

MARKETING OF PAUD SERVICES IN THE PANDEMIC PERIOD IN PG-TK PELANGI CERIA (BASED ON SEGMENTATION, POSITIONING, AND TARGETING)

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Abstract

This pandemic period makes educational institutions work even harder in marketing educational services, and each institution will make marketing management using a variety of methods, as we know that in this case early childhood education institutions are one of the institutions that have tough competition between one institution and one institution. another. Therefore, school institutions must show clear and ideal quality of their institutions. The main problem in this research is to find out the marketing of educational services in Kindergarten Pelangi Ceria. This research aims to explore and convey new information related to the marketing of educational services. The research method used is to use qualitative research methods in which data collection by observation, interviews and documentation. Then the data analysis technique used data analysis, data presentation, and drawing conclusions by triangulating the data. The results of this study indicate that the PG-TK Pelangi Ceria school institution indirectly implements PAUD service marketing management by determining market segmentation, positioning, and targeting. Even before the pandemic, the PG-TK Pelangi Ceria institutions had marketed their educational services through digital or via social media, so that the PG-TK Pelangi Ceria remained highly competitive among PAUD institutions around the Delta Sari area.

Keywords: Service Marketing, Segmentation, Positioning, Targeting

Abstrak

Masa pandemik ini membuat lembaga pendidikan bekerja lebih keras lagi dalam pemasaran jasa pendidikan, dan setiap lembaga akan membuat management pemasaran dengan menggunakan berbagai cara, seperti yang kita ketahui saat ini lembaga pendidikan anak usia dini adalah salah satu lembaga yang mempunyai persaingan ketat antara lembaga satu dengan yang lain. Maka dari itu lembaga sekolah harus menunjukkan kualitas lembaganya dengan jelas dan ideal. Pokok masalah dalam penelitian ini untuk mengetahui pemasaran jasa pendidikan di PG-TK Pelangi Ceria Penelitian ini bertujuan untuk menggali dan menyampaikan informasi baru terkait pemasaran jasa pendidikan. Metode penelitian yang digunakan adalah dengan menggunakan metode penelitian kualitatif yang mana pengumpulan datanya dengan observasi, wawancara dan dokumentasi. Kemudian teknik analisis data dengan analisis data, penyajian data, dan menarik kesimpulan dengan triangulasi data. Hasil penelitian ini menunjukkan bahwa lembaga sekolah PG-TK Pelangi Ceria secara tidak langsung sudah menerapkan manajemen pemasaran jasa PAUD dengan menentukan segmentasi pasar, positioning, dan targeting. Bahkan sejak sebelum pandemi lembaga PG-TK Pelangi Ceria sudah memasarkan jasa pendidikannya melalui digital atau via sosial media, sehingga PG-TK Pelangi Ceria tetap bersaing tinggi dikalangan lembaga PAUD di sekitar wilayah delta sari.

Kata Kunci: Pemasaran Jasa, Segmentation, Positioning, Targeting

INTRODUCTION

Education is a basic necessity for every human being, because humans are one of ALLAH SWT's intelligent creatures. As

explained in the word of ALLAH SWT (Qs An-nahl Verse 78) that humans are born in a state of not knowing any knowledge, but humans are given the senses to see, hear and

the heart to feel. thus education is the biggest part in supporting the quality of a person to get meaningful experiences in his life.(Munir, n.d.)

In addition to the educational goals that will be achieved in educational activities, there is competition in every institution or the world of education, which is competing to get students to increase each year, so that it becomes a development in the marketing management of local educational institutions (Ahmad, 2015; Nurulloh et al., 2020). Especially during this pandemic, all educational institutions worked even harder in marketing, because many parents discouraged their children from sending their children to school during this pandemic. Parents think that online learning or distance learning is considered ineffective, leading parents to argue that such learning activities will be futile (Munjiat, 2020).

Moreover, PAUD institutions, there are many PAUD institutions that compete and continue to steal the attention of each of their customers in various ways that are carried out by each institution to highlight the uniqueness so that it attracts customers, with special offers schools presenting their characteristics such as a natural school where they do not study in rooms such as imprisoned, but makes nature a place to study. International schools using

international languages in the learning process, and religious-based schools.

Segmentation, positioning, and targeting are part of the educational services marketing strategy. To determine the market in the marketing of educational services, three strategies are needed, the main thing is to determine the segmentation. With segmentation, the school can divide the market into several groups of consumers who are differentiated according to their characteristics and needs. So that the right target can be given and accepted by consumers. Because segmentation is one of the strategies that results in optimal service marketing (Alwi et al., 2019; Freeman & Greenacre, 2011).

It is very clear that every educational institution should make the marketing strategy, segmentation, positioning, and targeting. Because to help make it easier for consumers to deepen their understanding of the desired educational institutions and as expected. Seeing during this pandemic, there were many educational institutions that were almost out of business because of the many economic factors that influenced them. Therefore every educational institution works even harder in marketing educational services.

As research conducted by Nova Syafira, et al., from several things that are happening at this time about the increasingly fast growing competition of school

institutions, they made a strategy by involving all residents and the school, because involving all of them would have an impact on every quality of the institution. (Ariyanti et al., 2019).

PG-TK Pelangi Ceria Delta Sari Waru-Sidoarjo, is a kindergarten institution that was founded on February 24, 2006 in Waru, Sidoarjo. For 14 years the PG-TK Pelangi Ceria has provided excellent educational services to the community, until now the Pelangi Ceria PG-Kindergarten continues to exist among the general public around the Waru sub-district. This does not rule out the possibility that the school must provide a very neatly planned marketing strategy. There are several things that characterize the PG-TK Pelangi Ceria, including having a modern concept using new methods every time, and having a superior program, namely kidspreneurs, which from an early age they are stimulated to become entrepreneurs. Because the majority of the Pelangi Pelangi Kindergarten residents are entrepreneurs.

Since the new building is located in front of the Delta Pelangi 3 cluster, the marketing / selling value of PAUD institutions has increased so that every year there is an increase in the number of students who register. This also affects the number of teaching staff, which initially was only 4, now it has reached 15 people. From the enthusiasm for educational services at

the PG-TK Pelangi Ceria, it is increasing every year, so researchers are very interested in researching the marketing strategy of educational services during this pandemic. The increase in students proves that consumers are very satisfied with the marketing services of educational institutions that have been provided by local educators

Based on the above background, the researcher is very interested in knowing more about the marketing strategies that have been carried out by the PG-TK Pelangi Ceria, by determining the segmentation, positioning and targeting that have been carried out by the institution. This study aims to improve the quality of marketing management in the existing kindergarten institutions, this is because during the preschool period children must have quality learning experiences for children's growth and development in the future. And we need to know that during this pandemic, a lot of educational institutions are almost out of business due to the decline in target consumers for various economic or other reasons.

THEORITICAL REVIEW

ECD Services Marketing

The marketing of PAUD services during this pandemic is very unstable than before, seen from the interest of parents to send their children to school because the distance learning system is deemed less

effective for early childhood development. Therefore, school institutions work even harder in marketing the services of their school institutions.

Marketing strategy is an integrated effort, in this case the marketing of educational services aims at how to serve consumers by presenting good quality, on the basis of logical thinking, if consumers are not satisfied, it means that the marketing of educational services fails.(Arifudin et al., 2020)

Early childhood education institutions are experiencing a very rapid marketing of services, seen from year to year PAUD institutions are increasingly being established, even 1 village can reach 10 PAUD institutions at once. Therefore, the PAUD institution must plan a marketing strategy. Because the marketing strategy has an important position in achieving educational goals itself. And this strategy needs to be adjusted to the conditions of the school by analyzing the internal school and of course according to changes that occur.(Elytasari, 2017)

Marketing strategies that can be applied in school institutions are to use 3 ways including segmentation, positioning, and targeting. This marketing plan is very useful for institutions and consumers, because there are many new innovations that people can develop in the face of marketing competition, besides that marketing

strategies are also needed to maintain the existence of quality institutions in the market. Competition, which is growing rapidly every year, makes school institutions to continue to innovate to change their marketing strategies so that the quality of the institution remains the choice of consumers around the region.(Eprilia, 2017)

Segmentation is the process of dividing a market into several consumer groups which are differentiated only on the basis of characteristics, needs, and behavior that may have different needs. According to Schiffman and Kanuk's opinion, market segmentation is a market division strategy based on layers of consumers who have the same needs, then choose one or more segmentation variables and then become different extensions.(Atika & Machali, 2016) This segmentation is the first thing that must be started in marketing, because knowing the market segment will make it easier to market these services.

The segmentation strategy is divided into five groups including: demographic segmentation, psychographic segmentation, geographical segmentation, benefit segmentation and psychological segmentation. Of the five segmentation strategies, there are differences and continuity between one segment and another according to their respective perspectives.

After determining the market segmentation, it is necessary to determine the positioning, positioning is an activity to place the quality of services in the competition for the services of school institutions, as well as creating detailed marketing groups.(Putu & Wahyuni, n.d.) According to Piercy, Hooley, Nicoulod, the marketing class of price, promotion, product are prosudent terms in realizing the strategy of a goal.(Widjaya, 2017)

Both segmentation and positioning strategies need to be refined so that marketing management runs smoothly, it is necessary to determine the targeting in the marketing itself, so that it makes it easier between the two parties. Targeting is a group of groups that have various needs in common with others, and then the school or company determines the one service target that is most prominent in that institution. Which previously the school institution has evaluated. So as to get accurate results.(Widjaya, 2017)

RESEARCH METHODS

This study uses a qualitative research method in which data is obtained through the observation, interview, and documentation stages in order to understand natural truth. Qualitative research is research based on the philosophy of postpositivism and is used in examining natural conditions.(Sugiyono, 2010)This data collection technique through interviews,

observation and documentation. With data validity techniques using triangulation or the relationship between observation, interviews and documentation.

The object of this research was carried out at the TK Pelangi Ceria Delta Sari Kindergarten, Waru, Sidoarjo. And this research variable focuses on marketing educational services by determining segmentatio, positioning, and targeting. Researchers solve problems using descriptive qualitative data types. The main source of data was obtained from interviews, in which the principal of Pg-Tk Pelangi Ceria, Ekky Dwi Ratna Hapsari, was the main source. And other data sources such as KTSP documents, archives, facilities and infrastructure were obtained from the results of interviewing one of the teachers from PG-Tk Pelangi Ceria.(Pembelajaran et al., 2018)

The data analysis technique used by researchers in this study was by analyzing the results of observations, interviews and documentation, then describing the data and then drawing conclusions by describing them in depth from the beginning of the study to completion, so as to produce clear and accurate information. In line with the opinion of Miles & Huberman who stated 3 steps in data analysis, the first was data reduction, data presentation, and drawing conclusions.(Mashudi, 2018)

RESULTS AND DISCUSSION

The marketing strategy for educational services during the pandemic used by Pelangi Ceria Kindergarten is to use several determinations, including management segmentation, positioning and targeting. From the results of interviews conducted by researchers with school principals, they actually never termed marketing management that determines these 3 things, but they have implemented them since the inception of KB-TK Pelangi Ceria, just don't use the term.

Market Segmentation in Pelangi Ceria Kindergarten

Segmentation management is a technique of classifying consumer markets according to characteristics and needs. In the conditions of marketing educational services, market segmentation techniques are one of the bases in the marketing power of educational institutions. Every educational institution really needs to try market segmentation, so that it can get optimal marketing results. One of the successful strategies in educational institutions lies in the way the segmentation is carried out. The success of education marketing depends on users of educational services, therefore an institution must be right on target in determining who will be consumers/customers or service connoisseurs, how it affects service users so that they choose the institution, and know

the purchasing power of service users.(Arifudin et al., 2020)

Market segmentation is also a very important concept in the management of marketing services for educational institutions, with the aim of providing good service to consumers and making it easier for educational institutions to determine marketing planning according to the qualifications or characteristics of the educational market.(Machali & Hidayat, 2015) With the existence of a neat and orderly segmentation of educational institutions, it will be easy to carry out promotions and improve the image quality of educational institutions in the region. So as to achieve high competitiveness later.

According to the opinion of Jamal Ma'mur Asman in his book effective school marketing management quoted by Neni Triana, about segmentation is the process of seeing the market creatively, segmentation is also referred to as a mapping strategy which is useful for dividing consumer groups according to the nature of the same needs. . Another opinion from Kotler & Gary Armstrong in their book marketing principles edition 12 volume 1 quoted by Neni Triana, Segmentation is dividing the market from various groups according to consumer needs, characteristics, and different properties by using separate marketing products.(Triana, 2018)

It can be understood together regarding segmentation from some of the opinions above, that market segmentation is the division of market groups according to the interests of consumers' needs, so that producers or service owners can provide good and structured educational services, and make it easier for consumers to choose the products they want without any doubts between consumers and producers.

PG-TK Pelangi Ceria also conducts market segmentation by promoting the institution in several ways via online or through social media, including Facebook, Instagram, Whatsapp, and websites. Which uses videos, posters, photo documentation and Instagram Live. So since before the pandemic, the PG-TK Pelangi Ceria has almost never marketed educational services using banners and brochures. Everything is done via digital / online. Because PG-Tk Pelangi Ceria has a modern education concept and always uses new methods. The promotion is a marketing activity that shows a positive value to distributors and salespeople, which are expected to increase sales.(Rasyid et al., n.d.)

Educational services marketing segmentation has several segmentation strategies including demographic segmentation, psychographic segmentation, geographic segmentation, psychological segmentation, and benefit segmentation. In general, PG-TK Pelangi Ceria does not use

educational service marketing management, but indirectly determines its market segments using these strategies. Those are the segmentation strategies that have been established at the PG-TK Pelangi Ceria, including:

Demographic segmentation

Demographic segmentation is a market mapping of age groups, parent's income, gender, religion, nationality, parental education, occupation.(Wijaya & Sirine, 2016) This demographic segmentation is one of the most important segmentation processes and is often the reference for school institutions in determining service markets.

Based on information obtained from the headmaster of the PG-TK Pelangi Ceria, in general, demographic segmentation has been applied with reference to the limited age of children from 4-5 years of age for kindergarten group A and ages 5-6 years for kindergarten group B, while age 2 years old for PG A and 3-4 years old for PG B. And if you look at the demographic segmentation that targets the background of parents' income, the rainbow school institution has also offered a list of school fees every year, therefore the guardian of students must ready with the offer that has been given by the school institution at the beginning of registration, but this case PG-TK Pelangi Ceria does not convey the

qualifications of the middle class group as what they will review.(Hapsari, 2020)

Geographical Segmentation

Geographical segmentation is the division of markets that are grouped geographically or locations, an institution may choose to be active in one or several specific locations, which of course still pay attention to the needs of its consumers.(Wijaya & Sirine, 2016) Segmentation based on place or location, according to the results of interviews and observations by the principal, in one delta sari area there are 9 PG / KB and TK / RA schools. However, PG-TK Pelangi Ceria is one of the schools that applies the concept of modern education and uses new methods every time. As well as the school accepts children with special needs with certain classifications, the foundation also builds or provides school building facilities with child-friendly buildings, so that children feel at home, comfortable while in school.

The segmentation of this place determines which part of the market the PG-TK Pelangi Ceria goes to several regions or locations including the delta sari area, the sedati sub-district area, and the gedangan sub-district area. Segmantasi carried out in several areas is expected to get students who match the qualifications of the school institution, and are better known by

the community from all over the waru sub-district, Sidoarjo regency.(Hapsari, 2020)

Psychological Segmentation

Psychological segmentation is based on the aspects of student needs or interests in the AUD learning process, and consumer loyalty to the facilities and infrastructure presented. This aims to find out whatever is expected by consumers of educational services.(Atika & Machali, 2016)

Psychological segmentation at PG-Tk Pelangi Ceria is carried out based on children's interest, the Pg-Tk Pelangi Ceria school institute makes a travel program before registration even all consumers are prohibited from registering their children directly at the Pelangi Ceria institution, meaning that every child must do a route by following the learning process in the classroom to convince the child first. Through 3 meetings of travel, are the children enjoying, happy, happy and interested or not the learning process in the Pg-Tk Pelangi Ceria institution. Because the school does not want children to be forced on their parents. When after 3 days of training, the school asks parents to ask the child, is the child willing to go to school? if the child is interested and wants the school there will be a further process, namely the interview stage with the headmaster of the PG-TK Pelangi Ceria, to equalize the vision, mission and programs in the school because the school also needs support from the

parents of the students, so that the activities / activities are in line with those of the school. there at home and school. Thus the school institution gets this commitment from both parties without coercion from any side.(Fidyah, 2020)

Teachers, parents, and students always have good communication to know the development and growth of children while at school and at home. In addition, teachers play an important role in the learning process which aims to develop interests and talents according to their age development stage. The teacher also plays an active role in paying attention to children's development and then provides input and suggestions to parents according to the results observed by the teacher while in school.

Psychographic Segmentation

Psychographic segmentation, namely dividing the market according to social characteristics, lifestyle or personality. A person who is in the same demographic group may have a different psychographic.(Wijaya & Sirine, 2016)

Psychographic segmentation at PG-TK Pelangi Ceria pays close attention to children's interest and pleasure in choosing activities or play activities in accordance with the infrastructure and extracurricular facilities offered by school institutions. Psychographic segmentation and psychological segmentation still have continuity because they both refer to the

users of education services themselves. Based on the psychographic segmentation, there is also the loyalty of parents or guardians of students who require enrolling their children in PG-TK Pelangi Ceria, even recommending school institutions to their relatives and relatives to enroll their children in PG-TK Pelangi Ceria. Because users of education services have experienced the quality of teaching and learning and the good facilities that are obtained.(Hapsari, 2020)

Benefit Segmentation

Benefit segmentation is explained in the use of educational service facilities received by students and residents in the school environment, not only that the school institution also provides infrastructure facilities to support learning and extracurricular activities that are of interest to every child, so that students and all residents around schools get many benefits that have been provided by the PG-TK Pelang Ceria school institution.(Fidyah, 2020)

Another benefit segmentation is also seen from the graduation of Kindergarten B children who will continue to the Elementary School level, so 6 months before graduation the guardian begins to ask the guardian of students which primary school level will be their qualification so that the guardian teacher can provide a stimulus according to the indicators. the achievement

of elementary school graduation, even the guardian teacher will also provide the results of the assessment to parents to convey the limits of ability possessed by their children. That way, this benefit segmentation is very useful for parents and students.

Segmentation is one part of a marketing strategy that ensures success in marketing educational services by relying on consumers or customers of these services. It can be assessed from the implementation of market segmentation developed by PG-TK Pelangi Ceria which is one of the ideal and quality school institutions, by looking at the neat and orderly marketing strategy process that is able to compete highly in the world of education in the Delta Sari region.

Positioning of PAUD Services at PG-TK Pelangi Ceria

Positioning can be carried out by school institutions, in order to position educational services that have a purpose in differentiating the quality that each institution has from one another. Positioning really helps consumers in finding the quality of educational service products they want, so that school institutions must be able to position the quality of their services, so that they can compete with the quality of other institutions. (Atika & Machali, 2016)

The position of Pg-Tk Pelangi Ceria education services in positioning refers to the cultivation of 8 positive characters of

Pelangi Ceria, which contain politeness, honesty, discipline, responsibility, independence, problem solving creativity, caring, and love of reading. Each of which has benchmarks, for example the positive character of "problem solving creativity" with the implication that children can solve simple problems by themselves, in the sense of not giving up easily, cultivating these 8 characters through habituation and example.

Another position at Pg-Tk Pelangi Ceria is also based on the flagship program owned by the Pelangi Ceria institution, namely the superior program of kidspreneurs with indicators of success, children have curiosity and initiative to be involved in business activities (have ideas, design, create and be involved in activities). buying and selling goods / services in a safe manner). Kidspreneur is a flagship program, because the majority of students' parents are entrepreneurs, so kidspreneur is a superior program that is in great demand by consumers. (Fidyah, 2020)

Positioning PG-TK Pelangi Ceria refers to the existing vision and mission by providing a forum for students to enjoy their childhood happily, cheerfully, creatively, loves learning and has a positive character. And the rainbow institution also has the slogan "PC = Pelangi Ceria (Creative and Cheerful)" which from the slogan becomes an experience for children to be

more creative in problem solving and always cheerful in doing each activity.

Targeting Early Childhood Services in Pelangi Ceria Kindergarten

Targeting is a way of analyzing the interests of each segment and then selecting one of the interests or characteristics to focus on in its service. From this targeting process illustrates the truth that an institution must determine its customers, so that they can be served effectively. (Lusinta et al., 2019)

Targeting in the marketing of educational services at PG-Tk Pelangi Ceria uses *Undifferentiated marketing* in which school institutions ignore the differences in market segmentation of educational services and prioritize the needs of consumers of educational services, and the PG-TK Pelangi Ceria is indeed targeting graduation of children ready to enter the elementary school level. So the institution provides facilities for children who will enter elementary school level to be more intensive in their learning according to the target school to be aimed at later. So that parents feel satisfied and calm with the services provided by the institution. (Hapsari, 2020)

CONCLUSION

Every early childhood education institution will definitely need regular and clear market segmentation in order to serve consumers of educational services. Indirectly, PG-TK Pelangi Ceria has carried

out market segmentation which uses several service marketing strategies with demographic segmentation, psychographic segmentation, geographic segmentation, psychological segmentation, and beneficial segmentation for the success of institutions in marketing educational services, PAUD institutions also need positioning to differentiate educational institutions with other educational services. As well as targeting to find out the marketing targets needed by education service users.

Furthermore, the researcher realizes that there are still many writings or insights that are lacking in the above delivery, but this writing is purely the author's opinion, in which the author only receives information and observations from the main party. so that researchers need criticism and suggestions from various parties to perfect this research.

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