

Digitalization of Educational Services Marketing Program on the Primary School Teacher of Musamus University

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ABSTRACT

This study aims to analyze the digitalization of Musamus University's educational services marketing program. This study used an analysis model by Miles and Huberman consisting of data reduction, data presentation and taking conclusion. The approach used in this study is a qualitative approach. The subject of the study is the primary school teacher education department of Musamus University. Data collection techniques use interview techniques, document studies and literature reviews. The results of this study show that by digitalization the marketing program of the Department of Primary Teacher and Education of Musamus University has shown that the Department innovates to advance the department. Therefore, the digitalization of Musamus University's educational services marketing program help the department to improve the quality and good reputation to the society because the department not only use the manual strategy but also use the innovative strategy by using the digitalization. Eventhough in this research did not measure the effectiveness of this digitalization.

Keywords:

Digitalization;
Services Marketing;
Educational Program.

INTRODUCTION

Today's in digital era, information technology has penetrated every aspect of life, so that all information to be conveyed to the public is almost digital-based or other terms are digitalization (Wahyuni, 2023; Zulfiah et al., 2023). Digitization allows what was originally only analog information, such as images, text sounds or signals to be converted into their digital representations (Kementerian Pendidikan dan Kebudayaan, 2019; Munib et al., 2023; Nasrullah & Rahman, 2023; Rohmah & Setiawan, 2023). Digitalization also occurs in the education sector, including being used as a means of marketing educational services (Hidayati, 2021).

Marketing is becoming a must, including in the education sector (Nurbawani, 2021). Marketing in the education sector in the form of educational service marketing is a strategy used by an educational institution to display a good image of an educational institution with the aim of obtaining inputs that meet the targets or objectives of educational institutions (Sugeng, 2022). Similar things have also been discussed in various writings. Among them are Prastowo and Manunggal; 2022, which states that the marketing of educational services needs to be done because the public needs to know the quality of education through an educational service marketing strategy and this should not be something taboo to do, even though there are still negative perspectives from the public regarding the marketing of educational services (Sugeng, 2022). Based on Khasanah's 2015 research, the marketing of educational services is not profit-seeking or commercial, but the main goal is how to make schools have target students in accordance with the quota determined by the school (Khasanah, 2015). With so many students who want to choose to receive

education in a school by marketing educational services, it can be said that the marketing strategy is relatively successfully used in marketing educational services. In Indonesia, it is still rarely discussed about digitizing educational service marketing programs (Basha, 2019; Munib et al., 2023; Wahid, 2016). So this article discusses and captures what it is about digitalization in the elementary school teacher education department of Musamus University.

Musamus University elementary school teacher education has so far only been manually marketing its educational services. Among them are promoting from one school to another, distributing brochures to alumni and conducting inter-school competition events as a form of showing self-image to the community.

However, in the digital era, the elementary school teacher education department of Musamus University is digitizing the marketing of educational services. As for marketing digitalization, you can basically use various digital platforms (Zahay et al., 2019). Among them are social media, E-Commerce, Online Education, Streaming and Entertainment, and so on (Afrilia, 2018).

In this study, the marketing of educational services majoring in elementary school teacher education at Musamus University chose and used digital platforms, namely social media. Among them are Facebook, Instagram, and Youtube channels are also tik-tok.

Social media was chosen by the Department of Elementary School Teacher Education of Musamus University as a medium for digitizing educational service marketing programs, because it has several advantages including the following: Social media helps everyone to connect with friends, family, relatives, co-workers and people around the world (Sugeng, 2022). In addition, it allows fast and direct exchange of messages even between individuals located in distant geographical locations. Furthermore, social media also facilitates the sharing of photos, videos and other visual content to enrich personal experiences, giving it a platform to share moments and thoughts through temporary stories or statuses. Social media is also a quick and extensive source of information for news, trends and current events and allows users to participate in discussions and discuss current issues. Thus, based on the advantages possessed by social media as a digitalization platform, the educational services marketing program majoring in Elementary School Teacher Education (PGSD) Musamus University uses social media as its digital platform. Therefore, it is very good to analyze more deeply how the digitalization of the marketing program of the primary school teacher education department at Musamus University.

METHOD

The study employed qualitative research methods based on the framework proposed by Miles and Huberman, which encompasses three integral components: Data Reduction, Data Presentation, and Conclusion Drawing. The research design facilitated a comprehensive exploration of the subject matter. To gather information, the research employed a variety of data collection techniques, including interviews, documentation studies, and a thorough literature review, as outlined by Margareta et al. in 2018 (Margareta et al., 2018). These methods were chosen to ensure a multifaceted and nuanced understanding of the research topic. The investigation focused on the Elementary School Teacher Education Department at Musamus

University during the academic year 2023-2024, providing a contextually relevant and specific setting for the study.

In executing the research, particular emphasis was placed on the significance of each research phase. The initial stage involved the meticulous reduction of collected data, followed by a systematic presentation of the findings. The culmination of the research process was the drawing of conclusions, synthesizing the data into meaningful insights. The chosen academic year and institution, Musamus University, not only served as a practical setting for the study but also allowed for the exploration of unique factors and challenges within the context of elementary school teacher education. Through the careful application of qualitative research methods, this study aimed to contribute valuable insights to the field of education and enhance the understanding of the complexities involved in teacher education at the elementary level.

RESULTS AND DISCUSSION

The results of the study using a qualitative approach using the Miles and Huberman analysis model are as follows:

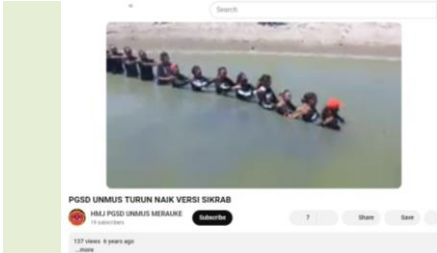


In-depth interview results

The results of an interview with the head of the elementary school teacher education department by Mr. YT stated that *"Since I served as the head of the elementary school teacher education department of Musamus University, I began to carry out marketing strategies by manual methods such as me and the department promotion team went to schools both high schools and vocational schools around the city of Merauke to promote the department and we brought brochures. Also, if students after completing the thesis exam, we give brochures to distribute to their relatives."* Then the next interview to the secretary of the elementary school teacher education department, Mrs. RP, stated that *"The elementary school teacher education department has many applicants every year, it can be seen in the data in PDDIKTI. But I believe it is also inseparable from the efforts of all those in the elementary school teacher education department. In addition, currently PGSD already has a social media platform that can equip the PGSD department of Musamus University in marketing existing educational services in the department. Then the students as the younger generation are also active users of social media, so we hope that social media as a digital platform used by PGSD can be visited by many visitors, not only students majoring in PGSD but also all levels of Merauke city society in particular and hopefully get a wider community reach."* Then an interview with the head of the promotion team of the elementary school teacher education department of Musamus University, Mrs. EH stated that: *"so far social media as a means of marketing educational services greatly facilitates the PGSD department because in terms of time and cost it is certainly more efficient and there are more visitors to social media platforms. This can be seen on PGSD's Facebook, Youtube and Instagram pages. In addition, the University also helps us and other departments at Musamus University to promote and find prospective new students through the University's social pages as well. So, in marketing our educational services is very facilitated compared to previous years which only used a manual system to come and visit schools that spent a lot of time, energy and money."* Thus, based on the results of interviews with the three speakers from the Department of Elementary School Teacher Education, Musamus University, it can be concluded

that the digitalization of the educational service marketing program through social media is indeed very helpful in particular, the promotion team of the elementary school teacher education department both in terms of time, energy and also the costs spent while running the educational service marketing program in the elementary school teacher education department of Musamus University and is very helpful Helping majors as well as the overall university level.

Study Results: The following is a picture of the display of social media as a digital platform including youtube, facebook and instagram belonging to the department of elementary school teacher education Musamus Merauke University.

Table: 1 List of PGSD Social Media as a Marketing Platform for Digital Education

Social Media Display	Social Media Name	Account Creation Year
	Youtube of PGSD UNMUS	2022
	Instagram of PGSD	2021
	Facebook of PGSD	2011

Based on the study table of the document mentioned above, three out of 5 social media used by the PGSD department of Musamus University, were made in different years. For example, Youtube PGSD Musamus was created in 2022, while Instagram PGSD was created in 2021 and Facebook PGSD was created in 2011. Based on data from PDDIKTI, the PGSD department of Musamus University does experience an increase in the number of students every year. However, it is uncertain whether there is an influence of digitalization of marketing programs on the number of student increases each year. Nevertheless, PGSD has indeed digitized the marketing program of educational services as evidence that the elementary school teacher education department utilizes a variety of social media as a marketing medium for educational services.

Results of Literature Review Study

The following are some research articles used by researchers as literature sources:

Table: 2 List of Literature source articles

Articles Title	Research Method	The Result of Research
Educational Services Marketing Strategy in Increasing Public Interest in Entering Integrated Islamic Elementary Schools (Zulfiah, Evi et al 2023)	Descriptive qualitative	<ol style="list-style-type: none"> 1. Strategies that can be used in marketing educational services to attract public interest must involve all parties, be it yasayasan, teachers, and all managerial functions. 2. Market implementation can be done by market segmentation, market targeting, market positioning and marketing training.
Marketing Management of Educational Services in the Digital Age (Prastowo & Manunggal 2022)	Review of Literature	<ol style="list-style-type: none"> 1. Identification must first be done by the marketer of educational services both in terms of problems, needs, market desires then take steps to segment the market on educational service products.
School Marketing Strategy in Increasing Student Interest based on Delta Model (Margaretha, et al 2018)	Research and Development	<ol style="list-style-type: none"> 1. A good marketing strategy must promote education as a whole and comprehensively or holistically through school activities that are different from others or the uniqueness of the school. 2. Maximizing and facilitating existing resources in schools so that resources work optimally to achieve together can be realized, 3. Strengthening cooperative relations between all groups.

Based on data from interviews, document studies and literature reviews, it can be seen that marketing strategies must indeed be carried out by elementary school teacher education majors in order to increase department input. Because the increase in department input will provide a good opportunity for the department to improve the quality image of the department (Faizin, 2017) In addition, there are many things that must be done and involved in increasing interest in the school teacher education department of Musamus University, for example by marketing both manually and digitally. Although it is not yet known whether digital marketing is effective for Musamus University's elementary school teacher education department, but based on the results of in-depth interviews say that at least in terms of cost, time and energy they benefit. Then based on the results of research Margaretha et al, 2018, stated that marketing must indeed involve all elements. Including the system used must be considered (Margareta et al., 2018). The PGSD Department of Musamus University itself uses manual and digital systems. And digital systems are used by utilizing various existing social media.

CONCLUSION

Based on the results of this study, it can be concluded that the digitalization of the educational service marketing program by the Department of Elementary School Teacher Education (PGSD) of Musamus University has indeed been carried out by utilizing social media as the chosen digital platform. Facebook is the first social media used as a digital marketing tool by the PGSD department of Musamus University since 2011. The disadvantage of social media as a digital marketing

platform lies in the routine activities of the management promotion team that is still managed by the department, has not specifically received an assignment, and has not been properly managed. While the recognition from the PGSD department promotion team that digital promotion has many advantages, namely saving more both in terms of time, cost and energy (Govoni, 2012; Kustian et al., 2018; Sugeng, 2022).

Even every year the interest in the PGSD department of Musamus University continues to experience a significant increase and becomes one of the three majors with the most enthusiasts at Musamus University. This can be seen from the large number of enthusiasts in PDDIKTI data starting from 2021-2023. However, it is not certain that this can happen because of the influence of digitalization. Nevertheless, the digitalization of the educational services marketing program of the Musamus University elementary school teacher education department is a breakthrough and innovation for the elementary school teacher education department of Musamus University.

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