



Systematic Literature Review (SLR): Educational Services Marketing Strategy in the Digital Era

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Abstrak

Informasi digital menjadi media digital marketing bagi semua aspek dan kalangan. Begitupun pada dunia Pendidikan, dalam memperkenalkan dan memperbaiki citra Pendidikan. Melalui digital marketing, calon konsumen akan mengenal dan mulai tertarik untuk lebih mengetahui Lembaga Pendidikan tersebut. Fokus penelitian ini adalah untuk membahas strategi marketing untuk meningkatkan citra Pendidikan di Lembaga Pendidikan. Metode penelitian ini menggunakan *Systematic Literature Review* (SLR) dan Bibliometrik yang dilakukan untuk menganalisis hasil data berupa penilaian ilmiah mengenai strategi marketing. Penelitian ini menggunakan Teknik analisis bibliometric menggunakan software VOSviewer. Review ini menganalisis 47 artikel ilmiah dari database Google Scholar selama periode 2018-2023. Hasil pencarian jurnal sebanyak 200 hingga menghasilkan 47 jurnal yang telah sesuai dengan kriteria yang di pilih oleh peneliti mengenai kata kunci Manajemen Strategi dan analisis menggunakan bibliometric telah mengidentifikasi co-authorship dan co-accurance, yang paling aktif berpengaruh di bidang ini. Studi literatur ini dapat menjadi sumber referensi untuk penelitian lebih lanjut tentang manajemen strategi.

Kata Kunci: *Strategi, digital marketing, jasa pendidikan*

Abstract

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Digital information has become a digital marketing medium for all aspects and groups. Likewise in the world of education, in introducing and improving the image of education. Through digital marketing, potential consumers will get to know and become interested in finding out more about the educational institution. The focus of this research is to discuss marketing strategies to improve the image of education in educational institutions. This research method uses Systematic Literature Review (SLR) and Bibliometrics which is carried out to analyze data results in the form of scientific assessments regarding marketing strategies. This research uses bibliometric analysis techniques using VOSviewer software. This review analyzes 47 scientific articles from the Google Scholar database during the 2018-2023 period. The results of a search of 200 journals resulted in 47 journals that met the criteria selected by the researchers regarding the keyword Strategic Management and analysis using bibliometrics identified co-authorship and co-accuracy, which are the most actively

influential in this field. This literature study can be a reference source for further research on strategic management.

Keywords: Strategy, digital marketing, educational services

Introduction

Education has an important role in forming character as a result of experience and habituation during the learning process. Education is an effort to grow the potential of human resources, and as a medium for realizing a virtuous, just, prosperous and prosperous society (Sakti & Sulung, 2020). Education is an investment that offers a more focused future, so that you can be successful in social life and individually (Guarango, 2022).

In the current digital era, the development of internet media is very fast and rapid. Facilitate public access to deliver changes in information technology and make activities easier. There are many media used by sellers or marketers who have products to market and promote their products, whether goods or services, through digital media, this is what is called digital marketing. Digital marketing is an activity facilitated by digital information technology to communicate and inform the values of a product, whether goods or services, to interested parties relatively quickly (Irfani et al., 2020).

Digital marketing is also called online marketing via social media. Online marketing will replace newspapers, magazines and even shops as a source of purchasing information. Online marketing targets people actively selecting or visiting the sites they want to visit as well as what information they will receive about which products and under what conditions (Adhawiyah & Anshori, 2019)

In today's digital era, it is easy to disseminate information widely. For the world of education which is starting to have a competitive level, a reliable marketing strategy for education services is needed. Efforts to improve the quality of education

cannot be separated from marketing management at the educational institution, by providing interesting information to the public, regarding the process and achievements achieved by the school and so on.

Another problem that arises in society is that there is still a negative perception of the term education marketing. Some people assume that education marketing is part of a business that is commercialized to pursue profit.

As time goes by, organizations or institutions are required to be ready for competition, if the organization does not have the competence to meet the demands of the times quickly and precisely, then the organization will experience setbacks. This applies to all organizations, both profit oriented and non-profit oriented organizations.

The current educational paradigm is starting to shift, education is not only seen from a social paradigm, but has begun to view education as corporate, namely education that is able to produce marketing educational results that can be easily accessed by the wider community. If educational producers are unable to market their products, then These producers may not be accepted by the public or may not sell. This strategy is like that business strategy education to achieve consumer satisfaction based on social media marketing (Neneng Nurmalasari & Masitoh, 2020)

The products of educational institutions are educational services. The public will see and be interested if they receive information, know and believe in the empirical truth of the quality of the schools offered (Bilqis & Rivo, 2016). If an educational institution is not able to provide information about educational marketing activities to the public, then the public will

have no interest in choosing that institution as a place to study for their sons and daughters, schools will have fewer and fewer people interested in them, or even not selling at all, so many schools will close because they don't have students. This is due to the lack of educational marketing capabilities and this can be a serious problem for the institution itself.

Methods

To conduct further studies regarding the challenges of higher education in this digital era, this research was carried out with a literature review by studying and reviewing relevant topics based on previous research. The concepts discussed in this research literature review include definitions, consequences and research developments. Based on the explanation above, a reference search was carried out in the form of previous research through online databases.

In conducting a reference search using bibliometric data analysis techniques with the help of VosViewer 1.6.1.9 software which aims to map and visualize the relationship between educational service marketing strategy topics and other topics. so that reference searches are more in-depth and easier to do. However, not all previous research can be used as a reference in this research. Literature Review. There are certain criteria that must be met, as follows:

1. Previous research is a scientific article;
2. Previous research comes from scientific journals;
3. Previous research published in 2018-2023
4. Previous research of at least 29 scientific articles with the help of Google Scholar and Mendeley databases
5. Previous research with the keyword strategic management

Results and Discussion

This research aims to examine further in relation to Marketing Strategy. Source of direct knowledge in the 2018-2023 period. In this research, researchers used VOSviewer to analyze data by presenting 3 aspects: co-authorship, and co-occurrence. VOSviewer is a software tool for building and visualizing bibliometric networks. This network can for example include journals, researchers or individual publications, and can be built based on citations, bibliographic combinations, co-citations or co-author relationships (Najmas Sa'adah Sopiah, 2022). The results of the analysis carried out can be seen in the explanation below:

1. Co-Authorship

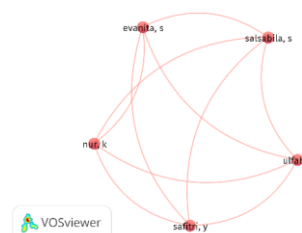


Figure 1. Co-Writing (related)

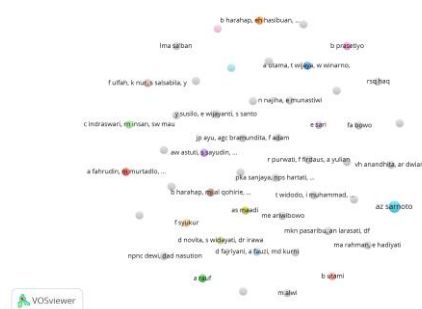


Figure 2 Unrelated Co-Writing

Figures 1 and 2 have been presented regarding authors with connected networks and those without connected networks. The authors are networked, which means they have connections in the research. The author's network in Figure 1 only has one network color, namely red, which means the network is the strongest network. Meanwhile, in Figure 2, the writer takes the topic of marketing strategy j the hope of

education as related but not related to one another. In this article, a total of 29 authors were studied.

2. Co-Occurrence



Figure 3. Co-Occurrence (Keyword)

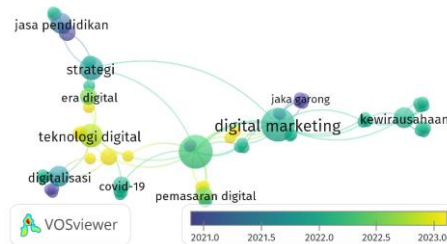


Figure 4. Visualisasi Overlay Co-Occurrence (Keyword)

In Figure 4 it can be seen that the display presented in the visualization of the network of keywords for higher education challenges which is the research topic shows that there are many variations in the appearance of keywords. This analysis shows that there are many possible clusters that can be researched and studied in more depth regarding the topic of digital services marketing strategy research. So that future research can connect the challenges of higher education with other topics as a form of visualization in the image above.

Overlay Visualization explains renewal based on color, which means that the brighter the color, the higher the level of renewal (Norfai, 2021)

This can be seen in Figure 4 which contains an overlay display of keywords that grow per year. The results show that the darker the color of the keyword cluster, the longer the research search will take. On the

other hand, the brighter the color of the keyword cluster, the more recent the research search. This research topic regarding the challenges of marketing strategy management for educational services shows that in recent years there is still very little research and has not been studied in further depth, so future research is expected to provide research developments regarding even more relevant research topics.

Conclusion

Marketing strategy management to improve the image of education in schools starts from identification, understanding the problems of target consumers regarding the needs, desires and dynamics of current demands in the field of expertise and what potential is needed for employment and empowerment in the surrounding community.

Prospective consumers of educational services need to get clear and correct information from educational institutions. Segmentation, targeting and positioning marketing strategies are the basis for determining the marketing mix for educational services, which consists of strategies for providing quality products, competitive pricing, providing strategic locations, attractive promotions both conventionally and using digital technology, including websites, social media, WhatsApp, Instagram, Facebook, YouTube, and so on, which are currently a trend in society. Marketing with social media has proven to be more effective, productive and efficient.

Marketing of educational services is supported by the readiness of human resources who are competent, professional and have expertise in their fields, and can collaborate with each other, in order to achieve the vision, mission and goals of educational institutions.

To improve the image of educational services, educational institutions prepare a clear and systematic educational process,

and have physical evidence of representative facilities, infrastructure, buildings and spatial layouts as places for teaching and learning, so that consumers have confidence to join and choose an educational institution for their sons and daughters.

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