



## MARKETING MIX OF ISLAMIC EDUCATION SERVICES

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### Abstract:

Marketing mix is an important concept in marketing strategy involves the integration of various key elements, such as product, price, distribution, and promotion, to meet market needs and achieve business goals. In the context of Islamic education services, the application of the marketing mix concept it is becoming increasingly important to ensure effectiveness in attracting interest and maintaining public trust in educational services Islam. This article reviews the importance of a deep understanding of this issue typical characteristics of Islamic education services and how these factors can be influence effective marketing strategies. Apart from that, this article too discusses appropriate market segmentation, use of internal innovation marketing, and the influence of religious values in formulating strategies responsive and integrated marketing. Through a thorough review to current literature and practice, this article provides insight in depth about the importance of adopting an appropriate marketing mix and innovative in the context of Islamic education services to ensure growth and the sustainability of educational institutions amidst challenges and changes continuously in the world of education and marketing.

**Keywords:** *Mix, Marketing, Education*

### INTRODUCTION

Islamic education is one of the key sectors that plays an important role in building a society with culture and integrity. In the era of globalization and advances in information technology, the need for effective marketing for Islamic education services is becoming increasingly important to ensure the achievement of the vision and mission of the educational institution. In this context, the marketing mix is one of the main instruments used to develop effective strategies to attract and maintain public interest and trust in Islamic education services.

Marketing mix, as a concept involving a number of key elements such as product, price, promotion, and distribution, has proven to be a strong foundation for the success of various industries, including the education sector (Fuad et al., 2006, p. 128). However, the implementation of the marketing mix in the context of Islamic education services involves special dynamics related to religion, culture and social matters. Therefore, a holistic and integrated approach is needed to ensure that the highly upheld Islamic values are maintained, while keeping abreast of ever-changing global marketing trends.

By paying attention to existing challenges and opportunities, an innovative and timely marketing approach is very important in ensuring that Islamic education services can reach and meet the needs of an increasingly diverse and changing society. Therefore, in-depth research on the marketing mix of Islamic education services is crucial for developing strategies that are effective, sustainable, and in accordance with the principles upheld in the Islamic religion.

In order to holistically understand and explore the concept of an appropriate

marketing mix for Islamic education services, this research aims to identify the best strategies that can be implemented to expand reach, increase competitive advantage, and strengthen the sustainability of Islamic education institutions in spreading Islamic values and advancing society. . By focusing on an integrated and innovative approach, this research is expected to make a significant contribution to the development of an effective and sustainable marketing mix for Islamic education services.

## **RESEARCH METHODS**

In this article, the author utilizes the method of extracting materials and information from books, journals, articles, and other sources relevant to the topic Marketing Islamic Education Services. Application of relevant literature methods with the topic being researched is very useful in formulating research problems. This approach is often referred to as Systematic Literature Review (SLR). After collecting materials and information, the author carry out an analysis of the material. In the next step, The author concludes the knowledge obtained from the material that has been provided studied. The main purpose of this literature method is to support search for insight, truth, and solutions to problems faced. In this process, using sources that have rights newer creations, because the more recently a book was written, the more relevant it is with developments over time which is the focus of research.

## **RESULTS AND DISCUSSION**

1) *Definition and Concept of Marketing*. Mix Referring to (Fuad et al., 2006, p. 128), marketing mix is an integrated marketing effort that mutually strengthens each other. The success of a company in the marketing realm depends on its ability to select appropriate products, set appropriate prices, organize efficient distribution channels, and implement effective promotions. The marketing policy that is often referred to is the "Four Ps" concept or marketing mix, namely Product, Price, Place, and Promotion. To achieve marketing targets, these four elements must support each other, so that success in marketing is expected to be followed by consumer satisfaction.

As previously mentioned, the most commonly mentioned marketing mix concepts are Product, Price, Place and Promotion. The explanation regarding these elements is explained as follows:

a) *Product Elements (Product)*. In the marketing mix strategy, the product element is the element that very important, because it can influence the elements other marketing. Types of products produced and selected as well marketed to determine the promotional activities needed and how to distribute it. In this case, what products are offered to potential customers to fulfill their wants and needs certain. Product elements include everything that can be offered by the manufacturer for attention, request, search, use, or consumed in the market, with the aim of meeting needs or the desires of the relevant market. Apart from that, there are product elements too reflects a combination of &quot;goods and services&quot; offered by individuals or groups to the target market. Conceptually, product is something that can be offered as a business for achieving individual or group goals through fulfillment consumer needs and desires, in accordance with competencies and individual or group quality and market purchasing power. In Product planning then needs to think at three related levels products, namely: (1) Core Products, (2) Actual Products, (3) Additional Products (Harmadji et al., 2022, p. 51).

The product element in the marketing mix concept is part from a strategy that focuses on the characteristics and attributes of the product or services offered to customers. In that language Simple, this product element is related to everything that makes the product or service different from others, and why people should choose that existing product or service over that other. For example, if we talk about Islamic education, elements Its products will include everything that makes an institution the education is unique and attractive to prospective students and parents, such as superior curriculum, innovative teaching approaches, and instilled religious values.

Apart from that, the product element also involves understanding customer needs and desires, as well as how the product or service works can fulfill these needs. In

the context of Islamic education, this may include teaching methods that support religious values, provision of adequate facilities for practice religious, and solid character development based on Islamic teachings. When developing a marketing strategy, it is important to pay close attention to the elements of this product. Make sure to highlight the advantages and uniqueness of the product or service it has, and how it can provide benefits and value added for targeted customers. By understanding and considering product elements comprehensively, then you can develop effective and attractive marketing strategies desired target market.

*b) Price Elements (Price).* In transactions, the price per unit of currency remains the same for both parties buyers and sellers. However, the difference lies in perception each party. There are several influencing factors This perception, includes sacrifices other than the transaction price with seller. These additional sacrifices include transportation costs, time required to carry out transactions, and maintenance costs product. Price assessments by consumers are also influenced by knowledge of the prices offered by competitors, especially when the products offered are similar and the locations are close The same. Apart from that, consumer purchasing power also influences views whether the price in that currency unit is considered cheap or expensive. If consumers have high purchasing power, their assessments will be different if purchasing power is low. There are significant benefits too will make consumers less sensitive to the prices offered (Arifin, 2019, p. 95).

The price element in the marketing mix concept is part importance relating to the monetary value assigned to products or services offered to customers. Simply, This price element covers various aspects, including how much the money a customer must pay to get a product or services, and how those prices compare to similar products or services from competitors. In an educational context Islam, this price element can include registration fees, tuition fees, and other additional costs that may be required for the activity extracurricular or additional teaching materials. It's important to be sure that the price set can be justified by the quality of the service Islamic education is provided, so that parents and students feel that they get value for money they took it out.

Price settings must also take into account capabilities financial aspects of the target market, as well as competitive prices in the market. If the price is set too high, it may be difficult to attract interest potential customers. Conversely, if the price is set too low, may have a negative impact on perceived service quality. By Therefore, determining the right price is based on analysis comprehensiveness of various factors becomes very important.

In developing a marketing strategy, it is important to consider these pricing elements carefully. Make sure that the price you set takes into account the value provided by your Islamic education services, while considering purchasing power target market and prices offered by competitors. With setting the right price, you can attract customer interest potential while ensuring the financial viability of the institution your Islamic education.

*c) Distribution Element (Place).* Location or also known as distribution to the target market. Marketing is not just about products and prices, reachability to the target market is important to enable transactions. Good and relevant goods at affordable prices may not necessarily be chosen if they are in an inaccessible location. The distribution task is to provide products at locations close to consumers, in the right quantities and at the right time (Arifin, 2019). The distribution element in the marketing mix concept refers to the strategies and processes for making products or services available to consumers. In other words, this relates to how to organize and distribute products or services to the target market. In the context of marketing Islamic education services, the distribution element involves how information is disseminated and the accessibility of Islamic education institutions to the public. For example, distribution in Islamic education may include the physical location of educational institutions, transportation accessibility, and ease of access to information via websites or online platforms. This ensures that Islamic educational institutions are easily accessible and well known to the public, so that they can easily access information regarding educational programs, fees

and registration requirements. Apart from that, the distribution element also involves effective promotional and marketing strategies, including the use of social media, advertising and other marketing campaigns to increase public awareness and interest in the Islamic education services offered. In developing a marketing strategy, it is important to consider distribution elements carefully. Make sure that the products or services offered can be easily reached by potential consumers, both physically and online. By optimizing distribution, through accessibility and affordability of Islamic education services, we can increase the potential to attract more customers and students.

*d. Promotion Elements (Promotion).* The promotion described by Alma in Risnita, et al., is a form of marketing communication, namely marketing activities that trying to disseminate information, influence/persuade, and remind the target market about the company and its products willing to accept, buy, and be loyal to the products offered the company concerned. In Risnita also stated that promotional activities are usually carried out using methods advertising (advertising). Promote through print media or electronics will fulfill several purposes, including: are: 1) Information (informing), 2) Persuading, 3) Reminding (Risnita et al., 2022, p. 105).

The promotion element in the marketing mix concept refers to various strategies and activities used to introduce, inform, and influence the target market related to certain products or services. In simpler terms, elements This promotion involves all forms of communication used to introduce and promote products or services to consumer.

In the context of Islamic education, this promotional element can be includes various activities such as advertising in mass media, campaigns online marketing, promotional activities in local communities, and collaboration with religious communities. Apart from that, promotions can also take the form of: outreach activities, seminars or workshops aimed at: increase public awareness regarding the benefits and excellence of Islamic education offered by the institution education.

The main goal of promotional elements is to increase public awareness and interest in the product or service offered, as well as building a positive image that can differentiate our products or services from competitors. By using strategy effective promotion, so as to reach the target market with more efficiently and build stronger relationships with potential consumers.

*2) Characteristics of Islamic Education.* Services Educational products are not the same as the business world the shape is real. Educational products are services provided to The customers are non-profit institutions. Service results abstract or invisible. But the impact can be seen from changes in the way of thinking and behaving thereby influencing the way do someone. This educational product does not have a form, but is able to meet customer needs both through assistance physical product or not. Service activities occur when there are interaction from the service provider to the service recipient. Therefore It is also said that in education there is no transition ownership or rights (Azan et al., 2021, p. 82).

The main (primary) raw materials in the world of education are also different with the business world. The raw material in the world of education is humans and supported by other facilities as secondary materials. So with Thus, because humans are the primary raw material for eating special characteristics each will also be different. Of course there will be differences This has implications for different ways of serving and different results. Therefore Therefore, it can be said that the services provided will differ according to who who gave, when and where it was produced. Educational product tends to be service in nature. According to Griffin, there are characteristics of services to three (Azan et al., 2021). The following is the explanation as follows:

*a) Intangibility (Not Tangible).* The most basic universal service characteristics are: intangibility or intangibility, because services have the characteristics properties that cannot be physically touched, measured, or seen. Definition extensive services imply that intangibility is a determinant The main thing is whether an offering is a service or not a service, services tend to be more intangible than manufactured products, and manufactured products tend to be more tangible than services (Vidiati et al., 2023, p.

14).

*b. Unstorability (Cannot be Saved).* The service does not know the inventory or storage of products that has been produced. This characteristic is also called inseparability (no can be separated), considering that generally services are produced and consumed simultaneously (Bharmawan & Hanif, 2022, p. 23).

Unstorability (cannot be stored) in characteristics Marketing of Islamic education services refers to the nature of educational services which cannot be saved or saved for later use day. In the context of Islamic education, this shows that service Islamic education cannot be stored like a physical product, however must be consumed and utilized directly when provided.

In other words, students must be present and actively involved educational process provided by Islamic educational institutions at a certain time. They cannot save or postpone consumption of these educational services for future use. Therefore, Islamic educational institutions must focus on provide a meaningful and valuable educational experience to students at every given opportunity. Because of its nature which cannot be saved, Islamic educational institutions need to ensuring that every interaction and educational experience is provided to students provides significant added value and provide a positive impact on spiritual, intellectual, and student social.

*c) Customization (Customization).* Customization (customization) on service marketing characteristics Islamic education refers to the ability to adapt or customizing educational services to suit needs, preferences, and specific values of each student or student group. In the context of Islamic education, this customization focuses on efforts to provide an educational experience that is personal and in accordance with highly upheld religious values by students and the community.

This means that Islamic educational institutions will strive to develop customized learning approaches to individual needs and interests, while still ensuring that Islamic religious values are the foundation of the entire process education. This may include providing learning programs additions that suit students' interests, spiritual guidance personal ones, or the setting of a supportive learning environment character development based on religious teachings.

In the context of Islamic education, the characteristics of educational services can be: includes a learning approach that is centered on religion, instilling Islamic ethical and moral values, as well as implementing the curriculum which integrates religious teachings with general science. Apart from that, this characteristic also includes community building based on brotherhood and equality, as well as providing an environment which supports the spiritual and intellectual development of students. It is important to understand that the characteristics of Islamic education services must be reflected in the entire marketing mix strategy, starting from product, price, distribution, and promotion. Taking into account the characteristics this unique, so you can develop a marketing strategy that is more effective and relevant, capable of attracting interest and trust from people who are sensitive to religious values.

In developing a marketing strategy, it is important to emphasize the special characteristics of Islamic education services carefully. Make sure that marketing messages are able to highlight uniqueness and benefits of the Islamic education services offered, as well as being able to describe how such an educational environment can be helping students grow and develop holistically.

*3) Target Market.* Target market or targeting, namely the act of selecting one or more market segment to enter. In targeting these segments that need to be considered are: (1) segment size and growth, companies need to evaluate data regarding the level of market demand, market growth rate, as well as the expected level of profit from each segment. (2) segment attractiveness, after knowing the size and segment growth, companies need to consider factors which affects the long-term attractiveness of each segment. (3) target and company resources, if each segment has a size and segment growth is appropriate, then the company needs to determine targets and company resources. A large and interesting segment Maybe it won't mean anything if the company doesn't have one the right resources to compete in this segment (Rusdiana & Kodir,

2022, p. 408) . Education market segmentation has three types of approaches educational marketing strategies, and educational leaders can choose one of three educational marketing approaches, namely: (1) Undifferentiated Marketing, (2) Differentiated Marketing, (3) Concentrated Marketing (Ilham, 2022, p. 126). For the explanation as follows:

a) *Undifferentiated Marketing*. In this type of marketing, educational leaders try to develop a single educational service that meets the needs of many people. An educational institution is marketed to multiple audiences, which means using different marketing techniques, some of which may be problematic, such as using mass advertising.

b) *Differentiated Marketing*. Educational leaders divide society into at least two groups to differentiate which group is usually suitable for educational administration. Buyer groups can be offered different types of instructive aid items from different groups. So educational institutions can sell several types of educational goods, for example Islamic boarding school-based public schools. The pioneers believed that everyone in the association should be Happy and effective. Pioneers strive to build a workplace that is positive and beneficial for all employees

c) *Concentrated Marketing*. This strategy centers around promoting administrative training initiatives to explicitly meet teaching administrations because they neglect to serve the school administration population as a whole. The individual in charge is responsible for guaranteeing that the educational Company offers the best kind of instructive assistance to clients based on instructive administration.

4) *Innovation in Marketing Islamic Education*. Services This is also important in institutional marketing Islamic education is through innovation. We know that People's desires and needs for products, including regarding educational services, will always experience changes. Therefore Therefore, Islamic educational institutions need to understand these changes needs and desires of the community so that it can always be carried out educational marketing innovation. In addition, marketing innovation is needed sometimes by decreasing public loyalty to institutions Islamic education due to obstacles that may occur internally institutions that are not handled appropriately and quickly. Lack of energy professional educators and lack of guidance for participants students can make educational institutions run sideways communication or publication that has been carried out so that it can reducing community loyalty and trust (Hambali & Mu'alimin, 2020, p. 276).

Innovations in marketing Islamic education services include: development and implementation of creative marketing strategies and innovative ways to promote, expand and strengthen services Islamic education. In an ever-changing context, where technology and trends continue to develop, innovation in marketing Islamic education services becomes critical to ensuring competitiveness and relevance educational institutions. Some examples of innovations that can be carried out in: marketing Islamic education services, such as utilizing the latest technology such as digital platforms, mobile applications, or e-learning for increasing the accessibility and quality of education, as well as expanding reach of Islamic educational institutions to the wider community. Then you can also develop marketing content creative and engaging, such as short videos, blogs, or podcasts, which can be attracting public attention and interest in educational services Islam is offered.

By implementing innovation in marketing educational services Islam, educational institutions can develop a progressive and responsive to community needs and expectations. The innovation can also help improve the attractiveness and affordability of services Islamic education, as well as strengthening the institution's position as a pioneer in development of education oriented towards religious values.

## CONCLUSION

In the context of Islamic education services, the application of the marketing mix integrated and balanced is essential to ensure that the values Religious and cultural

values are maintained while meeting market needs. Integration between product, price, place and promotion must be considered overall. In developing a marketing strategy, it is important to recognize the distinctive characteristics of Islamic educational services, including religious aspects, culture, and social factors that influence market behavior. Integration of values Islamic religion and ethics in marketing strategies can increase power attract and trust customers.

By understanding the target's demographic profile, needs and preferences market, Islamic educational institutions can develop marketing strategies appropriate and relevant. Proper segmentation allows institutions to better understand the needs and preferences of the target market, so that can customize their services more effectively. Through innovation in marketing Islamic education services, such as utilizing the latest technology and innovative marketing strategies, Islamic educational institutions can increasing the accessibility of their services to the wider community. This can help reach more students and provide opportunities quality education without geographic or financial limitations significant. Through the use of creative content, interactive experiences, and personalization of services, innovation in marketing can help increase student involvement in the learning process. With implementing innovation in marketing Islamic education services, institutions education can increase their positive impact on society and students, as well as ensuring the growth and sustainability of the institution within long-term.

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