

INFORMATION AND COMMUNICATION TECHNOLOGY BASED EDUCATION MARKETING MANAGEMENT

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Article History:

Received:2022-06-29, Accepted: 2022-11-17 , Published: 2022-12-15

Abstract

This study aimed to describe information and communication (ICT)-based education marketing management in MTs Ma'arif NU 1 Jatilawang Banyumas. This study employed qualitative approach by using interview, observation, and documentation for the data collection. The collected data were analyzed by Miles and Huberman model, consisted of data reduction, data presentation and data verification. The results of the study shows that education marketing management in MTs Ma'arif NU 1 Jatilawang Banyumas utilized information and communication technology (ICT), especially in its education marketing. In this study, the education marketing was done by George R. Terry's theory in management function analysis which were planning, organization, implementation, and evaluation. ICT-based education marketing management in MTs Ma'arif NU 1 Jatilawang Banyumas was done through ICT-based planning of education marketing management, ICT-based organization of education marketing management, ICT-based implementation of education marketing management, and ICT-based evaluation of education marketing management.

Keywords: Education;ICT;Management; Marketing

INTRODUCTION

In this era, education institution has developed and broaden their network in both urban and rural areas. In almost every village, there are education institution from the level of Early Childhood Education (*PAUD*), Elementary School (*SD*), Junior High School (*SMP*) to Senior High School (*SMA*). Even in one district, there are several education institutions that compete to provide quality education services. When education services have good quality, it means they will win the competition. However, to win the competition, the indication is not only quality but also the number of students who are interested in joining the institution. The more students there are, the more people trust the school or education institution. In this stage, the stakeholders of the institution play a role to create a positive image of the institution. When a school already has a positive image, the community will see the school from a positive side as well. One of the efforts to form a positive image is to socialize. Socialization itself gives the meaning that each individual/group harmonizes their life in the midst of society. In socialization, people will get to know and make adjustments to the situation and environment where they socialize. Socialization can be defined as a process of influence, being influenced, and influencing activities with which each individual can adapt (Nugroho, 2018). Then, socialization can be used as an effort to realize education marketing management.

Management itself is a process of planning, organizing, implementing, and evaluation in an organization or institution by using the available resources to achieve the goal, as well as can run effectively and efficiently (Munir, 2018). While marketing, according to Philip Kotler, is a human activity that is aimed to meet the needs and desires through an exchange process.

Thus, education marketing management is a managerial process in which individuals and groups mutually obtain what they need and want by creating and exchanging the benefits of services, both in the form of quality and quantity of schools/educational institutions as a form of promotional or marketing activities for an education institution. Education marketing will provide information in the form of knowledge about school details, either through photos, documents, or descriptions of the institution. By implementing education marketing, the school will also create feelings of like and dislike to the school that make the parents and students to choose the school that they need and want (Yulianti, 2019). Nowadays, parents are very selective in choosing schools for their children. Schools are required to be able to attract public interest by offering advantages and strengths through marketing management or intensive marketing of education services so that they will be widely known by the public (Ariyani, 2020). The term marketing management is not only used by profit institution or organization. School as a non-profit institution can also apply marketing as an aspect of their management (Wahyudin & Fitriani, 2022). The purpose of education marketing is to continue its existence, develop institutions, and earn profits (costs). In addition, education marketing must also be able to provide satisfaction to its customers. Marketing of education services includes the business of education institutions that begins with identifying customer needs, determining products, determining product prices, and determining promotion methods. Therefore, the context of implementing education services marketing has several very important elements, that lead educational institution to win the competition and be able to satisfy customers (Amiruddin et al., 2021). Hence, education marketing must be towards customer satisfaction-oriented that in school context is called as students. This is where the school needs to know how their prospective students see the school they will choose.

The challenge for education institutions in the era of the industrial revolution 4.0 is the competition among institutions as a result of development of technology. Education institutions are required to build a positive image which create positive impact to increase the interest of the users to use their education services. Initially, the industrial revolution 4.0 was an integration of the internet use through production lines in the industry. There has been a change in the industry and business climate by the increasing business competition due to the development of information technology. It includes the trend in automation and data exchange in business technology, in which some of them are the Internet of Things (IoT), cloud computing and cognitive computing (Irfani et al., 2020). The development of information technology has changed the scope of the marketing in recent years. Marketing communication methods that were previously carried out traditionally and conventionally have now been integrated digitally (Naimah et al., 2020). This phenomenon is then brought and adopted into education, where education is currently also using information technology to be more competitive and professional to attract the users of education services. Education marketing begins to take advantage of technology development to share information about education institutions to the public. This technology is known as Information and Communication Technology (ICT).

ICT is the combination between information technology and communication technology, were the two are combined to process and deliver the information through the means of technology. UNESCO stated five benefits of the implementation of technology in education, that are: bring easier and broader access of education, increase equality in education, increase equality of education, increase teacher's professionalism, as well as increase the effectiveness and efficiency of management, governance, and administration of education. With these benefits, UNESCO experts suggest that all countries, especially the developing countries, participate in improving the resources needed by collaborating ICT into various educational policies, strategies and activities (Adisel & Pranansa, 2020). Added by Uno, media can be interpreted as a means of communication to convey information to the receivers. In addition, William and

Sawyer defined Information and Communication Technology (ICT) as a technology that develops computing with communication lines that carry data, audio and visuals (Wungguli & Yahya, 2020). There is an interesting phenomenon nowadays where many schools open student admissions (PPDB) early due to high enthusiasm of the community as the potential users of education services (Fradito & Suti'ah, 2020). Thus, the schools are required to have effective and efficient methods in marketing education institution services, so that the institution is known and becomes the interest of the community. The use of sophisticated technology such as ICT in education institutions is one of the efforts to form a positive image of education institutions so that they will have high competitiveness in the era of industrial revolution 4.0. The use of ICT in education institutions can be done through media such as websites, Facebook, Instagram, YouTube, and other social networks.

Based on observations, unfortunately, there were still lack of use of ICT-based information systems management, especially for education marketing. The use of ICT for education in Indonesia was still in its early stages and has not been utilized optimally. It was caused by several reasons, such as inadequacy of infrastructure and human resources for ICT implementation in education especially education marketing. One case has been reported in an online news *Pariwara Jambi.com* on July 14 2022 with the news entitled, "Concerned About Lack of Interest in SMA 7 Marangin, Al Haris Made a Video Promotion". This news reported that the school did not receive enough interest from the community despite its strategic position in the city center. Governor of Jambi urged the teachers to maintain their passion of teaching and keep trying and praying. He also asked the teachers to make a interesting promotion for the school. One of the teachers began the promotion by creating video as a marketing tool for their education services (*Pariwarajambi.com*, 2022). Based on this example, it is shown that the school needed to make a promotion that was integrated by technology so that the information regarding the school could be accessed by the public. It also became the concern for the government to facilitate the infrastructure for ICT, both by providing the facilities and organizing ICT training for the teachers and staffs. Therefore, there will be no more school that is lack of students or have difficulty in marketing their education services.

MTs Ma'arif NU 1 Jatilawang Banyumas, that is located in Jalan Raya Tinggarjaya No.1051 RT 01/RW 06, Jatilawang District, Banyumas Regency, East Java, becomes one of the schools that implements ICT-based education marketing. This school is intensively utilizing Information and Communication Technology (ICT) to carry out education marketing activities. Even though there are many other similar schools to MTs Ma'arif NU 1 Jatilawang, especially in Banyumas regency, the school continues to show its existence by trying to make the school widely known to the public. The school proves despite its location in rural area, it can still make use of technology development. The school tries to optimize ICT as an education marketing medium, while still maintaining old way of marketing. This phenomenon attracted the researchers to conduct a study aimed at describing and analyzing Information and Communication Technology (ICT)-Based Education Marketing Management at MTs Ma'arif NU 1 Jatilawang Banyumas.

According to literature review, there were three previous researches with relevant topic. First, Nur Shohibatul Fajri dan Novan Ardy Wiyani conducted research entitled "Information and Communication Technology-based School Marketing Management with the aim of describing the process of marketing management with ICT-based in SMK Citra Bangsa Mandiri Purwokerto (Fajri & Wiyani, 2019). The similarity of the previous study with this research is both researches raised an issue in ICT-based marketing management in education. The difference is the researches were done in different school level. The previous study was done in vocational high school (SMK), and this study was done in Madrasah Tsanawiyah or junior high school. The second previous research was done by Fantika Febry Puspitasari entitled

“The Implementation of Excellent Service as an Effort to Improve School Marketing”. It was aimed to study the implementation of excellent service as an effort to improve marketing of the school in SDIT Taqiyya Rosyida (Puspitasari, 2019). The similarity of this research was both discussed school marketing. The differences were the previous research focused on the excellent service for education marketing and located in elementary school, while this study focused on ICT-based education marketing management and located in junior high school. The third previous research was done by Syahrial Labaso entitled “The Implementation of Mix Marketing as a Marketing Strategy of Education Service in MAN 1 Yogyakarta” with the objective of studying the practice of marketing strategy in Islamic education service especially in MAN 1 Yogyakarta (Labaso, 2019). The similarity of this study was raising an issue of education marketing, and the difference was at the level of school between Madrasah Aliyah or senior high school and Madrasah Tsanawiyah or junior high school. It can be concluded that from three previous researches, the similarity was in the topic of marketing in education institution. The differences raised from the positioning where this research observed Madrasah Tsanawiyah, or junior high school level, at MTs Ma’arif NU 1 Jatilawang Banyumas. Also, this study described the education marketing management with the basis of Information and Communication Technology (ICT), from its planning, implementation, as well as the supervision of education marketing in MTs Ma’arif NU 1 Jatilawang Banyumas.

RESEARCH METHODS

This research employed qualitative method, that is an approach with natural phenomenon orientation (Abdussamad, 2021). Thus, there was no manipulation in the setting of the study. This research was done in MTs Ma’arif NU 1 Jatilawang Banyumas located at Jalan Raya Tinggarjaya No.1051 RT 01/RW 06, Jatilawang District, Banyumas Regency, Central Java. Subject of the study was three informants from teachers and staffs who were responsible in marketing of education, especially student admission. The object of the study was the process of ICT-based education marketing in MTs Ma’arif NU 1 Jatilawang Banyumas. This location was chosen because of the uniqueness in its education marketing. The education marketing of this school was not only done offline, but also online with ICT-based that was expected to attract public interest to study in MTs Ma’arif NU 1 Jatilawang Banyumas.

In the data collection, the researchers used observation, interview, and documentation. The observation was used to analyze the situation in MTs Ma’arif NU 1 Jatilawang Banyumas regarding the process of education marketing. The interviews were done to the person who was responsible in education marketing who were teachers and staffs of MTs Ma’arif NU 1 Jatilawang Banyumas. Documentation was done by accessing the website and application as a media of education marketing, as a proof that MTs Ma’arif NU 1 Jatilawang Banyumas has implemented ICT-based education marketing. After data collection, the data collected were analyzed by Miles and Huberman model with three stages: data reduction, data presentation, and conclusion drawing or verification (Abdussamad, 2021). In data reduction, the researchers filtered between relevant and irrelevant data to be used based on the focus of the research. Then, the researchers presented the data by describing the data and figures found in a report which was made systematically. In the last stage, the researchers concluded the result of study and gave suggestion to MTs Ma’arif NU 1 Jatilawang Banyumas regarding ICT-based education marketing. To check the validity and authenticity of the research, the researchers did a validity test by triangulation. Triangulation is a technique to check the validity of the data by making use of other means (Kusumastuti & Khoiron, 2019). Triangulation of the technique was used by adjusting the data obtained during observations, interviews, and documentation. Then, source triangulation was carried out to check data obtained from various sources (teachers and staffs) at MTs Ma’arif NU 1 Jatilawang Banyumas.

RESULTS AND DISCUSSION

This research findings were analyzed based on management functions. According to George. R Terry, management is a specific process consisting of planning, organizing, implementing, and supervising actions that is done to determine and achieve the predetermined goals through the use of human resources (Mulyadi & Winarso, 2020). The functions of management were then analyzed into Information and Communication Technology (ICT)-based education marketing management at MTs Ma'arif NU 1 Jatilawang Banyumas, which is discussed in the following explanation.

Planning ICT-based Education Marketing

Planning is carried out by considering the expected goals, so that it will lead to decision-making and criteria-forming to measure the work results (Sadikin et al., 2020). Education marketing planning aims for the ability of education institution to show its excellence, expand the cooperation network, encounter changes in the market and have high competitiveness ability. As for the Information and Communication Technology (ICT)-based education marketing planning at MTs Ma'arif NU 1 Jatilawang Banyumas, it was carried out by considering several factors, namely:

a. Objective

The objective of MTs Ma'arif NU 1 Jatilawang Banyumas for an ICT-based promotion of education service was to easily spread the information to the public, to spend less cost, and to be more practical.

b. Target

The target of education marketing with ICT in MTs Ma'arif NU 1 Jatilawang Banyumas was the community, especially the parents of prospective students who were currently in the sixth grade of elementary school. It was expected that when the parents read the information through social media, they would have interest to enroll their children in MTs Ma'arif NU 1 Jatilawang Banyumas.

c. Needs Analysis

The schools analyzed the needs of the users especially in religion, where there were many children who were lack of knowledge in religion and whose characters were not following Islamic rules, that were caused by the environmental factor in the family or society. Madrasah, or Islamic school, had a role to educate the students to have Islamic characters. Through ICT-based education marketing, MTs Ma'arif NU 1 Jatilawang Banyumas would be known more by community and the people would trust their children to study there with Islamic values.

d. Programs

In ICT-based education marketing planning, MTs Ma'arif NU 1 Jatilawang Banyumas offered *Tahfidzul Qur'an* program. The students who were interested to join this program would at least memorize 5 juz. The school also offered another flagship program in Mathematics and Science class. There were numerous programs in sports (futsal, volleyball, takraw ball and badminton) and art (music)

e. Media

The media used in ICT-base education marketing in MTs Ma'arif NU 1 Jatilawang Banyumas was smartphone, computer, and laptop. The stakeholders of the school also played role in choosing the application to make flyer. Flyer was a media they used for school promotion, either printer flyer or e-flyer. The e-flyer would be uploaded to social media such as Facebook, Instagram, and WhatssApp. On the the other hand, the video content would be uploaded to Youtube. The social media accounts of the school are shown in the figures below.



Figure 1. Youtube Account of MTs Ma'arif NU 1 Jatilawang Banyumas



Figure 2. Instagram Account of MTs Ma'arif NU 1 Jatilawang Banyumas



Figure 3. Facebook Account of MTs Ma'arif NU 1 Jatilawang Banyumas



Figure 4. Website/ Link of Students Admission of MTs Ma'arif NU 1 Jatilawang Banyumas

f. Planning Time

Education marketing was prepared long before semester 2 began. Usually, the education marketing planning was done by the end of semester 1, by holding a meeting specifically for student admission. This planning meeting was held around September, while the student admission was held every January. The meeting was attended by the school principal, head of administrative office, teachers, and staffs.

g. Target

The main target of education marketing with ICT in MTs Ma'arif NU 1 Jatilawang Banyumas was the school could provide the best service as well as attract prospective users in the community so that there would be enough students based on the prepared quota. In 2022, there were preparation for 10 classes, with 34 students for each class; thus, the target would be 340 new students or more. In conclusion, the target of the school was not only in the quantity to have many new students, but also provide quality education to educate the students.

Organizing ICT-based Education Marketing

Organizing is an activity of grouping human resources, distributing tasks, responsibilities, and their respective functions, to create efficient activities (Firmansyah & Mahardhika, 2018). In organizing ICT-based education marketing, MTs Ma'arif NU 1 Jatilawang Banyumas formed a committee of 12 people to maintain promotion and student admission. Each person had their own job description, and the division of tasks had been divided by the committee. The first task was to determine the stakeholder, in this case was the person who was responsible to plan ICT-based education marketing at MTs Ma'arif NU 1 Jatilawang Banyumas. The planning of ICT-based education marketing could be done by all members of the institution but the bigger responsible was in the committee of student admission or *PPDB* committee. Marketing activity was given to Secretary 1 and 2, with the support of the division of Public Relation and Publication with 2 members. Second, the coordination was done through WhatsApp group for the marketing committee. Third, the marketing committee would hold a coordination meeting when the deadline was tight. Fourth, the job desk would be divided by the head of the education marketing committee, then the members would do their duties in accordance to their respective job description.

Implementing ICT-based Education Marketing

Implementation of education marketing included promotional activities carried out by education institutions, in this case was MTs Ma'arif NU 1 Jatilawang Banyumas. The ICT-based education marketing at MTs Ma'arif NU 1 Jatilawang Banyumas was done by using flyers, or promotional media in the form of pamphlets, which were posted via social media such as Facebook, WhatsApp, and Instagram. The school also used media in the form of link or website for online student admission (*PPDB*). The use of ICT as an education marketing medium was considered helpful and made the prospective students who live far from the school easy to access the information about school admission. They could access the information through website/link or other social media applications anytime and anywhere.

Besides using ICT as an education marketing medium, MTs Ma'arif NU 1 Jatilawang Banyumas also did another alternative in marketing by having socialization at elementary schools, such as visiting grade 6 SD/MI teachers in Jatilawang district with the intention to cooperate in promoting the school. The marketing committee would describe the profile, programs, and excellence of the school. This direct marketing was intended to make the teachers in elementary school willing to promote their students to enroll in MTs Ma'arif NU 1 Jatilawang Banyumas. Direct socialization was also carried out by the marketing committee

by placing advertisement banners near elementary schools as well as visiting mosques where many people attend the school, so that the community would be interested in sending their children to study in MTs Ma'arif NU 1 Jatilawang Banyumas. The most effective media for carrying out ICT-based education marketing according to the marketing committee was through flyers in the form of pamphlets and short videos related to daily activities at school that were posted on social media. It attracted public interest shown by the responses or comments from the people on social media such as A, Facebook, Instagram, and other applications. It means that the enthusiasm of the community to know MTs Ma'arif NU 1 Jatilawang Banyumas was very high. By including the phone number of contact person on these flyers, it would provide direct opportunity for direct communication between school and the community who were interested to enroll their children to MTs Ma'arif NU 1 Jatilawang Banyumas. The school often asked questions about tuition fee, registration procedure, and solutions for the prospective students who live far from the school. Usually, the marketing committee will offer prospective students to register at Islamic boarding schools if live far from the school.

The costs spent for ICT-based education marketing at MTs Ma'arif NU 1 Jatilawang Banyumas were quite affordable. The marketing committee only needs to use smartphone, laptop, or computer that was supported by a strong signal or internet quota, so that the education marketing could run smoothly. The application that was used as a medium for creating education marketing materials was adapted to the needs. The school has used Photoshop, Canva, Corel, and other application to make flyers. The school believed that the existence of ICT would actually be very beneficial and provide many benefits, both for the school and the society in general, because it was accessible and attractive. However, the challenge raised as the marketing committee must be creative and innovate to create interesting content. When making flyers, the education marketing committee should not make the content in a hurry and must be based on reality. All activities at school were supposed to be immediately documented in the form of videos or photos. Therefore, when the education marketing committee needed the photos or videos of activities at the school, the data or documentation was ready to be used as a content for marketing. The target that has been successfully achieved was in school admissions of 2022 there was a record of around 289 children who were interested to join MTs Ma'arif NU 1 Jatilawang Banyumas by filling out the registration form, though it was not a certain number of prospective students. The school also has prepared 10 classes for the new students that were supported by proper facilities.

The benefits of using ICT as an education marketing medium were: first, the benefits for the community in which the information about the school could be accessed anytime and anywhere through several social media such as Facebook, WhatsApp, Instagram, YouTube, website/links, and others. People could only use smartphones, laptops, or computers with good internet access to obtain complete information related to MTs Ma'arif NU 1 Jatilawang Banyumas. Second, the ICT-based marketing was more interesting, both in terms of content and information, so it did not make the readers bored. It would be different if education marketing was carried out by using plain white paper or notes since it would look monotonous and less attractive. Third, the benefit for the school was that with ICT-based education marketing, the school did not need to spend a lot of money for promotional activities. Fourth, by implementing ICT-based marketing management, the school would seem professional and master technology because by using ICT, the school would automatically introduce technology to the community.

The weaknesses of the implementation of ICT-based education marketing management in MTs Ma'arif NU 1 Jatilawang Banyumas came from two sides, which were from the school and the community. At school, there were almost no weakness because ICT contributed significantly to the education marketing process. The school preferred to see the problem as

challenge. The challenge was that marketing committee must be continuously developing their creativity and innovation to present information through interesting content and captions. From the community, the weakness was that there were still some people who did not have or could not use smartphone so that they could not access the information about MTs Ma'arif NU 1 Jatilawang Banyumas that was shared through social media.

Evaluating ICT-based Education Marketing

Supervision is the effort to observe the implementation of operational activities to ensure that these activities are in accordance with the predetermined plans (Handayani, 2018). Supervision, or also called as evaluation, is carried out by stakeholders who are authorized to supervise school activities, especially in this case was ICT-based education marketing activities. *First*, the first level of supervision was carried out by the highest authority, that was BP3MNU (Education Administration Agency of Ma'arif Nahdhatul Ulama). The position of BP3MNU was similar to school committee because MTs Ma'arif NU 1 Jatilawang Banyumas was under the education foundation. The second level of supervision was done by the school principal. The school principal was responsible for overseeing the education marketing committee. Thus, the education marketing committee was always supervised by these two parties in carrying out their duties.

Second, evaluation was carried out after an agenda was completed. On January, MTs Ma'arif NU 1 Jatilawang Banyumas held alumni gathering, coordination meeting, and presentation of the meeting results. On February, the education marketing committee distributed offline brochures or banners, while online education marketing could be done anytime if needed. On March, the education marketing committee held gathering with elementary school teachers in the Jatilawang area, and held a religious gathering in the mosques close to the elementary school. After the marketing activities were completed, the education marketing committee reported to the school principal. The monitoring or evaluation stage was done after PPDB or student admission by looking at the number of new students were interested to join MTs Ma'arif NU 1 Jatilawang Banyumas. If there the number of students decreased, then the school would develop a strategy for a better marketing methods, content and information to be shared, and the strategies to be implemented for the upcoming year.

Third, an alternative to attract the interest of prospective students was to empower the alumni. Alumni empowerment could be done through alumni gathering, where the alumni would be given certain instructions to increase the interest of sixth graders of elementary school to join enter MTs Ma'arif NU 1 Jatilawang Banyumas. Alumni also participated in posting education marketing flyers that have been prepared by the committee. With the help of alumni, the school could expand its network easily.

Fourth, all members of the school, from school principals, teachers, and staffs, were facilitated to attend workshops or training on the use of Information and Communication Technology (ICT), especially in the context of education marketing. It would make not only school marketing committee who took advantage of technological developments, but also all members of school to be able to master technology. All members of the school were the stakeholders in the marketing of education at MTs Ma'arif NU 1 Jatilawang Banyumas. The next target of the implementation ICT-based education marketing at MTs Ma'arif NU 1 Jatilawang Banyumas was the stakeholders we able to use ICT properly, then able to share information to the wider community. It was expected that the target of 10 classes for new students could be fulfilled, based on the ratio of students regulated by the Ministry of Religion. Also, it was expected that the school could provide good service and be beneficial for the people in the school (principals, teachers, staffs, and students) as well as for the community. Essentially, marketing by using ICT must be done continuously, adapted to technological developments, and presented by interesting creativity and innovation. Today is

the industrial revolution 4.0, where every activity in daily life is related to digital technology. We have to continuously learn and adapt to the technological developments, to be applied in everyday life so that all of our activities can be done effectively and efficiently.

Based on the result of study explained beforehand, it can be concluded that MTs Ma'arif NU 1 Jatilawang Banyumas has practiced ICT-based education marketing activities by considering the functions of the management of planning, organization, implementation, and evaluation that in in line with G.R Terry's theory. In the function of education marketing planning, the school has paid attention to goals, objectives, needs analysis and marketing targets. In the function of organization, the school has been able to distribute human resources tasks and responsibilities evenly and precisely according to their respective job desks to minimize errors in education marketing activities. In implementing education marketing, MTs Ma'arif NU 1 Jatilawang Banyumas has used ICT-based media and tools so that educational marketing activities can go according to what has been planned. The school also performed a supervisory function in the form of regular evaluations or meetings with the aim to obtain better results and based on the goals of the institution. As for marketing, MTs Ma'arif NU 1 Jatilawang Banyumas has conducted education marketing according to Philip Kotler's marketing principles, that is marketing activities which are directed to meet the needs and expectation of customers through an exchange process, so that there is a managerial process between individuals and groups to mutually obtain what they need and want, through creating and exchanging service benefits. As for education marketing, the use of ICT is considered capable of facilitating the delivery of information related to the school, so that education customers can access information anytime and anywhere according to their needs. This is suitable to what was conveyed by UNESCO, that through the application of ICT in the education system, it will facilitate and expand access to education, increase educational equality, improve the quality of learning, increase teacher professionalism and increase the effectiveness and efficiency of management, governance and administration of education.

CONCLUSION

In the industrial revolution 4.0 era, the use of technology in education institutions is very essential. The stakeholders with an important role in an education institution continuously motivating all parties to optimize the use of technology positively. One of the positive things that can be done by education institutions is to build a positive image of education institutions. A positive image can be built through socialization with the community or users of education services. Socialization by education institutions is an attempt to market education services or commonly referred to as education marketing. In this industrial revolution 4.0 era, education institutions are required to carry out education marketing by making the most of technology. One of the uses of technology that can be applied to education marketing is through Information and Communication Technology (ICT).

MTs Ma'arif NU 1 Jatilawang Banyumas is one of the schools that is able to utilize ICT as a medium for education marketing activities. Based on the research results, the education marketing implemented by MTs Ma'arif NU 1 Jatilawang Banyumas is carried out through four activities that can be grouped based on management functions, namely: planning, organization, implementation, and evaluation. First, in ICT-based education marketing planning, the school formulates the goals to be achieved, determines targets, analyzes the needs, compiles programs, determines media and planning time, as well as determines targets. Second, in organizing ICT-based education marketing, the school forms structure of organization that is in accordance with organizational goals, then determines stakeholders, establishes communication, and distributes tasks according to job description. Third, in the implementation of ICT-based education marketing, MTs Ma'arif NU 1 Jatilawang Banyumas realizes the plans that have been previously formulated. Implementation of ICT-based

education marketing is carried out by creating flyers containing information regarding registration, excellence of the school, facilities, programs offered, and others. The applications used in making flyers are Canva, Corel, and Photoshops. Whereas, the social media used in education marketing are website, Facebook, Instagram, WhatsApp, and YouTube. The prospective students can also access the online registration link. Fourth, in the monitoring or evaluation of ICT-based education marketing, MTs Ma'arif NU 1 Jatilawang Banyumas conducts routine supervision after each agenda is finished. If the results cannot reach the target, it will be used for improvement. In contrast, if the results reach the target, then these results can be used as a reference or benchmark and as development strategy to achieve better targets.

Suggestion

There are several suggestions based on the findings, that are explained in the following: MTs Ma'arif NU 1 Jatilawang Banyumas has implemented ICT-based education marketing management by implementing management functions properly. However, the school needs to develop the human resources skills, especially in digital marketing and the use of ICT. The school needs to provide training to all human resources in the education institution. In addition, to support ICT-based education marketing activities, the education institution needs to improve and complete the technological facilities, so that ICT-based education marketing activities can run effectively and efficiently.

Due to the delimitation of the researchers in collection the data regarding ICT-based education marketing management, the researchers suggest future researchers to study and follow up this topic with more specific research about ICT-based education marketing management. By studying this topic thoroughly, it is expected that further research can contribute more beneficial scientific information.

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