

## The Role of E-Marketing in Islamic Education Institution; Educational Reform Based on ICT to Increase Competitiveness

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### Abstract.

The rapid development of the internet has also contributed to the change in behavior and transformation of educational institutions as one type of service that is closely related to the progress of a nation. This has undermined changes that have also touched the managerial activities of educational institutions including marketing. The change in governance in terms of marketing Islamic education institutions has actually made it easier for the communication and customer information of educational institutions to be easier. The concept of the internet that has no place and time limits, makes it easier for Islamic education institutions to provide product information. This internet marketing system which is more often heard with the term e-marketing. The e-marketing strategy is carried out by Islamic education institutions in various ways such as market segmentation, social media as the main media for promotion, advertising networks and hashtags, and the use of chat rooms as a medium of communication and information. Thus, the use of e-marketing in Islamic education institutions provides many facilities and more benefits for institutions, customers and cooperation between institutions.

**Keywords:** Education, E-Marketing, Islamic, Behavior.

### 1. Introduction

The granting and enactment of educational autonomy in the regions has a strategic value for the region to compete in efforts to develop and advance regions throughout the archipelago, especially those that are directly related to human and natural resources in breaking the ice and stagnation that has been experienced and overwhelming the community. Likewise with the decentralization of education, local governments, both at the district and municipal levels, can begin their role as the basis for managing basic education [1]. At the provincial and district levels a non-structural institution will be held that involves the wider community to give consideration to education and culture tailored to the needs and capabilities of the region. From here the area is demanded to the maximum extent possible to try independently in managing the household in the field of education, so that the education carried out becomes of quality and quality in accordance with the expectations of all parties [2].

Furthermore, in order to achieve a good education and teaching system in schools, especially Islamic education institutions, there is a need for renewal and innovation carried out by all elements of education by following the development of science and technology and the gradual demands of community needs. Renewal of the education is needed so that the services provided by the school remain up to date [3]. The development of science and technology was followed by the development of information and communication technology-based educational institutions which later became a necessity and were closely embedded in almost all educational institutions. Learning in the world of education which is conceptually driven so quickly along with the advancement of the world of technology and information has implications for the dynamics of education itself [4].

Mastery of information and communication technology (ICT) or commonly called ICT (information and communication technology) is very important in the current era of globalization. The use of computers to access, process and present information, both individually and in groups, intra-network (intranet) and international networks (internet), is a primary need in the digital era [5]. The application of ICT or ICT has the advantage of the availability of information widely, quickly, and precisely, there is ease in the learning process and technology support to facilitate the teaching and learning process. The application of ICT also has a distinctive advantage which is not limited by place and time. The dynamics of the development of ICT or multimedia in the world of education that occurs in Indonesia is still not as optimal as the neighboring countries of Indonesia, which in this case Indonesia has lost several steps compared to the Countries of Singapore, Malaysia and Thailand. This is due to the many obstacles and problems faced by the Indonesian nation, especially the constraints of educators and educational professionals in utilizing ICT in various levels of education, both formal and non-formal. These problems are closely related to policies, standardization, network infrastructure, and readiness of educational human resources. Therefore, various efforts that have been and will be carried out both by the government and the community in the framework of utilizing ICT in education are very urgent and absolutely carried out in an integrated, systematic and sustainable manner [6].

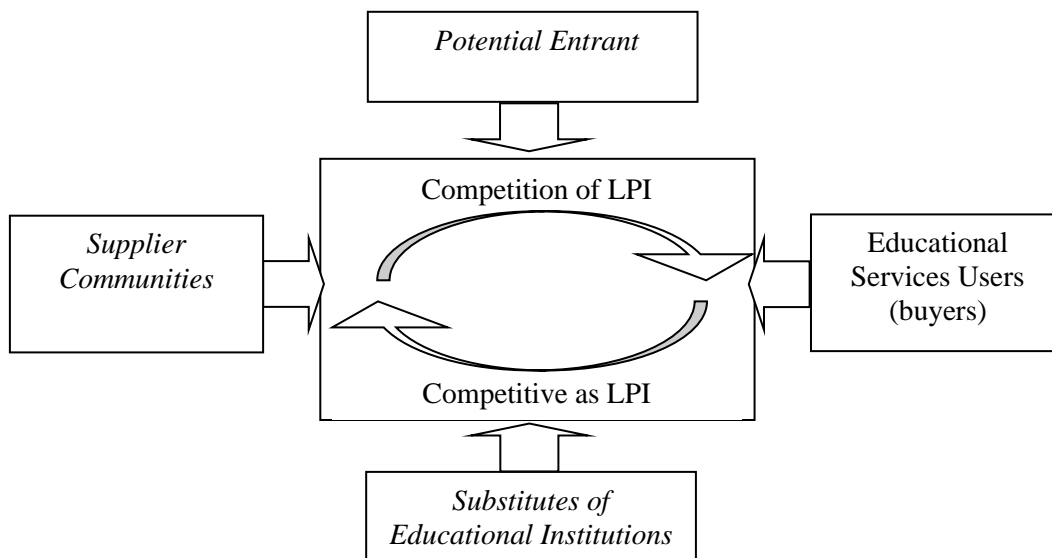
The use of ICT nowadays is also beginning to explore Islamic education institutions. Such use requires changes and restructuring of the governance of educational institutions. The process of change that is very visible in several Islamic education institutions including Islamic boarding schools is the marketing of education services that began to explore the internet and social media in addition to changes in the payment system and so on.

## **2. Educational Reform Based on ICT; Contribution and Exercise**

Information systems are one component that cannot be separated from current educational activities. Each educational institution certainly has the necessary components in the framework of the operationalization of education, which in this case could be students, infrastructure, organizational structures, human resources for education staff, and funding for educational institutions that are interrelated. In management theory, the strategies possessed by an educational institution and the information system strategy must be coherent and go hand in hand and in order to create a competitive advantage [7]. In the structure of educational institutions, if examined more deeply in the macro, there will be seen two domains, namely competitor education institutions and the information system they have which certainly has almost the same components. In addition, of course there is a government component which in this case functions as a policy maker, community, customers. These external components directly or indirectly participate in influencing the internal components of an educational institution [8].

At present, information technology is one of the supporting tools for increasing the effectiveness of an educational institution. The power of information technology can be used to identify the competitiveness of a marketable and sellable educational institution. An educational institution that already has a segmented market will never stop improving service quality to satisfy its customers and information and communication technology in this case has changed the way people perceive and create a new nature of competition as revealed by Rochaety, et al. , that there are five strengths that must be considered by the leaders of educational institutions in the rangkan to increase the competitiveness of educational institutions:

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**Figure. 1.** Five Forces of Educational Institutions [8]

In order to maintain the existence of educational institutions, especially Islamic education institutions, a strategy is needed such as increasing the capability of mastering information technology. Each educational institution certainly has an operational plan (work plan) that outlines the strategy of an educational institution and the limited resources it has in achieving the vision and mission of the educational institution. The information system strategy according to Indrajit as quoted by Rochaety is a sub-section of a work plan of educational institutions because of its urgency in encouraging the continuity of educational institutions.

In the era of globalization the role of ICT or ICT becomes increasingly important to use to disclose data and facts into information that can be utilized. The contribution of ICTs is inseparable from a responsibility so that data and facts of education can be collected, managed, stored, researched, proven and disseminated so that the public gets important information correctly effectively and efficiently. ICT is essentially a tool to get added value in producing information that is fast, complete, accurate, transparent and up-to-date. One of the benefits that can be felt in the contribution of ICT is internet technology. The internet as a medium of information has provided opportunities for everyone to submit data and facts openly and responsibly. This opens up new opportunities in the development of education where data, facts and information can belong to everyone openly and honestly.

The role of ICT in education can be interpreted in three paradigms, namely (1) ICT as a tool or ICT as tools in the form of technology products that can be actors in education (2) ICT as a Content or ICT as part of material that can make education becomes complete, accurate, fast, transparent and up-to-date. (3) ICT as an application program or ICT as a tool to collect, manage, store, investigate, prove and disseminate important information effectively and efficiently [9].

The implementation of information systems in addition to requiring ICT support certainly also requires Content, Procedures, and the Role of HR (Role), all of which will lead to a unity of expected institutional needs. Without an effective information process, the institution will not be able to control the surrounding environment. Managing ICT is a very complex job and in the end the consequences are expensive. The key is the importance of finding a balance between the benefits provided by ICT investments more than the costs that must be incurred.

### 3. The Dynamics E-Marketing of Educational Services in Islamic Education Institution

The success of its main educational institution is an Islamic education institution, so educational institutions as one of the services in the field of education must satisfy "need and want" from stakeholders of educational institutions. In order to provide educational service satisfaction, Islamic education institutions which are the locus of this discussion, apply marketing strategies that have adjusted to the demands of the world today that are oriented towards the use of ICT media as one of the marketing media. The use of ICT-based media in marketing Islamic education institutions is carried out by;

#### 3.1. Segment the market for Islamic education institutions

The process of segmentation in the world of education is as important as the segmentation of the industrial world. The process of market segmentation of Islamic education institutions is determined based on the

characteristics of consumers of educational institutions. Demographic conditions occupy the main position in the market segmentation analysis process. It is these demographic conditions that contribute to determining the prices and costs of education that must be paid by consumers of an Islamic education institution. The next step in the process of segmenting the market of Islamic education institutions is the analysis of the usefulness of educational services or specialization programs offered by Islamic education institutions that successfully integrate religious and public education [10]. This integration becomes a distinction that distinguishes Islamic education institutions from general education institutions [11].

The next important process that is usually carried out by Islamic education institutions is market segmentation by strengthening the loyalty of alumni of educational institutions. Thus, the behavior of educational institutions in marketing their educational institutions carried out by analyzing market segmentation is in line with what is revealed by Lopiyuadi and Hamdani (2008) which states that market segmentation can be done with two approaches, namely consumer characteristics approach carried out by Islamic education institutions with analysis of demographic and socio-economic conditions, as well as the approach of consumer responses conducted by focusing on the responses of alumni as loyalists of these Islamic education institutions [12].

### **3.2. Use of social media as a media campaign**

Globalization changes people's way of thinking and behavior to be more modern which in reality each individual begins to celebrate freedom of expression and interact with his own style. Personal affairs have become public consumption, including the administrative realm of the government system that has the opportunity to become a heated debate through mass media and social media [13]. The presence of social media that is rapidly developing has attracted audiences to be active and passive users, media social is considered capable of transforming messages so that users are easier [14].

The use of social media in educational institutions as a media for promoting Islamic education institutions is carried out with condition updates, brochures, memes, and so on relating to Islamic education institutions. The social media used by Islamic educational institutions in conducting promotions varies greatly depending on the trend of market share and the environmental conditions surrounding the Islamic education institution. However, the tendency of the majority of Islamic education institutions to use Facebook is social media. Only a few educational institutions do have a middle to upper market share that uses other social media such as twitter, path, and Instagram [15].

The interaction of communication that had originally run naturally on the basis of this mutual need in its development turned into an interdependence interaction. In this dependency theory, the public or audience becomes "confined" by the presentation of information from the media. This theory of dependence on media was originally initiated by Sandra Ball-Rokeach and Melvin Defleur. This theory departs from the nature of modern society, where mass media is considered as an information system that has an important role in the process of nurturing, change, and conflict at the level of society, groups, and individuals in social activities [16]. In summary the study of these effects can be formulated as follows: first, cognitive: cognitive effects are the consequences that arise in the communicant who is informative for him. With mass media someone gets information about objects, people or places that they have never seen or visited directly. Second, Afeksi: This affective effect is higher than the cognitive effect. The purpose of mass communication is not just to inform the audience about something, but more than that, the audience is expected to be able to participate or feel emotionally involved [15]. Third, Behavioral: This effect is a result that arises in the audience in the form of behavior, actions or activities. Violent scenes on television or film will cause people to become violent.[9]

### *3.3. Marketing through advertising networks and hashtags*

According to Kotler (1991) as quoted by Eid and Trueman, promotion is a variety of organizational ways to communicate the superiority of its products and convince consumers to buy their products [17]. Using advertising through the internet and developing smart sales promotions is a good concern, but media promotion others also change [18].

The effect of using the internet to communicate product excellence also penetrated Islamic education institutions. The communication is done by marketing educational institutions by using advertising networks in the form of promotions on YouTube ads and hashtag movements. The hashtag movement is done in order to facilitate the search for consumers by just clicking one keyword that trending hashtags like the hashtag movement "let's go home", "santrikeren", and so forth.

### *3.4. Use of discussion rooms in chat rooms*

## The Role of E-Marketing in Islamic Education Institution; Educational Reform Based on ICT to Increase Competitiveness

The ease of downloading applications on the internet makes it easier for users to form an online community based on common interests and interests. An online community is a collection of people (communities) who carry out activities in the form of exchanging information and knowledge with the help of Information and Communication Technology (ICT). Some examples of online communities are alumni communities or hobbies. This community is an example that connectivity is not limited by physical meetings, it can also be through cyberspace [19].

A community must have the desire to distinguish itself from other communities. The community itself is defined as a social group of several organisms that share the environment generally have the same interests and habitat. Like other communities, virtual communities are a group of individuals in which they have intentions, beliefs, resources, preferences, needs, risks, and a number of other similar conditions. Through this community each individual can try to know the characteristics of each individual. The speed of information and the depth of the application of a very high technology system which now makes the virtual community a culture favored by interested ones. A virtual community will form a new social space. For this reason, in order to establish religious identity in social media, the existing community is used to share related religious views [20].

### 4. Conclusion

The marketing strategy used by Islamic education institutions is to use strategies; 1) segmenting the market of Islamic education institutions, which is done by approaching the characteristics of consumers of Islamic educational institutions and consumer response approaches; 2) the use of social media as promotional media such as Facebook, Twitter, Path, and Instagram; 3) marketing through advertising networks and hashtags like the hashtag movement "let's go home"; 4) utilization of discussion rooms or chat rooms as information and communication media which are considered the most effective and not limited to space and time.

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