Implementation of Segmentation, Targeting and Positioning of Islamic Education Institutions; At-Ta'dib Journal of Pesantren Education

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Abstract

MI Sunan Gunung Djati is a newly opened educational institution that requires a good and structured application of STP (Segmentation, targeting, positioning). In the first year of admission, 2021, it only got 35 students. Then in the second year of new student admissions, namely in 2022, the quota for Madrasah Ibtidaiyah students is 52 people, after carrying out a series of STP strategies, this quota set by MI is fulfilled. From here it can be seen that the STP strategy carried out succeeded in attracting potential consumers to use educational services at MI Sunan Gunung Djati. Seeing this phenomenon, researchers are interested in conducting research related to "Implementation of Segmentation, Targeting and Positioning at MI Sunan Gunung Djati Bandung". The method used in this research

is descriptive qualitative with observation and interview techniques. The results of the study show that the implementation of segmentation, targeting, and positioning in marketing strategies is very influential in promoting educational institutions. After the implementation of STP (Segmentation, targeting, positioning) MI Sunan Gunung Djati received feedback from the community regarding the existence and essence of MI Sunan Gunung Djati.

Keywords: Implementation, Segmentation, Targeting, Positioning

Abstrak

MI Sunan Gunung Djati merupakan lembaga pendidikan yang baru dibuka sehingga membutuhkan penerapan STP (Segmentasi, targeting, positioning) yang baik dan terstruktur. Pada penerimaan peserta didik di tahun pertama yakni 2021 hanya mendapat 35 siswa. Kemudian pada penerimaan murid baru tahun ke-2 yakni pada tahun 2022, kuota murid Madrasah Ibtidaiyah adalah 52 orang, setelah melakukan serangkaian strategi STP, hal ini kuota yang ditetapkan MI terpenuhi. Dari sini dapat dilihat bahwa, strategi STP yang dilakukan berhasil menarik konsumen-konsumen potensial untuk menggunakan jasa pendidikan di MI Sunan Gunung Djati. Melihat fenomena tersebut peneliti tertarik untuk melakukan research terkait "Implementasi Segmentasi, Targeting Dan Positioning di MI Sunan Gunung Djati Bandung". Metode yang digunakan dalam adalah kualitatif deskriptif dengan teknik observasi dan wawancara. Hasil dari penelitian menunjukkan bahwa implementasi segmentasi, targeting dan positioning dalam strategi pemasaran sangat berpengaruh dalam mempromosikan lembaga pendidikan. Setelah diterapkannya STP (Segmentasi, targeting,positioning) MI SGD mendapat feedback dari masyarakat terkait eksistensi dan esensi MI SGD.

Kata Kunci: Implementasi, Segmentasi, Targeting, Positioning

Introduction

An educational institution is essentially a business. The resulting product is a service, namely the transfer of services in the form of knowledge to students as the main consumers. In the process, educational institutions also need a good marketing management strategy for the continuity of an educational institution, marketing management is needed so that educational institutions get potential consumers so that they can compete in terms of quality and quantity

with other educational institutions. thus requiring the application of appropriate marketing management. Marketing strategy is certainly important to be considered by educational institutions as a stage of promotion to the wider community. As was done by MAN 1 Ngawi in a journal compiled by Roni Harsoyo and Aprilia[1] entitled Marketing Strategy for Research Madrasah-Based Education in Improving the Quality of Education at Man 1 Ngawi. The marketing strategy carried out at Man 1 Ngawi uses a superior program, namely madrasah research. Marketing strategies are also used in the International Standardized Madrasah (MBI) Amanatul Ummah Pacet Mojokerto. This madrasah conducts a branding strategy to compete with other madrasahs. Through this strategy, MBI succeeded in creating its brand in the view of the community. This research was conducted by Umin Kango, et al. In a journal entitled Implementation of Marketing Strategies in Internationally Praised Superior Aliyah Madrasah.

Before determining and using the right marketing mix (product, price, etc.), the company in this case, an educational institution must first establish an STP strategy for consumers. STP strategy is a Segmentation, Targeting and Positioning strategy. The STP strategy is an approach or model used to establish the right marketing messages and strategies for selected consumers. In a journal written by Atika and Macha[2] entitled "Segmentation and Positioning of Educational Services at MAN Yogyakarta III" the positioning carried out by MAN Yogyakarta III is on the academic aspect and students admitted to MAYOGA are prepared to become students who excel in academic and extracurricular fields and become competent students in improving skills and soft skills. In addition, there is positioning in brand improvement, namely "Madrasahnya Para Juara" which is a unique character of MAYOGA that prepares students to excel and be

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[1] *Correspondence Author Roni Harsoyo And Aprilia Dian Sukmawati, 'Strategi Pemasaran Pendidikan Berbasis Madrasah Riset Dalam Peningkatan Mutu Pendidikan Di Man 1 Ngawi', *Al-Idaroh Jurnal Studi Manajemen Pendidikan Islam*, 7.1 (2023) <Https://Doi.Org/Https://Doi.Org/10.54437/Alidaroh.V7i1.648>.

[2] Atika and Imam Machali, 'Segmentasi Dan Positioning Jasa Pendidikan Di MAN Yogyakarta III', *Jurnal Manajemen Pendidikan Islam*, 1.2 (2016) <https://doi.org/https://doi.org/10.14421/manageria.2016.12-01>.

able to compete in various kinds of championships up to the national level and be able to produce quality alumni. In another journal written by Sofia, Arifah & Sudadi[3] entitled "Education Marketing Segmentation in Era 4.0 at Madrasah Ibtidaiyah Negeri 4 Kebumen" the results showed that Education marketing segmentation at MIN 4 Kebumen is carried out with a geographic approach, demographic approach, and behavioral approach. The approach is carried out to serve consumers well, get cooperation opportunities and increase the ability for other institutions that become business opponents. Marketing segmentation of MIN 4 Kebumen is carried out by describing the problems and uniqueness of potential customers, identifying and analyzing the characteristics of potential customers, and naming potential customers based on prominent characteristics. Segmentation, targeting, and positioning strategies must begin to be applied at the beginning of starting a business or building an educational institution. This is because potential customers and target markets must be analyzed in advance by stakeholders to avoid positioning errors which can be fatal to an educational institution in the future.

The object of this research is Madrasah Ibtidaiyah Sunan Gunung Djati Bandung, which is located inside campus 2 of UIN Sunan Gunung Djati, on Jalan Cimencrang, Gedebage, Bandung. MI Sunan Gunung Djati, which was founded in 2018, had a vacuum due to the COVID-19 pandemic, and then started operating again in 2021. MI Sunan Gunung Djati only has one class out of six grade levels of elementary school / Madrasah Ibtidaiyah. According to data obtained from sources, the number of first grade students at MI Sunan Gunung Djati totaled 36 students in the initial year of opening MI. There is an interesting phenomenon seen by researchers here, MI Sunan Gunung Djati is a newly opened educational institution so it requires a good and structured application of STP (Segmentation, targeting,

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[3] Umi Arifah, Nila Nur Sofia, and Sudadi, 'Segmentasi Pemasaran Pendidikan Di Era 4.0 Di Madrasah Ibtidaiyah Negeri 4 Kebumen', *An-Nidzam : Jurnal Manajemen Pendidikan Dan Studi Islam*, 6.2 (2019), 21–30 <http://ejournal.iainu-kebumen.ac.id/index.php/An-Nidzam/article/view/338>.

positioning). In the second year of new student admissions, namely in 2022, the quota for Madrasah Ibtidaiyah students was 52 people, after carrying out a series of STP strategies, the quota was met. From here it can be seen that the STP strategy carried out succeeded in attracting potential consumers to use educational services at MI Sunan Gunung Djati. Based on the above statement, this research aims to explore information related to how the implementation of segmentation, targeting, and positioning in Madrasah Ibtidaiyah (MI) Sunan Gunung Djati Bandung.

Content/ Discussion

According to Sojan Assauri in Sudartono,[4] Market segmentation is the classification of markets into several different categories. Segmentation is dividing several potential market potentials that can be divided into several categories, namely demographic segmentation, psychographic segmentation, behavioral segmentation, and geographic segmentation. The next STP strategy is Targeting or aiming at a target market that has been previously determined in the market segmentation process. targeting according to Keegan & Green in Wijaya & Sirine,[5] is the process of considering, assessing segmentation, and focusing marketing strategies on a country, province, or group of people who have the potential to provide feedback. A target market can also be defined as an action that contains and assesses and selects one or more market segments to be entered by a company. Segmentation and targeting strategies must be carried out following with the target market that has been determined because the next step that will be used is product positioning. That is, positioning the product so that it is unique and imprinted on the hearts and minds of potential customers. Jajat[6] in

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[4]   Tiris Sudartono, 'Pengaruh Segmentasi Pasar Terhadap Tingkat Penjualan Produk Fashion Usaha Mikro Kecil', *Coopetition: Jurnal Ilmiah Manajemen*, 10.1 (2019) <https://doi.org/ https://doi.org/10.32670/coopetition.v10i1.40>.

[5]   Hari Wijaya and Sirine, 'Strategi Segmenting, Targeting, Positioning, Serta Strategi Harga Pada Perusahaan Kecap Blekok Di Cilacap', *JIE Asian Journal of Innovation and Entrepreneurship*, 01.03 (2016) <https://doi.org/https://doi.org/10.32670/coopetition.v10i1.40>.

[6]   Kristanto Jajat, *Manajemen Pemasaran Internasional Sebuah Pendekatan Strategi* (Jakarta: Erlangga, 2011).

a book entitled marketing management suggests that Positioning refers to the act of differentiating a brand in the minds of consumers against and beyond competitors in terms of product characteristics and Profits offered and not offered by other brands. As a business in general, educational institutions must apply differentiation to the services they offer, the institution. What makes a business different from other businesses, so that consumers are attracted to the institution?

Positioning is the design of the product being offered. The concept of a product can influence the understanding of potential customers who will later become the target or goal of a company. positioning involves the influence of the consumer's subconscious regarding the product Saqib.[7] Positioning intersects with the existence of trust, confidence, and competence in the community. Positioning is used to position the company in a directed and precise manner to the public, be it related to products, a good image of the company, or something else. This is carried out to build a sense of confidence and trust regarding these services and business programs. With positioning, companies hope to always gain the trust of the community in accordance with the demands and establishment of the current era. In the world of education, consumer interest also depends on how the school positions their institution to the community. Positioning will make it easier for people to choose educational institutions as a place to add knowledge and learning. the position or position that has been formed in an educational ecosystem has a role to transmit the behavior of the community towards an educational institution. Madrasahs can have an image as an Islamic educational institution that regenerates Muslims, quality education, and qualified infrastructure. So, that image will make the subconscious of prospective students choose an educational institution for their next education. The process of market segmentation, targeting, and positioning of well-organized educational services will create Islamic educational institutions that are able to compete with other educational institutions.

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[7]   Natasha Saqib, 'Positioning', *Journal of Critical Review*, 06.06 (2019) <https://doi.org/ https://doi.org/10.1108/PRR-06-2019-0016>.

Madrasah Ibtidaiyah Sunan Gunung Djati Bandung is an MI established by the Bandung State Islamic University which is located within campus 2 of UIN Sunan Gunung Djati, on Jalan Cimincrang, Gedebage City, Bandung. MI Sunan Gunung Djati which was founded in 2018, which then had a vacuum due to the COVID-19 pandemic then started operating again in 2021.

MI Sunan Gunung Djati only has one class out of six grade levels of elementary school or Madrasah Ibtidaiyah. According to data obtained from sources, the number of first-grade students at MI Sunan Gunung Djati amounted to 36 students in the initial year of opening MI. As a newborn institution, it certainly requires a marketing strategy to disseminate the existence and essence of MI Sunan Gunung Djati. The marketing strategies used are segmentation, targeting, and positioning.

Segmentation

According to Tjiptono and Chandra[8] market segmentation can be defined "as the process of grouping the overall heterogeneous market into groups or segments that have similarities in terms of needs, desires, behavior and / or responses to specific marketing programs."

Segmentation is divided into several types, Saparso[9]:

Geographic Segmentation

In geographic segmentation, markets are grouped by place. The theory behind this strategy is that people living in the same Place have similar needs and wants and people living in other Places have different wants and needs. Geographic segmentation requires that the market is divided into sales regions, such as highland-lowland, city-rural, and so on.

Demographic Segmentation

In demographic segmentation, the market is divided based on demographic variables such as age, gender, family size, income level,

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8   Fandy Tjiptono and Chandra Gregorius, *Service, Quality Satisfaction* (Yogyakarta: Andi Offset, 2012) <http://library.stik-ptik.ac.id/detail?id=49176&lokasi=lokal>.

9   Saparso, *Marketing Process: Menciptakan Nilai Bagi Pelanggan* (Jakarta: Ukrida Press, 2021) <http://repository.ukrida.ac.id//handle/123456789/950>.

occupation, education level, religion, nationality, social class and so on. Demographic variables are the most familiar basis for distinguishing groups of customers. Consumer desires, preferences, and usage levels are relevant to demographic variables. Demographic variables are most often used as a basis for market classification, because (1) consumer needs or usage levels are often closely related to demographic variables. (2) demographic variables are easier to measure quantitatively than other variables, and data is relatively easier to obtain.

Psychographic Segmentation

In the psychographic segment, the market is classified based on the nature or character of the buyer, and aspects such as lifestyle, personality, buying motives, knowledge of the product and its use. This can be seen from their efforts to adapt products to the way of life of the group of buyers who will be targeted for sales, and marketing. Cosmetic advertisements such as "Rexona" show the busy lives of today's teenagers. The message is delivered in the form of offensive satire, but no one feels offended.

Behavioral segmentation

Behavioral segmentation focuses on the question of whether or not people will buy and use a product, rather than how much and how often they use it. A marketing activity carried out by dividing consumers into different groups on the basis of variables such as user status, brand loyalty, usage level, Profits sought, usage occasions, purchase readiness and behaviors towards products. Thus, consumers can be grouped based on usage levels into: heavy users, moderate users, light users, and non-users. Consumers can also be segmented based on user status into: potential users, non-users, former users, regular users, first-time users, and users of competing products In behavioral segmentation, buyers are divided into groups based on their knowledge, behaviors, usage, or responses to a product that they seek from the same product.

MI Sunan Gunung Djati focuses on a geographic segmentation strategy, in which segmentation is a grouping of consumers according to aspects of location such as residence. The location used as the segmentation is the East Bandung Place. Several aspects are the

reasons for choosing the location, including the location of the Place that is closer to the location of MI Sunan Gunung Djati. So MI Sunan Gunung Djati is easier to reach by student guardians. (Interview results by Mr. Naufal, as the MI teacher) This is following the theory [10] that in geographic segmentation, the market is divided according to place. The theory behind this strategy is that people living in the same Place have similar needs and wants and that these needs and wants are different from the needs and wants of people living in other Places. Geographic segmentation requires that the market be divided into sales Places, such as highlands-lowlands, cities-rural Places, and so on.

Targeting

According to Tjiptono and Chandra[11] the definition of a target market is "the process of evaluating and selecting one or more market segments that are considered the most attractive to be served with the company's specific marketing program". Meanwhile, according to Daryanto (2011: 142) the definition of a target market is "the process of evaluating the attractiveness of market segments and choosing one or several to enter". Determination of the target market:

According to Tjiptono and Chandra[12] there are five alternatives in choosing a target market, namely:

   a.   Single-Segment Concetration

The company chooses a single market segment, taking into account several things, such as the limited budget of the company, the existence of market opportunities in the segment concerned but has not been glimpsed by other competitors; or the company considers the segment to be the most appropriate segment as a foundation for expansion to other segments.

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[10] Saparso.
[11] Tjiptono and Gregorius, *Service, Quality Satisfaction*.
[12] Tjiptono and Gregorius, *Service, Quality Satisfaction*.

b. Selective Specialization

In this strategy, the company selects several market segments that are attractive and in accordance with its objectives and resources.

c. Market Specialization

In this strategy, the company focuses on providing services to various needs of a particular customer group.

d. Product Specialization

In product specialization, companies focus on certain products or services that will be sold to various market segments.

e. Full Market Coverage

In this strategy, companies strive to serve all customer groups with all the products they might need. Usually only large companies are able to implement this strategy, because it requires enormous resources.

Then the target market addressed by MI SGD is kindergarten or RA that has good management and parents with middle to upper income. The selection of this target market uses the theory of Tjiptono and Chandra[13], namely the indicator of Selective Specialization. In this strategy, the company chooses some market segments that are attractive and in accordance with its goals and resources.

Positioning

Kotler and Armstrong[14] mention "positioning or market positioning as planning the product position and corporate image so that it occupies a special and valued place in the hearts of its customers". "Positioning" is a strategy in the marketing process that aims to make differences (Differents), advantages (Advantages), Profits (Benefit) that make consumers always remember a product[15].

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[13] Fandy Tjiptono and Chandra Gregorius, *Service, Quality Satisfaction* (Yogyakarta: Andi Offset, 2012).

[14] Philip Kotler and Amstrong Gary, *Principles of Marketing* (New Jersey: Pearson Prentice Hall, 2004) <http://library.wbi.ac.id/repository/212.pdf>.

[15] Apiana H.J Fanggidae, *Strategi Pemasaran Pariwisata: Segmentation, Target, Market, Positioning, Dan Marketing Mix* (Kupang: FISIP Universitas Nusa Cendana, 2006).

According to Kasali, positioning is "a form of communication strategy to enter the consumer's brain window so that the products and brands offered contain certain meanings, which in various aspects reflect the advantages of the product or brand in an associative relationship".

In line with the positioning theory put forward by Fanggidae[16] "Positioning" is a strategy in marketing activities that aims to create differences (Differences), advantages (Advantages), and Profits (Profits) that make consumers always remember a product. MI SGD positions its institution as a Madrasah Ibtidaiyah which has advantages and differences among other madrasah ibtidaiyah, presented several advantages including madrasah which is not only concerned with the morals of students but also has a psychological approach to children. So that each student has a companion teacher in his daily life at school. MI SGD teachers are professional teachers as evidenced by the direct supervision of UIN Sunan Gunung Djati lecturers. Another advantage of MI SGD is that this madrasah is unique in terms of activities at school, namely activities starting at 07:30 WIB with dhuha prayer activities in the congregation, 08:15 snack time (activities to eat lunch together brought by students themselves) then at 08:30 - 09:00 is the activity of reading and writing the Quran (BTQ). As for the teaching and learning activities themselves, the system is made into two sessions, namely 09:00 - 11:00 is the learning hour. Then 11:00-12:30 is dzuhur prayer and lunch together. Followed by a nap at 12:30 - 13:45 WIB. Furthermore, the second learning session starts at 14:00-15:15 WIB followed by Asr prayer. Activities at MI Sunan Gunung Djati use a full-day system because the majority of student guardians are office employees who return home in the afternoon. So that student guardians are not worried about their children's activities because the child's position is still in the school Place. (Interview result by Mr. Naufal, as the MI teacher).

Another advantage offered by MI Sunan Gunung Djati is a joint Umrah program when students are in grade 6. The program begins by saving money when students are in grade 1, the plan is that the

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[16] Fanggidae.

money that has been saved will be converted to gold to anticipate inflation so that the value of money is maintained.

Conclusion

The results showed that the implementation of segmentation, targeting, and positioning in marketing strategy is very influential in promoting educational institutions. After the implementation of STP (Segmentation, targeting, positioning) MI Sunan Gunung Djati received feedback from the community regarding the existence and essence of MI SGD, as evidenced by this madrasah being able to meet predetermined targets related to student quotas. In addition, MI SGD succeeded in instilling differences, advantages, and Profits offered by MI SGD in the minds of consumers compared to other schools or madrasahs such as superior programs, establishment of students' morals, and unique and fun learning systems.

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