>
- Rust, R. T. (2020). The future of marketing. *International Journal of Research in Marketing*, 37(1), 15–26. <https://doi.org/10.1016/j.ijresmar.2019.08.002>
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the critical effect

- of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 1385–1396. <https://doi.org/10.5267/j.msl.2019.5.012>
- Tong, S., Luo, X., & Xu, B. (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48(1), 64–78. <https://doi.org/10.1007/s11747-019-00693-3>
- Valtakoski, A. (2019). The evolution and impact of qualitative research in *Journal of Services Marketing*. *Journal of Services Marketing*, 34(1), 8–23. <https://doi.org/10.1108/JSM-12-2018-0359>
- Varadarajan, R. (2020). Customer information resources advantage, marketing strategy and business performance: A market resources based view. *Industrial Marketing Management*, 89, 89–97. <https://doi.org/10.1016/j.indmarman.2020.03.003>
- Wahyuni, R., Larashati, I., Dwiyanisa, A., & Suherman, A. R. (2022). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Salah Satu Merek Sepatu Wanita Di Kota Bandung. *Acman: Accounting and Management Journal*, 2(2), 185–197. <https://doi.org/10.55208/aj.v2i2.46>
- Yanelka, F., Heryanto, I., Dwiyanisa, A., & Megawati, I. (2022). Pengaruh Kualitas Pelayanan Dan Lokasi Terhadap Kepuasan Nasabah. *Acman: Accounting and Management Journal*, 2(1), 42–50. <https://doi.org/10.55208/aj.v2i1.29>
- Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*, 9(4), 460. <https://doi.org/10.3390/foods9040460>