

A Bibliometric Study of Educational Marketing Strategy

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Abstract:

Education marketing strategy is one of the management that schools must carry out to attract the interest of new students. This research aims to identify research developments related to the theme of educational marketing strategies. This research uses a qualitative approach with bibliometric techniques to investigate the general picture related to educational marketing strategy research. The data in this paper is taken from the Scopus database for 1981-2021, with the document type being articles. The analysis results show the dynamics of increasing and decreasing the number of educational marketing strategy studies. Bibliometric analysis in this study shows theme clusters that develop from the educational marketing strategy theme, the closeness of publication terms (co-occurrence), the most productive authors, and the publishing journals that produce the most educational marketing strategy themes. This research for Islamic education management implies that this research can be a reference for future researchers to study more on the theme of educational marketing strategies in Islamic educational institutions.

Keywords: *Marketing Strategy, Education Quality, Bibliometrics*

Abstrak:

Strategi pemasaran pendidikan merupakan salah satu manajemen yang harus dilakukan sekolah agar dapat menarik minat peserta didik baru. Penelitian ini bertujuan untuk mengidentifikasi perkembangan penelitian terkait tema strategi pemasaran pendidikan. Penelitian ini menggunakan pendekatan kualitatif dengan teknik bibliometrik untuk menyelidiki gambaran umum terkait penelitian strategi pemasaran pendidikan. Data dalam tulisan ini diambil dari database Scopus tahun 1981-2021 dengan jenis dokumen berupa artikel. Hasil analisis menunjukkan dinamika peningkatan dan penurunan jumlah kajian strategi pemasaran pendidikan. Analisis bibliometrik dalam kajian ini menunjukkan kluster tema yang berkembang dari tema strategi pemasaran pendidikan, kedekatan istilah publikasi (co-occurrence), penulis paling produktif, dan jurnal penerbit yang paling banyak memproduksi tema strategi pemasaran pendidikan. Adapun implikasi penelitian ini dengan manajemen pendidikan Islam adalah bahwa penelitian ini dapat menjadi acuan untuk peneliti selanjutnya untuk lebih banyak mengkaji tema strategi pemasaran pendidikan dalam lembaga pendidikan Islam.

Kata Kunci: *Strategi Marketing, Kualitas Pendidikan, Bibliometrik*

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INTRODUCTION

Educational marketing is an economic sector that promises to meet the demand for education while bringing prosperity and development to educational institutions (Jones et al., 2019; Tsarakhova & Kabanov, 2020). In meeting customer demands, schools must actively communicate and promote their goals, values, and products to students, parents, staff, and the wider community (Ellison, 1997). Education marketing must be carried out in a managerial and structured manner, whether by individuals or groups, to obtain results that suit educational institutions' needs and desires through offers to other interested parties (Kotler & Armstrong, 2012). Therefore, educational marketing is one of the managerial functions that is very necessary (Camilleri, 2020; Katsikeas et al., 2020). Without these activities, schools cannot survive in the current competitive environment because it is not enough for schools to be effective; schools also need to convey an excellent image to parents and the community (Oplatka & Hemsley Brown, 2012).

The marketing perspective states that the main task of educational institutions in determining the needs and wants of target markets and satisfying them is through appropriate and competitive design, communication, pricing, and implementation of programs and services (Kotler & Fox, 1995; Chou et al., 2020; Varadarajan, 2020). In theory, if schools adopt a marketing orientation, they will be more responsive to the needs and desires of parents and children and pay attention to changing community needs; schools will focus on satisfying their needs because this is a high priority and importance (Hanson 1996). Kotler (1995) provides three elements needed to implement a marketing strategy, namely 1) Target market strategy, which is the initial marketing stage and is carried out to determine which market segment will be the target. This activity aims to group and make market segment decisions from the overall educational services market that is already running (Atika & Machali, 2016); 2) Competitive positioning strategy is to position the product in the minds of consumers. Positioning is an effort made by service marketers to inform consumers of their advantages to develop existing competition (Hiebing & Cooper, 1997), and 3) Marketing mix, also known as a mixed strategy, which consists of 7 components, namely product, price, place, promotion, people, process, and proof.

The marketing strategy implemented by the school can contribute to improving school quality and trust in the community. This aligns with Tahir et al. (2017) research, which states that an essential element to be considered when marketing is paying attention to the facilities and infrastructure and the institution's advantages. Tahir also added that new and modern programs, strategic locations, quality lecturers/teachers with attractive promotions, and adequate physical facilities are essential to pay attention to when implementing a marketing strategy.

Similar research conducted by Safaat and Manafe (2023) revealed that there has been stability in public interest in schools in the last five years. This is proven by the number of new students not experiencing a significant decrease or increase. The school has carried out a good marketing strategy by promoting through social media superior programs, student achievements, education costs, school infrastructure, learning methods, and learning media used.

In the research of education, two marketing strategy concepts are needed that can be considered: (1) Distinctive competence, namely, educational institutions take action so that educational marketers can carry out activities that are better than competitors; (2) Competitive advantage, namely educational institutions develop specific activities so that educational marketers can be superior to their competitors (Irianto in Fradito, 2020). Fradito et al. (2020) take an example of a marketing strategy in the form of promotion. Promotion is one of the determining factors for the success of a marketing program; schools usually use it by distributing brochures. This is done by distributing brochures to internal and external schools. However, the researcher also realized that the budget would only be used up by distributing the brochure. The promotion technique that guarantees the most is word of mouth, which is usually done by the public when disseminating information; this can be done by parents of students or students directly as users of educational services.

Several previous studies discussing educational marketing strategies still need to be completed. The discussion only includes several indices that will be aimed at certain variables. Some of these studies are as follows: research by Liu et al. (2017), which was conducted on students in China, with the background that Chinese students are the most significant number of international students studying at many universities in America. However, since 2010, the number of postgraduate students studying abroad has decreased due to weak global economic conditions and high educational costs. In this case, the government must consider strategies to attract Chinese students. The marketing strategies contained in this article come from official reports, the personal experiences of Chinese students studying in America, and the vision and mission they believe in. Data was collected using quantitative methods using three methods, namely authoritative reports, questionnaires, and interviews.

Other research was conducted by Lim, Jee, and De Run (2018). This research introduces the concept of strategic brand management as a pathway to higher education differentiation. It discusses how higher education institutions with undergraduate programs can strategically manage their brands (i.e., company and product) through the higher education marketing mix (i.e., excellence, prospectus, programs, price, people, premiums, and promotions). This research used quantitative methods by conducting closed surveys and partial least squares structural equation modeling on a sample of students enrolled in postgraduate degree programs (e.g., MBA).

Another research by Chan-Tien, Dan-Sheng, and Shu-Fa (2019) was conducted at Taiwan's private technical secondary school (THS). THS is essential in the secondary education system and significantly promotes industrial technology and economic development. However, after the impact of educational reform, industrialization of education, and the low birth rate faced by THS, it experienced an extraordinary crisis for management and survival, especially for private THS, due to its financing resources. This research focuses on THS by investigating the role of EMP (educational marketing practice) in schools, and this research explores the influence of DCM (digital community marketing) on EMP. This research tries to build a conceptual framework: education-related marketing

(ERM model). The data in this research was collected using a qualitative method, which is a systematic literature review by understanding the theories of Educational Marketing Practice (EMP), Internal Marketing (IM), Digital Community Marketing (DCM), and Relational Marketing Model (RM Model).

Further research by Gardillo et al. (2020) examined the importance of a university having a competitive advantage and providing high hopes for students. When a university opens registration for new students, it is necessary to maintain the number of registrants and provide satisfaction to the students. This research aims to propose educational marketing strategies for student satisfaction. This research was conducted using a quantitative, descriptive-type approach applied to a sample of 361 UPFIN students.

The last research by Riccomini et al. (2021) was conducted at a Brazilian private university using qualitative research methods with a case study individually and then for all cases simultaneously in comparative and integrated methods. This research was conducted by creating two interview instruments at various structural levels. Given the diversity of regional development around the country, this research was conducted at universities active in various regions of Brazil. This research shows similarities between concepts and actions developed by marketing managers in tertiary institutions, namely how the actions developed by educational marketing managers occur in Brazilian tertiary institutions.

Previous studies have found that research has discussed chiefly education marketing strategies in tertiary institutions only. The research methods used are qualitative and quantitative, with various analyses according to the research focus. Bibliometric analysis has never been used in research related to educational marketing strategies. The author considers this research very important as a reference and a research model for marketing educational services in Islamic educational institutions. This can be attributed to the fact that further research can update what has been explained by previous research related to educational marketing. This is important to build the confidence of Islamic educational institutions and attract the interest of new students.

This research examines the educational marketing strategy with a bibliometric study. Bibliometric analysis is known as scientometrics, part of the research evaluation methodology; a different literature has been published that allows bibliometric analysis to be performed with particular methods (Elgaard & Wallin, 2015). The benefits of bibliometric research are that data mapping is born related to the field to be studied and can reveal whether the number of citations from an article has been counted to be large or small (Rosekrantz et al., 2019). Bibliometric mapping can be helpful to both the scientific community and the general public because it can help transform publication metadata into maps or visualizations that are easier to manage to obtain helpful information, such as visualization of keywords to identify research topics or clusters, mapping the authorship of specific journals to determine the geographical coverage of the journals, and mapping institutions and international collaborations as part of a framework for identifying new technologies (Tanudjaja & Kow in Sidiq, 2019). This research is the first to carry out a bibliometric analysis of educational marketing strategies, and this research also complements previous studies and

provides a broad overview of studies on educational marketing strategies. The results of this study are expected to contribute academically and to research opportunities related to their research mappings, related literature, and source citations.

RESEARCH METHODS

This research uses quantitative methods with bibliometric analysis techniques. Bibliometric analysis identifies research in the theme of educational marketing strategy. Bibliometric terms in Indonesia or bibliography in English, etymologically derived from two words, "Biblio" and "metrics." "Biblio" means a book, and "metric" means measuring (Royan & Idhani, 2018). According to Winarko and Sorimin (2010), bibliometrics is a research study that applies mathematical and statistical methods to measure a quantitative change in documents or data. The bibliometric analysis examines the research framework based on several publication factors such as author, reference, terms or keywords, country, and journal. According to Sugiyono (2018), quantitative research is a positivistic-based method (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool related to the problem being studied to produce a conclusion.

In this study, a bibliometric analysis was performed to measure the development of scientific article publications with the theme of educational marketing strategies. All data used in this study use the Scopus database. The Scopus database is recognized as a leading and comprehensive source of social sciences and quantitative analysis publications. Consider using the Scopus database because Scopus is a curated database, meaning that content selected to be included in the database goes through a rigorous process. Editors and publishers working on content within Scopus are selected based on scientific rigor. Therefore, Scopus is trusted as a valid, reliable, and timely source for researchers providing high-quality published data (Baas et al., 2020). Keywords used in data tracking with search query terms "Marketing strategy + education" publication period 1981-2021. Based on the search process, Publish or Perish (PoP) software was used, after which VOSviewer processed the data.

The PoP application is a tool used to retrieve and analyze academic citations. This application was introduced in October 2006 and has undergone development and updates. This makes it very easy for writers to carry out literature reviews in conducting bibliometric research. The resulting metrics include the total number of articles and number of citations; average citations per article, citations per author, and citations per year; h-index and related parameters g-index; three individual h-index variations; average annual increase in individual h-index; age-weighted quotation rate; analysis of the number of authors per article (Adams, 2016). Meanwhile, VOSviewer is software used to build and visualize bibliometric networks. This network can include several things, namely journals, researchers, or individual publications. The network can be built based on citations, bibliographic coupling, joint citations, or co-authorship relationships. VOSviewer also provides a text mining function that can be used to build and visualize co-occurrence networks of critical terms taken from the body of scientific literature. Through the VOSviewer application, bibliometric mapping

visualizations, which include network patterns or relationships between data, can be seen. The visualization is displayed in three categories, namely network visualization, which can display the level of strength of the relationship between terms and. Overlay visualization can display mapping based on the article's published year, and density visualization can display density in research groups (Putri et al., 2023).

Collected data were checked for completeness and then recorded for an initial description, after which metadata was analyzed using bibliometric techniques. The bibliometric analysis involves linking citations by combining multiple keywords. Initial data using PoP with keywords "Educational marketing strategy" totaling 201 was found. Then, the author filters back because the articles that appear at the beginning are primarily irrelevant regarding educational marketing strategies. After the first data filter, the author found as many as 30 articles related to educational marketing strategies. Because it was felt that 30 was a minimal number, in the end, the author did another search using PoP with Scopus data with the keyword "Marketing strategy + education." Then, 147 data were found, and the data was filtered to 36. The author then combined the first 30 data findings and the second 36 data findings, so the data found amounted to 66. After the 66 data were entered into Mendeley, several articles had the same title, which required the author to re-filter the data. After data screening, the author finally decided to use 58 data, where the last data was filtered at Mendeley.

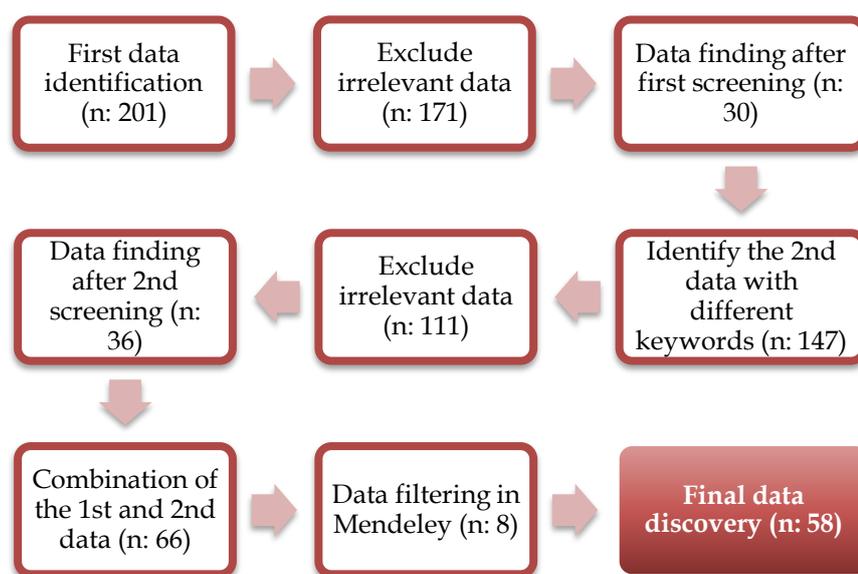


Figure 1. Data Collection Process

RESULTS AND DISCUSSIONS

Development of Educational Marketing Strategy Publication

Research growth development with the educational marketing strategy theme in 1981-2021 has increased and decreased. The highest growth in publications with the theme of the educational marketing strategy index by Scopus occurred in 2018, reaching six publications, which can be seen in Table 1.

Table 1. Development of Educational Marketing Strategy Publication

Year	Amount	Percentage
1981	1	2%
1996	1	2%
1999	1	2%
2003	5	9%
2004	3	5%
2005	3	5%
2006	1	2%
2007	4	7%
2008	4	7%
2009	1	2%
2010	5	9%
2011	4	7%
2013	3	5%
2014	3	5%
2015	2	3%
2016	3	5%
2017	5	9%
2018	6	10%
2019	1	2%
2020	1	2%
2021	1	2%
Total	58	100%

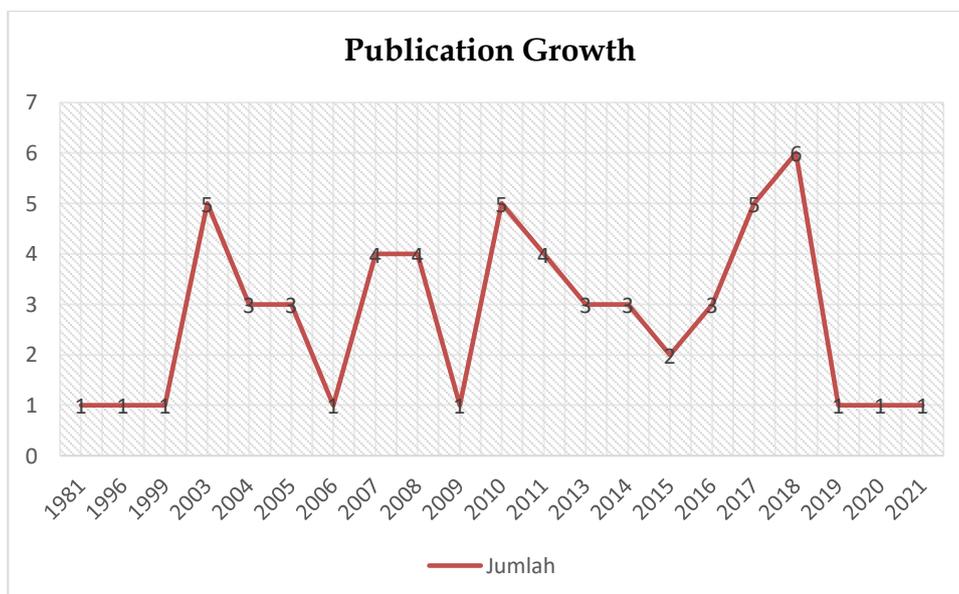


Figure 2. Publication Growth

Based on Table 1. and Figure 2., the development of publications with the theme of educational marketing strategy from 1981-2021 shows that there was the highest number of publications in 2018, as many as six articles. Whereas in 2003 and 2010, it was the second highest of publications with 5 articles. So that the research with the theme of educational marketing strategy is a topic rarely discussed by researchers; by looking at the number of publications in 2019-2021, there is only 1 article.

Theme Co-occurrence Network of Publication

Based on the results released by VosViewer, that publication with the theme of an educational marketing strategy consists of 23 minor themes that form 4 clusters. Cluster 1 is marked in red, cluster 2 is green, cluster 3 is blue, and cluster 4 is yellow. The highest theme is “student recruitment,” with an occurrence of 21 and a total link strength of 5, followed by “admissions,” with an occurrence of 15 and a total link strength of 5. In the third position is the theme of marketing strategy, with an occurrence of 16 and a total link strength of 13. Table 2 will describe the results of the highest co-occurrence based on keywords generated from the mapping as appropriate.

Table 2. Rank of Co-occurrence Based on Keywords

Rank	Keywords	Occurrences	Total link strength
1	Student recruitment	21	5
2	Admissions	18	5
3	Marketing strategy	16	13
4	Marketing	16	8
5	Internet	13	4
6	Universities	12	9
7	Action learning	12	4
8	Website	12	2
9	Medical school	12	2
10	Graduate school	12	2
11	Engagement	8	2
12	Student quality	8	2
13	Self-regulated	8	2
14	Business school	7	3
15	Evaluation	6	3
16	Staff training development	6	3
17	Planning	6	2
18	Case studies	4	2
19	International marketing	3	5
20	Social media	3	4
21	Branding	3	2
22	Marketing strategies	1	2
23	Social network sites	1	2

Some of the keywords that enter into the data mapping below are explained in Figure 3.

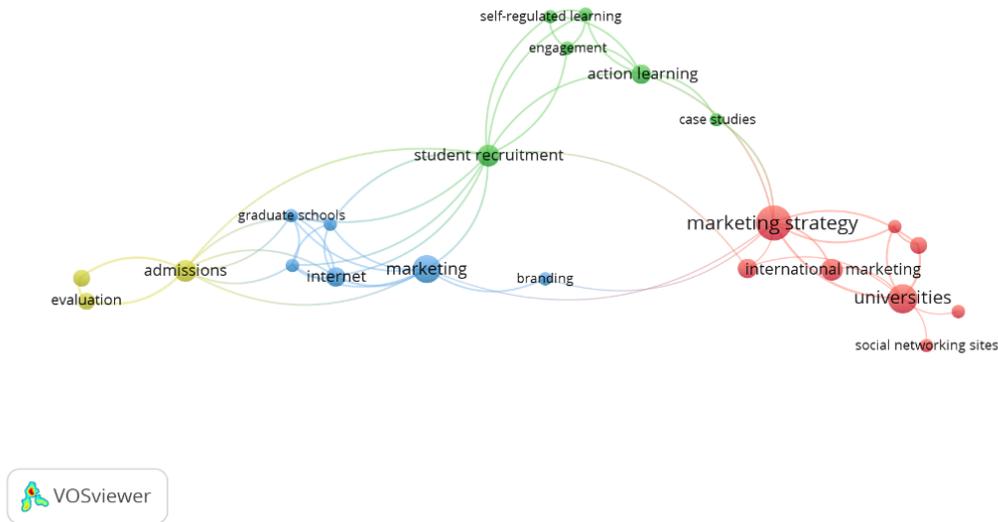


Figure 3. Educational Marketing Strategy Theme Network

In general, research on educational marketing strategy relates to the major themes. Based on the mapping above, this research is related to student recruitment, marketing, and admissions. The green and blue clusters are related to the red cluster (marketing strategy), but the yellow cluster is not related to the red cluster but is still connected to the blue and green clusters. It can be seen from the position of the yellow cluster in the left corner, and no line connects it with the red cluster. Within the scope of educational marketing strategy, other minor, more specific themes that discuss marketing planning, business at schools, international marketing, and others will be discussed in detail in Figure 3.

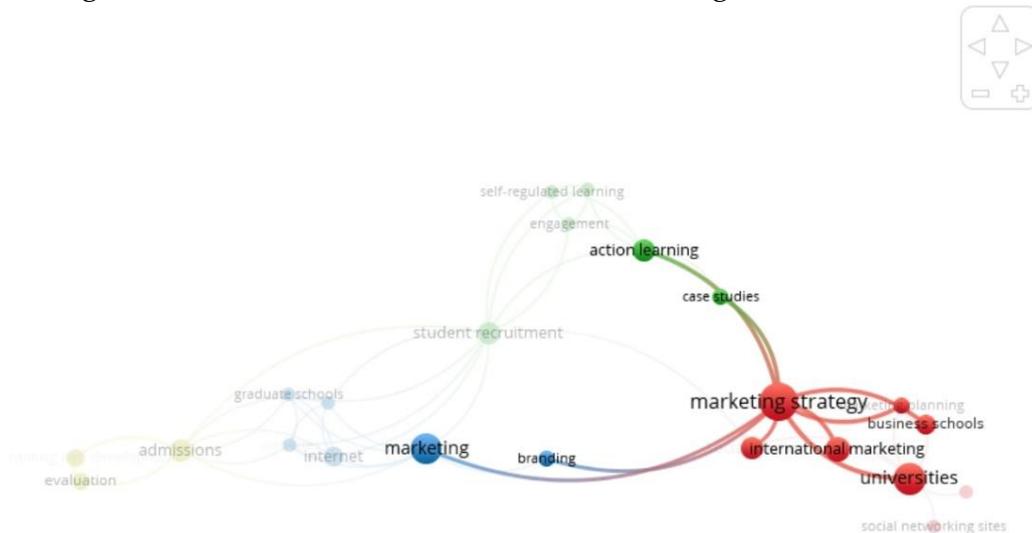


Figure 4. Theme of Marketing Strategy

Some of the themes related to marketing strategy are marketing planning, international marketing, business school, social media, and universities. Another theme related to marketing strategy is branding, and marketing is two things that schools usually do in carrying out marketing strategies, namely that the better branding and marketing displayed by the school, the more parents will send their

children to that school. Another theme in a different cluster is case studies and action learning, two things in implementing an educational marketing strategy.

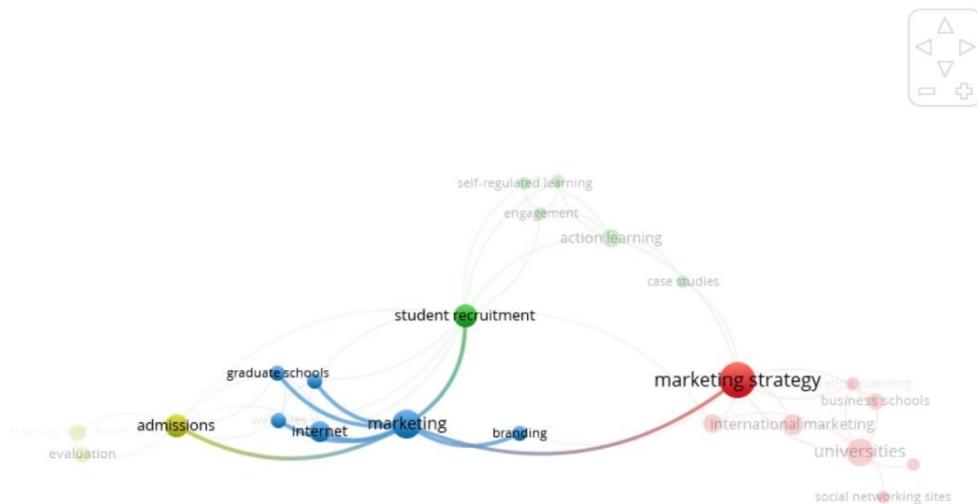


Figure 5. Theme of Marketing

Regarding marketing, the related minor themes are branding, student recruitment, the Internet, graduate schools, and admissions. This shows that marketing at schools is carried out to compare schools so that they can recruit students; this can be done by disseminating information via the Internet so that schools can produce graduates. Another theme related to marketing is admissions. Admissions is a step taken after the school has spread recruitment.

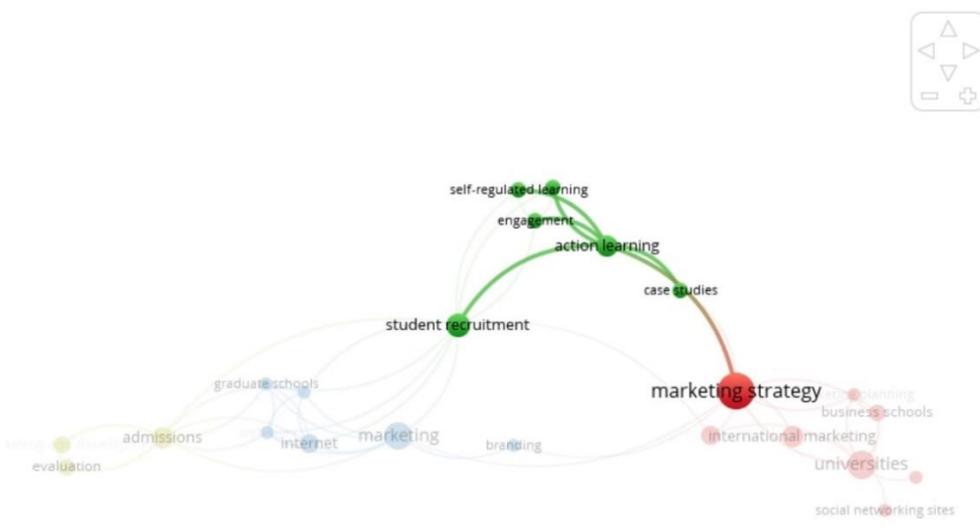


Figure 6. Theme of Student Recruitment

This theme relates to self-regulated learning, engagement, action learning, and case studies. Student recruitment is the first step for self-regulated learning, engagement, action learning, and case studies. Another related theme is marketing strategy because there will be student recruitment activity.

The Most Productive Authors

An author is considered productive by the number of documents and papers he has written and the number of citations used by other authors of his writings. The most productive authors obtained from co-authorship mapping in the field of educational marketing strategy are presented in Table 3.

Table 3. Productive Authors

Rank	Author	Affiliation	Document	Citation
1	Jane Hamsley-Brown	University of Surrey, Guildford, UK.	2	512
2	Jonathan Ivy	Birmingham City University, Birmingham, UK.	2	129
3	Syed Zamberi Ahmad	Abu Dhabi University, Abu Dhabi, UAE.	2	114
4	Izhar Oplatka	Ben Gurion University of the Negev, Israel.	2	70
5	Vik Naidoo and Terry Wu	Curtin University, Perth, Australia and University of Ontario Institute of Technology, Oshawa, Ontario, Canada.	2	47
6	Cynthia W. Cann and Marie A. George	University of Scranton, Scranton.	2	6

Through Table 3, it can be concluded that the most productive author. It is known that all documents produced by the author are the same 2. Jane Hamsley-Brown, from the University of Surrey, is the author with the most citations, with 512, followed by Jonathan Ivy, who comes from Birmingham University and obtained citations as many as 129. Further, namely Syed Zamberi Ahmad from Abu Dhabi University with the acquisition of 114 citations. Fourth place was obtained by Izhal Oplatka from Ben Gurion University of the Negev, with 70 citations, followed by Vik Naidoo from Curtin University and Cynthia W. Cann from the University of Scranton, with 47 and 6 citations, respectively. The results of the mapping obtained will be visualized in Figure 7.

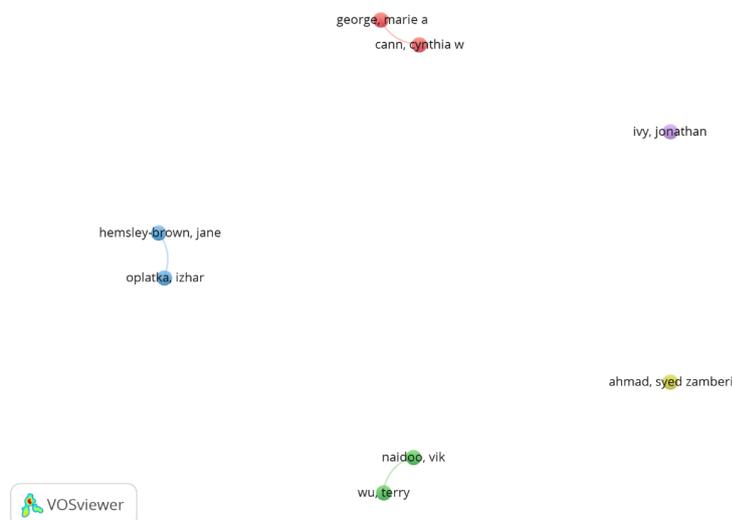


Figure 7. Co-authorship Network

Publisher of Educational Marketing Strategy Publications

Based on the results of data analysis, it was found that many publishers have only 1 article. Therefore, the authors only present the top 6 publishers in order of the number of publications from the highest. Some of these publishers are presented in Table 4 below.

Table 4. Leading Source Publications

Rank	Publication	Document	Type
1	Journal of Marketing for Higher Education	12	Article
2	International Journal of Educational Management	9	Article
3	Journal of Marketing Education	5	Article
4	Studies in Higher Education	3	Article
5	Journal of Business and Industrial Marketing	2	Article
6	Marketing Intelligence and Planning	2	Article

Table 4 shows that the Journal of Marketing for Higher Education is the institution that has published the most research in the field of education marketing strategy, with a total of 12 articles. They followed by the International Journal of Educational Management with a total of 9 articles, Journal of Marketing Education with a total of 5 articles, Studies in Higher Education with a total of 3 articles, and Journal of Business and Industrial Marketing and Marketing Intelligence and Planning with the same number of 2 articles.

The results of this research showed that bibliometric studies related to educational marketing strategies still need to be improved. So far, most research on educational marketing strategies has been carried out just in higher education, even though primary to secondary school levels certainly also need marketing strategies to maintain their institutions. To face competition in society, marketing is needed for every educational institution, including Islamic educational institutions. To attract prospective new students, educational institutions must carry out marketing strategies that do not just sell educational services as they are but must know how to approach them according to customer desires and satisfaction. The more creative and innovative the marketing carried out by educational institutions, the more excellent the opportunity for the institution to get customers. Educational institutions that want to be successful must be ready to face competition by creating sustainable marketing strategies.

CONCLUSION

The bibliometric study presents research results by identifying and classifying scientific studies in specific fields and providing directions for further research. This study provides several descriptions regarding research developments, terminology proximity, the most productive authors, and publication publishers in educational marketing strategy. This study provides an overview of marketing strategies in educational institutions with bibliometric analysis based on the Scopus database. The Scopus index in this study has journal articles from 1981-2021.

Developments in this study have decreased and increased every year. 2018 was the year with the most articles published, with a total of 6 articles, while 2003 and 2010 were the second most, with five articles. The most prolific author discussing the theme of education marketing strategy is Jane Hamsley-Brown, who published two documents and 512 citations. Meanwhile, the Journal of Marketing for Higher Education published 12 documents in articles.

The research results found in this study show that there needs to be more research on marketing strategy, and some research on marketing strategy only focuses on marketing strategy in higher education. This research focuses on educational marketing strategies in general. Because this is the first time bibliometric research related to marketing strategies has been carried out, further research can complement the shortcomings in this research. It is also hoped that we will be able to explore other variables that are more specific and in-depth in the study of educational marketing strategies in every educational institution, including Islamic educational institutions, especially at the primary to secondary school levels, and can find new theories related to educational marketing strategy to update and enrich the existing analysis.

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