

## ABSTRACT

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### **THE MARKETING STRATEGY OF EDUCATIONAL ORGANIZATIONS (A CASE STUDY IN BOGOR RAYA SECONDARY SCHOOL)**

(xv + 113 page, 3 tables, 6 figures, 1 graphic, 5 attachments)

Competition between educational organizations is getting tougher. Bogor Raya Secondary School uses a marketing strategy using the 7P mix in order to win this competition. The objectives of this study were to describe internal and external factors as well as the gap between input and output and to evaluate the 7P service mix marketing concept. As this was qualitative research, the data were obtained through observation, interviews with the decision and policy makers, and documentation. The results of the study were grouped as internal and external factors. The internal factors were student programs that explore the interests and talents and the curricula that increase the competency of graduates. The external factors were the cooperation between Bogor Raya Secondary School and the surrounding community, parents committee, and another school that is well established. Factors that become a gap between input and output were school fees that are considered expensive by many people and school management who have never identified market segmentation before executing the selling out process. The evaluation of the 7P service mix marketing applied by the marketing unit of Bogor Raya Secondary School is there is no master plan, but the marketing mix concept has been applied. The application of the basics of marketing strategies has not been optimized as well as the main managerial components in these educational institutions.

*Key-words: Educational Organization, Marketing, School Marketing Strategy, 7P Mix Marketing Strategy*

References: 42 (2003-2018)

## ABSTRAK

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### **STRATEGI PEMASARAN ORGANISASI PENDIDIKAN (STUDI KASUS DI SMA BOGOR RAYA)**

(xv + 113 halaman, 3 tabel, 6 gambar, 1 grafik, 5 lampiran)

Persaingan antar organisasi pendidikan semakin ketat. SMA Bogor Raya memanfaatkan strategi pemasaran bauran jasa 7P untuk bisa memenangkan persaingan ini. Tujuan penelitian ini adalah untuk mendeskripsikan berbagai faktor internal dan eksternal serta jurang pemisah antara *input* dan *output* dan juga untuk melakukan evaluasi terhadap konsep bauran pemasaran jasa 7P. Sebagai penelitian kualitatif, data diperoleh melalui observasi, wawancara, dan dokumentasi. Hasil penelitian dapat dikelompokkan sebagai faktor internal dan eksternal. Faktor-faktor internal adalah program-program kesiswaan yang mengeksplorasi minat dan bakat siswa serta kurikulum yang dapat menambah kompetensi individual lulusan. Sementara itu faktor-faktor eksternal adalah kerja sama yang terjalin antara SMA Bogor Raya dengan warga sekitar, dengan komite orang tua, dan dengan sekolah-sekolah lain. Faktor-faktor yang menjadi jurang pemisah antara *input* dan *output* adalah biaya sekolah yang dianggap mahal oleh banyak pihak serta tidak adanya identifikasi terhadap segmentasi pasar sebelum memasarkan jasa pendidikan yang ada. Evaluasi bauran pemasaran jasa 7P yang dapat direkomendasikan bagi unit pemasaran SMA Bogor Raya adalah pengadaan *master plan* yang sebelumnya tidak ada meskipun konsep bauran pemasaran jasa 7P sudah diterapkan. Selain itu, dasar-dasar strategi pemasaran belum diterapkan secara optimal begitu juga komponen utama manajerial di lembaga pendidikan tersebut.

Kata-kata kunci: Organisasi Pendidikan, Pemasaran, Strategi Pemasaran Sekolah, Strategi Pemasaran Bauran 7P.

Referensi: 42 (2003-2018)