

THE IMPLEMENTATION OF 7Ps EDUCATION MARKETING MIX IN EARLY CHILDHOOD EDUCATION INSTITUTION

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ABSTRACT

The 7Ps of education Marketing Mix is an educational marketing mix that can directly promote an educational institution consisting of its components, namely Product, Price, Place, Promotion, People, Process, and Physical Environment components. The purpose of the study is to describe the implementation of marketing using the 7Ps Education Marketing Mix in early childhood education institutions. A qualitative approach with a case study design was used as an approach in this research. Some data were collected using the process of observation, interviews, and documentation. Some data which were obtained from the data collection process then checked for correctness, suitability, and reliability through a triangulation process, and triangulation of methods and sources was used in this study. Some data which got from interviews were triangulated with data from documents and observations. In addition, some data from interviews of one respondent were also checked against other respondents and then concluded. The results of the study can be concluded that the marketing strategy for some components of; Product consisted of a history/overview of the institution, vision and mission, curriculum, implementation of learning, learning technology, school culture, student quality, institutional management, and educational programs. In terms of the aspect of price consisted of funding sources, such as costs to improve quality development, student administration, and student fees. The aspect of place consisted of facilities & infrastructure, learning equipment, game equipment, strategic location, school environment, and public transportation. The promotion consisted of print media, electronic media, social media, participating in events, circular letters, and discounts. People consisted of educators & education staff, strategic partners, organizational culture, and excellent service. The process consisted of public services, learning activities, and administrative activities. The physical environment consisted of school assets, buildings, and school facilities. The benefits of using the 7Ps Education Marketing Mix are as follows: the marketing process done by PAUD institution could be achieved with maximum results, simplifying and unifying various marketing activities into one activity so that marketing is easier to do and manage, limited resources could be used as effectively as possible, could divide some appropriate and balanced marketing tasks, could allocate responsibility to each person which based on the tasks and abilities possessed, facilitated the allocation of costs.

Keywords: *7Ps Education Marketing Mix, Early Childhood Education*

INTRODUCTION

Early Childhood Education (PAUD) is very important for the continuation of children's education, because the success of PAUD will bring a positive influence on children to get further education. The success of PAUD will bring positive impact on children to attend further education, namely primary and secondary education and break the chain/ the appearance of illiteracy and complete the nine-year compulsory education. Even though it is not categorized a level of education, PAUD in terms of level has same position as the levels of primary, secondary and higher education. PAUD is held before primary education.

It means that legally, the current position of PAUD is very strong by putting in the law on the National Education System (Sisdiknas) number 20 of 2003 concerning National Education in Chapter I article 1 paragraph 1, it is explained that Early Childhood education is a coaching effort which addressed to children from birth up to the age of six and it is done by giving educational stimuli to help physical and spiritual growth and development so that children have readiness to enter further education (Yuliani Nuraini Sujiono: 2013: 6).

Maria Montessori defines PAUD as a dynamic process in which children based on their inner provisions of their life, through their voluntary work when they placed in an environment prepared to give them freedom of self-expression (Maria Montessori, Gerald Lee Gutek: 2013: 15).

In addition, realizing a quality school with high public interest in enrolling their children is the dream of each school administrator. One of them is the Early Childhood Education Institution (PAUD). Some educational institutions in the form of schools has positive impact on society because more schools means more choices. The cost of education set by schools also increase competitively. On the other hand, for school managers, the appearance of various schools means a separate burden because it means there will be more competition. This means that it difficult to win the hearts of society. In this case, the role of marketing is very important, then the marketing strategy should be activated and optimized so that everything that marketing elements have been included in the parts of institution. One example is the school culture or school characteristics that can be used as a marketing strategy.

Existing PAUD institutions compete each other to run their institutions as professionally as possible, by providing outdoor and indoor facilities needed for children's development. Both large and simple institutions try to complete media and infrastructure. By paying attention to the standard principles of PAUD facilities, namely: 1) Safe, comfortable, bright, and meet the health criteria for children, 2) according to the level of child development and 3) utilizing the potential and resources in the surrounding environment, including waste materials /usable used (Permendiknas No. 58 of 2009).

In order to realize all of this, PAUD management really needs to manage and run it professionally based on PAUD management standard so that it will directly become a marketing factor for the institution itself. Institutions that can prepare the early planning stage to the evaluation stage which can easily promote their institutions to public, and raise what the advantages of institutions they have.

Suyadi (Suyadi: 2017: 50) revealed that the marketing of PAUD institutions more emphasis on socialization program and the advantages of established PAUD institutions. Even new PAUD in an area must do promotions which contain educational values, especially introducing the importance of early education services in PAUD institutions, this promotion is not merely aim of PAUD institutions to gain economic or financial benefits but the theory of promotion within the institution.

PAUD objects are humans or children, namely selling services, namely educational services (Martinis Yamin, Jamilah Sabri Sanan: 2010: 4).

Marketing is an activity carried out by institutions to promote their institutions or services they have. This marketing process includes advertising, selling, and shipping products to consumers or other companies. In the field of education, marketing is very important, where institutions at the beginning of each academic year seek and must get new students with the hope that there will be as many as possible, so that marketing strategy which carried out by institution should be maximized and continued.

In the field of marketing economics, it is known as marketing mix, a marketing mix, in the beginning of planning, it determines what product will be made (product), at what price (price), where the place or location will be marketed (place), and the last is how the promotional media will be will be carried out or used (promotion). All of this is also called the target market, these 4 (four) components are also called the 4P Marketing Mix which is a combination of components or activities that are the core of marketing system, components that can be controlled by the company to influence the reactions of buyers or consumers (Sofjan Assauri: 2007 : 198).

According to Suharno and Sutarso in their book *Marketing in Practice*, as follows; Marketing mix is a collection of marketing activities which used to serve the target market. The marketing mix is made in units of market segments, so that each segment requires a different marketing mix. The marketing mix consists of 4 (four) main activities, namely product, price, distribution and promotion. These four activities must be integrated, in the sense that each of them is interconnected and supports one another. This integration needs to be achieved so that the impact of marketing mix can be greater (Suharno & Yudi Sutarso: 2009: 19).

This marketing mix is increasingly develops, especially in the service sector, it is not only covering product, price, place, and promotion (4P), but also reviewing from the perspective of people, process, and physical environment, which next is known in terms of marketing mix service as the 7Ps of marketing mix until it is applied in this study to become the 7Ps education marketing mix in the field of education services.

7Ps education marketing mix is concept of marketing mix which adopted from economic sector to the field of education, it is marketing mix which used to increase marketing in terms of product, price, place, promotion, people, process, and physical environment components with the aim to increase interest of community / increase the number of students.

The specialty of 7Ps marketing mix so that it should be adopted into the sector of education services, it is the 7Ps marketing mix in the economic field which has been proven to be able to increase company sales by empowering all the components that exist within the company together to become a marketing strategy for the company itself. This is the reason why it is necessary to adopt the 7Ps marketing mix from the economic sector to the 7Ps marketing mix of education in the sector of education services.

Marketing Mix is actually not something which has just been implemented in the world of education because it has been widely used in the field of education and there have been many studies examining it as an article compiled by Marleny Syam, et al (2019) which examines *The Analysis of Marketing Mix Strategy Effect on Students Decision to The Choose Faculty of Economics and Business of Dharmawangsa University in Medan*, it is stated that the service marketing mix strategy, especially educational services regarding the marketing of higher education

services, is inseparable from the discussion of product (study program), price, promotion, place, people, process and physical evidence. The attractiveness of marketing mix factors which influence the decision of prospective students in choosing the Faculty of Economics and Business, Dharmawangsa University, Medan. Such service marketing mix strategy will determine student's decision to choose. The results of the study showed that there was a positive and significant influence between price and the decision to choose the Faculty of Economics of Dharmawangsa University Medan, it was positive but it was not significant influence between product, promotion, place, people, process and physical evidence on students' decisions to choose the Faculty of Economics, Dharmawangsa University, Medan. The data collection method was carried out by documentation, interviews and distributing questionnaires to respondents (Marleny Syam, Baby Karina Fawzeeya Sembiring, Linda Trimurti Maas: 2019: 71-80).

In the research on the Role of Marketing Mix of Educational Services as Efforts to Increase College Customer-Based Brand Equity (Study at Universities in West Java) conducted by Puspo Dewi Dirgantari (2016) where this research was motivated by some problems appeared and West Java Province dominated the growth rate of higher education institutions in Indonesia, but the number of students decreased. Likewise, people's preference for universities in West Java as the leading universities and the best universities in Indonesia was still low. These problems indicated that university customer-based brand equity in West Java was not optimal yet. The results of this study revealed that marketing mix of educational services had positive effect on the customer-based brand equity of universities in West Java. The dimensions of customer-based brand equity, especially the dimensions of brand performance, it needed to get more attention to improve its performance and some factors were: facilities, meeting students' needs, speed of service, courtesy, and school fees. This research was part of my dissertation (Puspo Dewi Dirgantari: 2016: 22-31).

Likewise T. Husain's research (T. Husain: 2017: 69-78), concerning the Effectiveness of Promotion Mix on the Decision of Student Guardians in Choosing SMA IT Nururrahman Islamic Boarding School, this study aimed to "empirically prove and analyze the effectiveness of promotion mix strategy on students' guardian decisions in choosing school for their children. Promotion mix activities was started with advertising to build brand awareness, public relations and direct marketing activities to shape consumers' behavior, the role of word-of-mouth marketing and ended with personal selling activities to determine purchasing decisions/choosing schools.

From some of the research conducted above, it can be seen that the marketing mix was implemented in the field of education and they are as follows: (1) it can be used as a technique in collecting information to find out what factors of marketing mix in influencing the decision of prospective students in choosing faculties, (2) the importance of implementing the Marketing Mix Educational Services, Quality of Service because it can increase Satisfaction and its Implications for Student Confidence (3) provide various benefits for educational institutions both for consumers' education and for the income and output of educational institutions, (4) the marketing mix of educational services had positive effect on college customer-based brand equity and (5) Promotion mix activities begins with advertisement to build brand awareness, public relations and direct marketing activities to shape consumers' behavior, the role of word-of-mouth marketing and ends in personal selling activities to determine purchasing decisions, especially in choosing school.

From such implementing of Marketing Mix in the field of education which underlined some researchers to examine the implementation of Marketing Mix in PAUD institutions, especially in Playgroups. It is hoped that the 7Ps Marketing Mix can provide benefits and what will be obtained is that marketing which conducted by PAUD institutions and it could be achieved with maximum results as well as simplifying and integrating various marketing activities into one, so that marketing was easier to be done and manage.

Islamic Center Playgroup (KB) and Islamic Silmi Playgroup (KB) Samarinda are examples of those 2 (two) large educational institutions /Playgroup in Samarinda, these 2 (two) institutions have a very large number of students every year even at a small fee which is quite expensive, but the demand for it does not decrease.

These two Play Groups (KB) are Islamic PAUD in Samarinda which well-known as PAUDs and have many students, even though the entrance fees of these two schools are not cheap, there are always many enthusiasts and sometimes or even there is refusal of its registrants.

With a strategic location, complete facilities and an A accreditation predicate given by the National Accreditation Board for Early Childhood Education and Non-Formal Education (BAN PAUD & PNF), and this is the reasons of researchers here in choosing these 2 (two) institutions as location of research.

Marketing plays an important role in business world, both in the field of goods and services, such as early childhood education institutions (PAUD). Marketing which as definition of American Marketing Association 1960, it is stated that marketing is the result of work performance of business activities related to the flow of goods and services from producers to consumers (Sofjan Assauri: 2007: 2-3).

Promotion or marketing of PAUD institutions emphasized on socialization program and the advantages of established PAUD institutions. Even new PAUD in an area must do promotion containing educational values, especially introducing the importance of early education services in PAUD institutions (Martinis Yamin: 2010: 4-6), this promotion is not the merely aim of PAUD institutions to get economic or financial benefits but the theory of promotion in PAUD institutions is the object of humans or children, namely selling services, namely educational services (Suyadi: 2017: 50).

Marketing or promotion of PAUD institutions is not only carried out by PAUD institutions which have just been established, but also even well-known PAUD institutions because promotion, in addition to persuade new students with all the advantages of the programs in it, it can also be a medium for public accountability to increase or decrease public interest. entrusting their children to an PAUD institution is a benchmark for whether the PAUD institution in question can be trusted to optimize the growth and development of its students or not, thus higher public interest proves higher level of professionalism of PAUD institution, conversely, the decrease in public interest is a sign that PAUD institutions currently experiencing a decline in professionalism, but so far most of us, especially in the management of PAUD institutions, still think that promotion or marketing of goods is the same as sales, even though the concept of marketing or promotion of educational institutions, especially PAUD, is very different from marketing and sales, what is the fundamental difference between those two terms? marketing and emphasizing the idea of meeting consumers' needs through products which produced with all their advantages, while sales emphasizes more on making a profit from merchandise taken from producers which will then be sold to consumers so that promotion or marketing of PAUD institutions always emphasizes on improving the quality of

education, evaluating learning programs improving child's development services and so on while sales are only looking for merely material, and if it traced from the side of promotion or marketing theory moving from the needs of consumers' parents of society to a system integrated marketing with all new institutional programs will end in profit or profit materially.

Thus, in the promotion or material benefits of activities, it was just logical consequences or professionalism in managing PAUD institutions with sales ending in a number of material benefits regarding consideration of consumers' decisions. Relatively the target market for marketing or promotion of PAUD institutions are parents who have early childhood who now there are PAUD institutions, they are consumers or potential buyers of educational services in PAUD institutions with great potential. the preschool concerned.

The vision and mission of PAUD institutions are the simplest media to introduce PAUD to consumers or parents who have early childhood. After those consumers knows the PAUD institutions being promoted, they will be interested in exploring more deeply about PAUD institutions in question from the curriculum facilities and infrastructure of education staff and others, etc. All of these components will convince consumers that PAUD institution in question is different from other institutions and will have more differences value and added value that will convince consumers to choose PAUD institution which being promoted when all the main components reflected in the vision and mission succeeded in convincing the hearts of consumers who have early childhood, then marketing management or it can be called successful because they have made their choice to buy the services which being promoted.

Marketing media in carrying out marketing management or promotion of PAUD institutions is not enough in having a board containing vision and mission of the institution in the complex because many parents cannot access the PAUD institution, therefore an effective and efficient promotional media is needed, here are several media promotion of PAUD institutions which can be utilized such as brochures, posters, print advertisements (Suyadi: 2017: 54-55).

In achieving its marketing objectives, service institutions must be able to feel and understand consumers' needs more than their competitors, so as to create services which offered high value in front of consumers. Therefore, a service marketing strategy is needed that is formulated through a service marketing mix which is responded directly by consumers to create competitive advantage, because if consumers' needs are met with the performance of service marketing mix offered, it will achieve a competitive advantage that can be longer and finally will achieve company's goals.

This marketing mix increasingly develops, not only covering Product, Promotion, Place and Price (4P), but also in terms of People, Process, and Physical Evidence, then known in terms of service marketing mix as the 7Ps Marketing Mix. This concept will later be adapted to conditions in the field of education services to become 7Ps Education Marketing Mix which will be examined in general implementation of 7Ps concept, namely Product, Price, Place, Promotion, People, Process and Physical Evidence are used to make decisions in marketing strategy in the field of education services.

7Ps Education Marketing Mix is a complement to the 4P Marketing Mix which complete the field of services, especially those that can be applied in the field of education services themselves, which have very different characteristics from products. Differences in products and services are due to the intangible nature of

services (intangibility), cannot be stored or perishable (perishability), inseparable from those who provide services (inseparability), and vary (variability), the results are not the same even though it is carried out by same person. Then for services, the marketing mix is added with 3 (three) more components namely People, Process and Physical Environment.

METHOD

The approach which used in this study was a qualitative approach. Researchers used qualitative type of research to understand the implementation of marketing management of Samarinda Islamic Center Play Group (KB) and Silmi Samarinda Islamic Play Group (KB). This study provided comprehensive picture of what is experienced without any intervention from researcher.

Qualitative approach, namely a research approach which held in a natural setting, playing the role of researcher as data collection instrument, using inductive analysis, and focusing on meaning according to the participant's perspective. In addition, qualitative research is research which uses multiple data collection techniques and multiple data sources, selecting data in the form of words and images (M. Djauzi Moedzakir: 2010: 1).

While the type of case study research. Case study research was chosen because this research had aims to examine intensively and in depth a particular subject or object. Yin stated that case study was more appropriate strategy to be used when a research question was about "how" or "why" (how or why), and the focus of research lied on contemporary (present) phenomena in real life. Some principles could be used. While the type of this research was a "case study" research. Case study research was chosen because this research aimed to examine intensively and in depth a particular subject or object. By Yin (Robert K. Yin: 2013: 1) it is stated that a case study is a more appropriate strategy to be used when a research question related to "how" or "why" (how or why), and the focus of research lied in contemporary phenomena (present) in real life. Some principles that could be used as basis for selecting this type of case study research included: (1) this research related to human or social behavior (educators, caregivers, administrators, and students as learning citizens) in natural settings; (2) the research problem which studied required a descriptive analysis, because it described a complex and varied process; (3) research on the implementation of character education, means that it was more concerned with process than results and seeked meaning descriptively; (4) the preferred data was primary data; (5) in the process of determining research conclusions, checks and rechecks were used from various points of view obtained from various informants (triangulation techniques were used); and (6) data analysis started from the beginning of study and concurrent with data collection until all data was collected.

RESULTS AND DISCUSSION

The following points are the 7Ps education marketing mix at Early Childhood Education institutions, they are as follows:

1. Marketing implementation of the 7Ps education marketing mix at Early Childhood Education institutions

Findings of product research are tangible or intangible characteristics, including quality, results, costs, institutional and educational prestige, institutional services, which are received to satisfy their wants or needs. It could be seen from the things that could be used as benchmarks and excellence of an institution, so that the results of services and learning which carried out were more value, such as

knowing the history of institution, including what the vision is, mission and goals, managing the institution well, being able to educate so as to obtain quality students, providing complete educational program, designing learning in the form of an Annual Learning Implementation Plan (RPPT) to a Semester Learning Implementation Plan (RPPS) to a Daily Learning Implementation Plan (RPPH) based on curriculum and used learning technology in its implementation.

Price's research findings showed that sources of institutional financing included payroll, buying equipment, buying administrative materials or office stationery, financing activities to increase or develop the competence of educators and employees while the source of institutional income was obtained from students' administration; annual, such as; entry fee, uniform fee, equipment maintenance fee; semester fee; activity and development fee and monthly payment; tuition and meal allowance and there was discount for students who were siblings.

Funds or fees which charged were divided into annual, semester and monthly. Annual fees or fees which paid once during school are usually called building fees, entrance fees, funds for uniforms and funds for equipment maintenance. Semester fees paid each semester are allocated for activity and development funds, for example field trip activities and other study visits, which can also be used to increase funds to purchase play equipment. Meanwhile, monthly fund is for the payroll of educators and consumption costs for students at school.

PAUD marketing is like PAUD costs as stated by Suyadi in his book entitled TPA-KB-TK/RA PAUD Management, Establishing, Managing and Developing PAUD, the costs of which should be flexible where the manager should be able to stimulate funds so that education costs in PAUD institutions can be affordable by parents who have early childhood students, but this is not a problem for PAUD or those two Islamic Play Groups (KB) that the author examined because the facilities obtained are in accordance with the fees charged.

The findings of place research are the company's outbound distribution channels consisting of agents, dealers, wholesalers, and retailers, through which a commitment, product, or service which is marketed. For the field of distribution services, the emphasis is on the location of the place of business. Then the research findings of target market component of Place which have been recorded as a marketing mix are facilities and infrastructure or spacious buildings and complete rooms, equipment owned in each room and class, location or position of school itself with a large area for parking, school environment, smooth transportation public, indoor & outdoor game tools and educational game tools (APE) at each center.

In the PAUD marketing strategy, there is a distribution strategy which can be interpreted as transferring all PAUD components (teachers, building locations, infrastructure and so on) directly to the community. The strategy for PAUD institutions is directly from PAUD management to children and parents. This means that PAUD institutions must stand in the midst of the community so that the community itself takes or makes use of existing PAUD institutions. On this basis, the location of the establishment of an PAUD institution greatly determines the success of product strategy in the marketing of PAUD institutions.

Rsearch findings which was in terms of promotion, it is stated that the activities included in promotion are; print media, such as; newspapers, magazines. Electronic media such as; television, radio. Social Media, such as; facebook, whatsapp, instagram, telegram. Brochures, pamphlets, banners, posters. Filling out private events & government agencies, circulars to parents of participants, involvement in each activity, maintaining school quality, information channels

between institutions/schools and educators and parents. Then, promotional funding activities which have been charged in the beginning entrance fee. Information channels between institutions or schools with educators and parents were promotional media, communication which occurred between good parents and educators will automatically create good marketing communications too.

PAUD marketing media requires effective and efficient promotional media, there are several promotional media for PAUD institutions which could be utilized as stated by Suyadi (2017) in his book entitled PAUD Management TPA-KB-TK/RA Establishing, Managing and Developing PAUD that PAUD marketing media are such as; brochures, posters, and print advertisements.

The findings of this study were also the same as the results of Utama and Sri Walji Hasthanti's research (2018) entitled Marketing Mix for Education Services for Muhammadiyah Elementary Schools. It was stated that promotion was carried out directly or indirectly using various media, establishing partnerships with government and private agencies as a form of service marketing breakthroughs, to achieve the title of superior school in Central Java.

Next, findings which is in terms of people, it showed that those who had an important role in marketing were educators and employees, the excellent service they provided to strategic partners while maintaining organizational culture. After analyzing it, it was found that the marketing of education services in madrasah did not mean commercialization, but prioritized quality of education, and provided the best service to its stakeholders, thus providing satisfaction to the community which could be useful in increasing the "selling value" of Madrasas.

Related to strategic partners or research partnership, Hasbi Sjamsir and Baldwine Honest Gunarto (2017) entitled the Implementation of 7Ps (Marketing Mix) Strategy in Building Partnerships Towards Independent Institutions in Early Childhood Education. This study aimed to describe (1) the process of developing a partnership network by implementing the 7Ps strategy; and (2) the development process to become an independent institution with a partnership network. Implementation of the 7Ps strategy (communication, education marketing, accountability) in developing a partnership network towards an independent PAUD institution in Handayani 4 PAUD, gradually or simultaneously but it was continuously done, so that the education marketing strategy (components of product, price, promotion, place, people, process, physical evidence) could develop a partnership network towards an independent PAUD.

Research findings in process, showed that the institution's efforts in carrying out and its activities to meet needs and desires, cooperation between marketing and operations were very important in this process element, especially in serving all the needs and desires of customers quickly and precisely.

Activities in the process component are public service activities, namely services to parents, managers, partners, educators and employees, learning service activities to students, and students' administrative activities. All good service activities will directly become a marketing tool.

Services very depend on the process of delivering services to the community considering that the movers of the institution are employees or educators, so that to guarantee service quality or quality insurance, all institutional operations must be carried out in accordance with standardized systems and procedures by competent employees who are committed and loyal to the institution where they work.

The physical environment is something that actually influences people's decisions to choose an institution to send their children to school. The elements

included in the physical environment include physical environment, in this case the physical building and furniture/equipment. Finding of physical environment showed that school assets, school buildings, offices, school facilities and room design can influence parents or the community in determining schools for their children. Then, directly also school assets, school buildings, offices, school facilities and room design can be used as marketing tools. With more and more assets owned by institutions, the better school buildings or better school buildings, offices and more complete school facilities and better room designs, this will provide more value and further enhance the marketing of institution.

2. Benefits of using the 7Ps education marketing mix in the management of Early Childhood Education institutions

Research findings on the benefits of using the 7Ps education marketing mix in the management of Islamic Play Group (KB) institutions in Samarinda are as follows: (a) marketing process which carried out by PAUD institutions could be achieved with maximum results, (b) simplifying and integrating various marketing activities into one, so that marketing was easier to carry out and manage, (c) limited resources can be used as effectively as possible, (d) could divide marketing tasks in an appropriate and balanced manner, (e) could allocate responsibility to each person based on their duties and abilities, (f) facilitating the allocation of costs.

Unify various marketing activities into one, prepared together (simultaneously). Marketing activities are divided into 7 components in which there are several activities integrated into one so that marketing is easier to carry out and manage. With the grouping for almost the same components can be implemented simultaneously.

The marketing mix will enable managers to be able to divide appropriate and balanced marketing tasks. Distribution of tasks to each educator who helps in marketing of institution. All educators get different assignments not necessarily related to their capacity as educators. But for educators who are not charged with the task of marketing their institution, it is sufficient to properly educate according to the curriculum that guides them directly as well as a marketing tool to the public.

Division of tasks for the formation of positions in outline also explained the tasks, responsibilities and authorities which must be carried out, knowing what kind of work or tasks were assigned to be carried out. For example, an educator, apart from serving as an educator, also holds administrative positions which serve administration of students with excellent service, which will market their institution by providing good service.

Allocation of funds which are usually limited can be used as effectively as possible in marketing so that the sources of funds used can match other elements. The allocation of funds is very important in marketing financing which carried out by institutions, funds which allocated should be able to be divided into several components of 7Ps education marketing mix.

This is the same as the results of Ioan-Constantin ENACHE1's research (2011) entitled Marketing Higher Education Using The 7 Ps Framework in Romania that in markets with increasingly fierce competition and with different perceptions of service and quality, the marketing mix offers solutions and tools to achieve goals. In higher education, marketing has been shown to be able to provide a framework for understanding, analyzing, and changing the market forces in this environment. By using the 7 Ps framework, a university will be able to create coherent marketing mix which is capable in achieving its goals.

CONCLUSION

The results of this research shows the following results, namely:

1. The 7Ps marketing mix for Product consists of history/general description of the institution, vision and mission, curriculum, implementation of learning, learning technology, school culture, quality of students, management of institutions, and educational programs. In terms of Price, it consists of sources of financing, costs of improving quality development, student administration and student costs. Then, in terms of Place, it consists of facilities & infrastructure, learning equipment, game equipment, strategic locations, school environment, and public transportation. In promotion, it consists of print media, electronic media, social media, filling out events, circulars and discounts. Then, in terms of People, it consists of educators & education staff, strategic partners, organizational culture, and excellent service. In the point of Process, it consists of public services, learning activities and administrative activities. Next, the Physical Environment consists of school assets, buildings and school facilities.

2. The benefits of using the 7Ps education marketing mix in the management of Islamic Play Group (KB) institutions in Samarinda are as follows: (a) marketing process which carried out by PAUD institutions can be achieved with maximum results, (b) simplifying and integrating various marketing activities into one, so that marketing process is easy to be done and managed, (c) limited resources can be used as effectively as possible, (d) can divide marketing tasks in an appropriate and balanced way, (e) can allocate responsibility to each person in accordance with their duties and abilities, (f) facilitating the allocation of costs.

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