



SEGMENTATION AND TARGET MARKETS FOR ISLAMIC EDUCATION SERVICES

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Abstract:

This article discusses market segmentation with several segmentation approaches, namely demographic segmentation, geographic segmentation, psychographic segmentation, psychological segmentation, and benefits segmentation to target outstanding students from various regions. In relation to education, services can be defined as the activities of educational institutions providing services or delivering educational services to consumers in a way that satisfies them. Marketing in the context of educational services is a social and managerial process to obtain what is needed and desired through creating offers, exchanging valuable products with other parties in the educational sector. This paper uses qualitative research methods. Where the preparation produces data in the form of descriptions. The data collection technique used by the author is using literature study or library research. The data collection method can be done by researching books, journals or websites which are definitely related to the material to be discussed.

Keywords: *Market segmentation, Education Services*

INTRODUCTION

Education is the main capital for the young generation to navigate the future. With knowledge, the younger generation can change their own destiny towards a better life. Education turns humans into figures who have commendable behavior and have life skills that are expected to be able to survive in any situation and in any part of the world. In the 4.0 era, with advances in information and communication technology, a borderless world order (borderless world) has been created. Social media such as Facebook, Whatsapp, YouTube, Twitter, Instagram and so on have penetrated all areas and have positive and negative impacts on all aspects of people's lives, including in the field of education. Islamic educational institutions, in this case madrasas, are required to be able to adapt, compete and take advantage of advances in information and communication technology so that their existence remains in existence and avoids negative dynamics or even going out of business. In Era 4.0, competition between private and state-owned educational institutions is inevitable. Currently, educational institutions, both schools and private madrasas, are emerging that offer various things to attract public interest.

The community as the target market must be smart in looking at the situation and needs of children so that they do not make the wrong choice. Compared to general schools, madrasas have an advantage because they combine the processes of teaching, education and noble morality. The world of balanced education is rapidly making madrasah administrators realize that the services they provide need to be focused on customer needs. Madrasahs must strive to improve infrastructure, have

superior programs that become leaders compared to other madrasas or schools, and if possible provide costs that come from customers or guardians of students.

Competition between educational institutions is increasingly high. This is due to the entry into the era of globalization which has become a driver of force, giving rise to a new paradigm, namely that the world does not want to recognize the territorial boundaries of the sovereignty of a country/nation. The Borderleiss world has had an impact on all aspects of people's lives, including the world of individuals, namely the creation of increasingly high competition between individual institutions.

This competitive climate causes the majority of educational institutions to have difficulties in managing their institutions, especially formal educational institutions with Islamic status, such as madrasas. This institution which is a modern balancing institution for educational institutions should be able to balance and change quickly so that it can compete with other formal educational institutions. Improving the quality of institutions and service excellence must be encouraged to meet stakeholder demands. Madrasahs need to implement appropriate marketing strategies through marketing and positioning in order to be successful in winning competition in the world of education. Currently, people understand the company as a corporation, that is, the company is referred to as a production organization that produces individual services that are provided by consumers. individually given to students, students, or the general public. Therefore, schools/madrasahs must balance their marketing strategies so that the quality of their educational institutions continues to increase and can attract many students. Because, the essence of marketing in the world of education is to offer quality intellectual services and overall character development. (Ara, 2012)

Seigmeintatiion is the first thing that must be done by schools/madrasahs to achieve optimal results. Market differentiation can be classified based on regional distribution (geographical differentiation), students' educational background and parental expectations (deimographical differentiation), and students' interest in learning (psychographical differentiation), students' motivation and attitude towards the individual (diographical differentiation). psychology), as well as assurance and facilitation which is given to students (seigmeintasii benefits).

RESEARCH METHODS

This article uses qualitative research methods. Where in its preparation it produces data in the form of descriptions. The data collection technique carried out by the researcher is to utilize literature studies or literature studies. The method for collecting data can be done using books, journals or websites which are definitely related to the material that will be discussed. The steps for compiling this article are by collecting relevant scientific sources first, then the next step can be to carry out research on journals, websites and books. Alternatively, it can be done by recording the main points contained in it which can be used as data in this detailed analysis. The next step is to organize the data as a work.

RESULTS AND DISCUSSION

Education Market Segmentation

All organizations certainly have customer questions such as what customers should be sought in order to fulfill the service targets offered. One of the keys to organizational success lies in the process of market seigmeation. The market is characterized by marketability, which differs in terms of desires, marketability, geographic location, sales behavior and marketing practices. (Imam, 2015) In order not to lose out on competition, investment institutions need to carry out appropriate service market segmentation and implement good measures. for marketing its services.

Market diversification is the most important concept in marketing management. The aim is to be able to serve and improve the competitive position of individual institutions. Market exploration makes it easier for schools/madrasahs to determine marketing strategies in relation to the characteristics and needs of individual markets. (Suyanto, 2018). With a clear and regulated market orientation,

schools/madrasahs will find it easier to promote their educational services. In addition, establishing segmentation in the educational market can improve educational services, improve market share, carry out better communication and promotion, and strengthen the quality and image of the educational institution in the eyes of the public.

Market segmentation is the process of dividing the market into groups of similar consumers and selecting the most appropriate groups to be served by the company. The market is formed from many market characteristics with income characteristics, attitudes, desires and behavior of its marketers. This differentiation is caused by unique needs and desires, so that each consumer is their own market. Organizations can respond to the market by considering differences between customer needs and customer preferences through a mass marketing analysis or adapting such differences using market segmentation. Educational institutions use market segmentation because customers of educational services have varying need

According to Riadh Sholihin, in entering a market segment, marketers need to pay attention to several steps, namely: (1.) Determine the features or attributes that are considered core and define different market segments

(2.) Determine the breadth of the market segment (3.) Find out what items are available on the market (4.) Look for opportunities from market segments that are not yet served by competitors and look for relationships between various geographical, demographic and psychological market segments.

Market segments can be grouped into 5 as follows:

(1) Geographical differentiation, is the division of the market into geographical units that are separate regions, for example regions, states, provinces, cities, islands (2.) Demographic differentiation is a grouping activity that is based on the changing nature of a society. 16 Market differentiation is based on income variations, social characteristics, individuals, population, age, family size, family life cycle, religion, race, nationality, and social class. (3.) Psychological differentiation is a market division based on lifestyle, values and personality. (4.) Segmentation behavior is divided into groups based on user status, identity status, level of use, level of user readiness, and attitude. Then the market can be grouped into non-users, potential users, potential users, first-time users, and permanent users of a product. (5.) Segmentation of benefits classifies the market based on the attributes (values) or benefits contained in a product. Consumers will look for products that provide special benefits to satisfy their needs.

Market segmentation aims to divide diverse customers or desire holders into more homogeneous groups in order to identify core needs, desires, and factors that influence needs and desires.

Market exploration is the most important thing for schools or madrasahs today.

(1.) Market differentiation in the marketing of personal services has a core impact: As human life progresses as the prosperity of society increases, and as various needs and society's lifestyles increase (2.) As the economy advances, more and more competing schools have to face (3.) Segmentation of the educational services market helps schools to achieve a competitive advantage over their rival schools through product innovation of educational services (4.) An individualization service product may not be able to satisfy all customer groups, but it may be able to satisfy a homogeneous group of individualization service customers.

Strategies that can be implemented by an individual institution in improving market marketing:

(1.) Improve service to customers. (2.) Create policy combinations. (3.) Increase the number of sales of products or services to existing customers. (4.) Create Target Markets and New Customers. (5.) Take advantage of online marketing technology and systems.

Targets of Islamic Education Services

The word service (service) has many meanings, starting from personal service, to the meaning of service as a product. Lovelock defines services as something that can be bought and sold. (Wright, 2018) According to Zeithaml and Bitner, services include all economic activities with outputs such as physical products or constructions, which are produced and consumed at the same time as providing added value (kei). comfort,

entertainment, timeliness, convenience, or health) which is not tangible for its first purchaser. (David, 2016) Services are all economic activities with outputs like products in physical terms, consumed and produced at the same time, providing added value and in principle intangible for its first appearance.

In relation to individualization, services can be identified as the activities of individual institutions providing services or delivering individualized services to consumers in a way that satisfies them. Marketing in the context of personal services is a social and managerial process to obtain what is needed and desired through the creation of offerings, the exchange of valuable products with other parties in the personal sector. The essence of marketing in the individual world is to offer quality of intellectual service and overall character development. This is because the research has a more complex nature, is carried out with full responsibility, the results of the research look far into the future, will shape the lives of the country's citizens, the development of scientific research in the future.

For the success of an institution in the long term, the institution must create services that satisfy the 'needs and wants' of its customers. In order to create a service that satisfies this, the institution creates a marketing mix. The marketing mix (marketing mix) is marketing elements that are interrelated, mixed, organized and used in such a way that the company can achieve marketing goals effectively, while at the same time satisfying consumer needs and desires.

The school should be able to consider alternative strategies that can provide advantages compared to its competing schools. One of the approaches to determine the appropriate basis in the segmentation of the personal services market is to construct a main segment base and divide the others into several more specialized sub-bases. like the following ; (1.) Segment size and growth

The school needs to assess the current benefits, expected growth, and expected benefits from each segment of the individual services market. (2.) The structural attractiveness of the segment

The market segment for personal services is defined by desired size and growth without necessarily providing desired benefits. There are several main structural factors that influence the attractiveness of individual services market segments in the long term, such as the school of strong and aggressive competitors, the existence of actual substitute products for individual services, the buying power of customers of personal services, the bargaining power of customers of personal services, and suppliers of personal services the strong one. (3.) Organizational goals and resources.

If it turns out that the educational services market segment has the right size and growth of the educational services market and good structural attractiveness, the school must also pay attention to its targets and resources. A large and attractive individual services market segment will not be meaningful if existing resources do not allow the school to compete in that individual services market segment.

CONCLUSION

The conclusion of this article is that market segmentation in the individual industry, especially Islamic industry, is very important for targeting the right market. There are various identifications that can be used in market segmentation, demographic, geographical, psychological, psychological and benefit segmentation. Islamic educational institutions need to adapt to the balance of information and communication technology in order to remain efficient and competitive with other educational institutions. Effective marketing strategies, such as improving customer service, targeting new customers, and utilizing technology, also need to be implemented in the individual sector

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