



---

**iMProvement**

Jurnal Ilmiah Untuk Peningkatan Mutu Pendidikan

e-ISSN: 2597-8543

Journal Homepage: <http://journal.unj.ac.id/unj/index.php/improvement>

Journal Email: [improvement@unj.ac.id](mailto:improvement@unj.ac.id)

---



**THE URGENCY OF MARKETING MANAGEMENT OF ISLAMIC HIGHER  
EDUCATION (A CASE STUDY OF UIN RADEN MAS SAID SURAKARTA IN THE  
ERA OF SOCIETY 5.0)**

**Sri Haryanti<sup>1</sup>**

**sriharyanti@staff.uinsaid.ac.id**

**<sup>1</sup>Universitas Islam Negeri Raden Mas Said Surakarta**

**Giyoto<sup>2</sup>**

**giyoto.prof@staff.uinsaid.ac.id**

**<sup>2</sup>Universitas Islam Negeri Raden Mas Said Surakarta**

**Yusuf Rohmadi<sup>3</sup>**

**<sup>3</sup>Universitas Islam Negeri Raden Mas Said Surakarta**

**M. Alfian Haidar Dhofir<sup>4</sup>**

**alfan599@gmail.com**

**<sup>4</sup>Universitas Islam Negeri Raden Mas Said Surakarta**

**ABSTRAK**

Tulisan ini membahas tentang urgensi manajemen pemasaran bagi perguruan tinggi, karena berperan penting dalam menentukan kesinambungan pendaftaran dan meningkatkan kepercayaan masyarakat terhadap perguruan tinggi. Manajemen pemasaran universitas dilakukan dengan memperhatikan konsumen atau stakeholder yang terus berubah. Riset pasar, positioning, dan membangun reputasi universitas dilakukan sedemikian rupa sehingga relevansi dan akurasi strategi selalu tepat. Visi, misi, program, dan kekuatan universitas tidak dapat dikenali tanpa promosi melalui manajemen pemasaran yang baik. Tulisan ini menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa UIN Raden Mas Said Surakarta telah menerapkan manajemen pemasaran untuk meningkatkan kesinambungan pendaftaran dengan inovasi baru sesuai tuntutan masyarakat 5.0. Selain itu, UIN juga memanfaatkan platform media sosial seperti Facebook, Instagram, YouTube, Twitter, website, jaringan alumni, dan lain-lain sebagai sarana pemasaran.

**Kata-kata kunci: Manajemen, Pemasaran, Perguruan Tinggi Islam, Society 5.0.**

**ABSTRACT**

*This paper discusses the urgency of marketing management for higher education institutions, as it plays a crucial role in determining the sustainability of enrollment and increasing public trust in the university. The university's marketing management is carried out by taking into*

*account the constantly changing consumers or stakeholders. Market research, positioning, and building the university's reputation are conducted in such a way that the relevance and accuracy of the strategies are always appropriate. The university's vision, mission, programs, and strengths cannot be recognized without promotion through good marketing management. This paper uses a qualitative method with data collection techniques through interviews, observations, and documentation. The results of this study show that UIN Raden Mas Said Surakarta has implemented marketing management to increase enrollment sustainability with new innovations according to the demands of society 5.0. Furthermore, UIN has also utilized social media platforms such as Facebook, Instagram, YouTube, Twitter, website, alumni network, and others as marketing tools.*

**Keywords:** *Management, Marketing, Islamic Higher Education, Society 5.0.*

## INTRODUCTION

Higher education institutions or universities are established for a long and sustainable period. To survive and be sustainable, higher education institutions require a marketing strategy that continuously promotes and narrates the vision, mission, excellence, uniqueness, and achievements of the university in a classy package to gain the trust of customers (prospective students and other stakeholders).

Basically, the function of education marketing is to conduct market research by trying to find the primary consumers of education; implementing marketing policies that connect the main requirements of the education market; adapting educational services to the needs, expectations, and demands of consumers for educational products and services; and promoting efficient and optimal management, using information materials and resources to achieve the main goals set (Magdalena and Gabriela, 2010: 1128-1132).

In the digital era, as the best century so far, higher education institutions have great opportunities and convenience to conduct marketing to attract potential markets or prospective students, both domestically and internationally, through information technology platforms. Without enrollment growth, higher education institutions and universities will not survive. Higher education institutions and universities have the challenge to maintain relevance among students who increasingly rely on technology as a source of communication (Kusumawati, 2019: 2).

Basically, the function of education marketing is to conduct market research by trying to find the main education consumers; implementing marketing policies that connect the main requirements of the education market; adjusting educational services to the needs, expectations, and demands of consumers for educational products and services; and promoting efficient and optimal management, using information materials and resources to achieve the main objectives set (Magdalena and Gabriela, 2010: 1128-1132). In the digital era, as the best century at present, higher education institutions have great opportunities and ease in marketing to attract potential markets or prospective students both domestically and internationally through information technology platforms. Without enrollment growth, higher education institutions and universities will not survive. Higher education institutions and universities have a challenge to maintain relevance among students who are increasingly dependent on technology as a source of communication (Kusumawati, 2019: 2).

The growth of internet usage has seen a significant increase in recent years. Statistical data from 2019 shows that the number of internet users worldwide reached 4.54 billion people, with the highest number of users in the Asian region, totaling around 2.3 billion people ([www.internetworldstats.com](http://www.internetworldstats.com), accessed 17/09/2022). The population of Indonesia in 2019 was 269.5 million people, with a total of 171.2 million internet users, resulting in an internet penetration rate in Indonesia in 2019 of 63.5% ([www.internetworldstats.com](http://www.internetworldstats.com),

accessed 17/09/2022).

Higher education institutions are well aware of these developments and phenomena. These institutions have restructured their marketing concepts to maintain the number of applicants and the public's trust in their campuses through digital-based marketing. UIN Raden Mas Said Surakarta has seized the opportunities and challenges of digital-based marketing in the era of Society 5.0 by utilizing social media platforms. The significant increase in the number of new students entering UIN Raden Mas Said Surakarta each year did not occur automatically but was the result of marketing efforts at the university's rectorate, faculties, institutions, and technical units' levels.

Based on the main ideas above, this article aims to: 1) describe the urgency of university marketing management along with the challenges and opportunities that come with it, 2) ensure that the marketing management carried out is relevant, precise, and contextual with Society 5.0, 3) outline the digital tools used by universities with their various problems, and 4) explain the marketing management that has been carried out by UIN Raden Mas Said Surakarta.

### **Literature Review**

Research on marketing management in companies has been widely discussed. However, marketing management in universities in the Society 5.0 era, especially related to education marketing in Islamic universities, is still very limited. Nevertheless, there have been many relevant studies on this topic. These studies include Suwandi Sumartias and Imam Nuraryo's research entitled "Student satisfaction, University brand image and its impact on word of mouth communication" (2017: 475-483). This study examines the influence of student satisfaction and university brand image on word of mouth (WOM) communication mediated by university brand loyalty; Maryadi's research entitled "Higher Education Marketing Management as One Key to Success in Facing Competition" (2017). This study discusses the marketing governance of higher education in facing competition; and Sari Ramadanty and Imam Syafganti's research entitled "Discovering Indonesian Higher Education Promotional Content through Instagram" (2021). This study examines Higher Education marketing through Instagram. As a part of social media marketing tools, Instagram allows higher education institutions to provide information to their stakeholders, especially to their prospective students.

Another study by Andriani Kusumawati titled "Impact of Digital Marketing on Student Decision-Making Process of Higher Education Institution: A Case of Indonesia" (2019) aims to discover the process by which students use digital media and specifically what role media plays in the university decision-making process. Finally, Platis Magdalena and Baban Eleonora Gabriela's research entitled "The Role of Marketing in Education's Process" (2010) explores the role of marketing in the educational process. According to Magdalena citing Philip Kotler, generally, marketing should be seen as "human activities oriented towards the goal of satisfying needs and desires through exchange processes." The singular term "marketing" means a combination of methods, techniques, and tools that analyze the market, explore market factors to adjust supply, and can represent a new perspective on the reality of life. The research by Anak Agung Sagung Anastasia Nawang Asri titled "Digital Marketing in The Era of Society 5.0 by Applying Design Thinking" (2022) aims to identify what society currently needs and the ways used to access university information. The research by Daryono and M. Bayu Firmansyah titled "Public Relations Promotion Strategy for Higher Education in the Era of Society 5.0" (2021) aims to describe how the form and function of public relations promotion strategies for higher education in the era of Society 5.0 are implemented. The approach used is a qualitative descriptive approach. The researchers describe the form and function of public relations promotion strategies for higher education in the era of Society 5.0.

## **RESEARCH METHODS**

This article uses qualitative research with a case study approach. Qualitative research data is obtained through observation, interviews, and documentation. The qualitative research model used in this study is a descriptive study model that seeks to obtain a complete and accurate description of a situation (Kuncoro, 2017). The qualitative approach is used to obtain and deepen data using a quantitative approach. Creswell (2009) views qualitative research as an investigative process to understand social or human problems based on creating a complete holistic picture in the form of words, reporting informant views in detail, and arranged in a natural setting.

In order to obtain a comprehensive picture of the research object, a case study research design is used. This method is chosen because a case study description will be easier to portray. According to A. Muri Yusuf, a case study research is defined as follows: "A case study research is a process of collecting data and information in-depth, detailed, intensive, holistic, and systematic about people, events, social settings, or groups using various methods and techniques, and many sources of information to effectively understand how people, events, or natural settings operate or function according to their context" (Yusuf, 2016: 339).

The sources of this research include the website <https://www.uinsaid.ac.id>, all UIN Raden Mas Said Surakarta social media platforms such as Instagram, Facebook, Twitter, and YouTube; UIN Raden Mas Said documents such as RENSTRA documents, annual reports of institutions, academic documents in faculties, institutions, technical implementation units (UPTs), especially for the past two years; institutional planning documents; relevant literature books related to the research topic; and information obtained from interviews.

This research was tested for validity and reliability using several methods, including credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability for objectivity (Sugiyono, 2020: 576). The validity of the data was determined by the credibility of the findings and their interpretations by ensuring that the findings and interpretations were in line with the actual conditions.

## **RESULTS AND DISCUSSION**

Globalization has changed many aspects of life, including the way businesses operate and universities market their services. The boundaries between countries have become less relevant. The term "globalization" refers to "the worldwide interconnectedness at the cultural, political, and economic levels resulting from the elimination of communication and trade barriers" (Giddens, 1999). According to G. S. Yip, the accelerators and significance of the globalization impact include four main factors referred to as the 4C's: Customer, Cost, Country, and Competition (Yip, 1995).

The rapid development of internet access has had a positive impact on business and marketing. In the context of internet marketing, it can be used for designing business growth and education service growth strategies, whether through market penetration strategies, product development strategies, market development strategies, or product diversification strategies (Kotler, et al., 2003: 369). E-marketing applications provide great opportunities for marketers to reduce costs and increase customer satisfaction through faster service. The more interactive, real-time, and efficient marketing interactions, supported by a range of capabilities, have the potential to reach anyone connected to the internet anywhere in the world (Kotler, et al., 2003: 370).

Digital marketing has become a rapidly growing trend in the marketing world, particularly after the Covid-19 pandemic. This concept has been applied in businesses of all sizes, from small to large scales. Technology has helped to develop several sectors in the economy, such as e-commerce, transportation (automation vehicles), and others. In the

education world, there has also been a change in technology, with the rise of massive open online courses (MOOCs).

### **1. UIN Raden Mas Said, Global Marketing, and e-Marketing**

The digital era has changed preferences towards products or services, including preferences towards educational services at universities. Internet users with a long duration are dominated by Generation Z, who are the first digital natives. Currently, marketers (including universities) are shifting their focus to Generation Z. As descendants of Generation X, Generation Z - also known as Centennials - are a group of people born between 1997 and 2009. Many members of Generation Z witnessed the financial struggles of their parents and older siblings, and therefore they are more financially aware than Generation Y. They tend to save and see economic stability as an important factor in their career choices (Kotler and Kartawijaya, 2021: 31).

Born when the internet had already become mainstream, they are considered the first digital generation. Because they do not have the experience of living without the internet, they see digital technology as a very important part of daily life. They are always connected to the internet through digital devices for learning, hunting news, shopping, and networking on social media. They enjoy content continuously through several screens, even when they are with others. Generation Z records their daily lives in the form of photos and videos (Kotler and Kartawijaya, 2021: 31). The theoretical explanation above shows that markets are not always stable and the same. In the digital era, those markets have developed and become smarter. Referring to the Generation Z and Generation Alpha above, the market for universities has also changed.

Currently, there are many platforms where marketers can conduct sales and marketing campaigns. The types of marketing commonly used by people include: 1) Internet marketing. The concept and practice of building an online presence in a company; 2) Search Engine Optimization (SEO). The process of optimizing website content so that it appears in the top results of search engine pages; 3) Blog marketing. Brands write and publish blogs about their industry in an effort to maintain the interest of potential customers who are exploring the internet for information; 4) Social Media Marketing. This method is done by using social media channels such as Twitter, Facebook, LinkedIn, and Instagram to create an impression on their audience over a period of time; 5) Print Marketing. For some people, newspapers and magazines still work well. This is why businesses continue to sponsor photography, articles, and similar content to what their customers read in publications; 6) Search Engine Marketing. This is slightly different from SEO. Businesses can pay search engines a price to place their links in one of the top results to gain better exposure; and 7) Video Marketing. Creating videos that educate and entertain customers and increase their engagement (<https://www.emeritus.org/in/learn/what-is-marketing/#:~:text=>, accessed on 5/10/2022). In order to achieve the above goals, UIN Raden Mas Said Surakarta has incorporated e-marketing as an organic part of marketing management. This is done so that UIN does not lag behind in the number of registrants and continues to gain a good level of trust from the public.

### **2. Competition and Marketing in Islamic Higher Education**

Competition in the education service sector of Islamic higher education is becoming increasingly intense. Many Islamic higher education institutions compete with each other to gain public trust. Many institutions have made necessary governance adjustments to avoid being left behind by the education community (Clayton, 2008). Based on Law Number 2 of 1989 concerning the National Education System and Government Regulation No. 60 of 1999 concerning higher education, it is a manifestation of higher education institutions in Indonesia adapting to social change demands (official website of BAN-PT, accessed on 18/09/2022). The goal of marketing educational services in Islamic education institutions (PTKI) is to promote the existing educational institutions to the general public, which is useful for attracting potential

users of educational services. The ability to conduct digital marketing in higher education institutions includes knowing consumer preferences for the education sector, making this research a sustainable marketing strategy (Handoko Triaji: 2017).

Marketing in education, including marketing of universities, in the context of accreditation is a necessity so that universities are sought after, known, and have distinctions and excellence that can win the hearts of prospective students/customers. Information about the vision, mission, history, advantages, achievements, and contributions of the campus to the development of science and technology can be packaged in e-marketing with a wide reach. Marketing management, in the context of university operations, is crucial and determines the university's reputation (<https://www.thebrandededucation.com>, accessed on 21/09/2022).

In fact, competition in the world of education cannot be avoided. Many educational institutions lose customers (students). In the context of Islamic Higher Education Institutions (PTKIN), for example, the competition is very real, especially in the admission of new students, the government's trust in institutions, the trust of the industry or institutions towards alumni, and the acquisition of accreditation by assessment institutions (BAN-PT, LAMDIK, and others). All of these require good governance that can guarantee the sustainability of universities.

Unlike public universities (PTN under the Ministry of Education and Culture and the Ministry of Research and Technology), the brand of PTKIN is more dominant as an institution that sells services in the field of Islamic religious studies only. The more intelligent, open, and informed society 5.0 views PTKIN's position with less importance. The modern workforce requires relevant study programs that meet their needs and demands. Graduates of PTKIN seem to be limited to only filling positions in the Ministry of Religion and its units throughout Indonesia. Although in reality, this is not the case, such perceptions have become entrenched in society's perception.

In fact, the quality of Islamic universities is not inferior to PTN under the Ministry of Education and Culture and the Ministry of Research and Technology. The perception of UINs as second-class universities needs to be corrected through reputation branding. Digital technology makes it possible to do so. The university's brand reputation can be described as a way for outsiders to understand the institution's identity, character, and message (Roberto Chierici, et al., 2018). Having a strong brand reputation can help universities stand out from the competition and attract talented staff, students, and stakeholders to become part of the university.

UIN Raden Mas Said Surakarta is a non-profit educational institution that produces services. There are common service characteristics and marketing concepts, so the application of educational marketing concepts is in the right position according to the value and nature of education itself. Based on these arguments, education that can be marketed is education that, 1) has a product as a commodity; 2) its product has standards; 3) has a clear target market; 4) has networks and media; and 5) has a marketing team. To ensure these five basic components, UIN Raden Mas Said Surakarta has fulfilled them. The acquisition of accreditation values from credible institutions such as BAN-PT (National Accreditation Agency for Higher Education) and Lembaga Akreditasi Mandiri (LAM)—Independence Accreditation Instituton— received by PTKIN shows that these basic requirements have been exceeded, only improvement and sharpening of quality are needed to ensure sustainability and relevance to the ongoing social changes.

Universitas Islam Negeri (UIN, State Islamic University) Raden Mas Said Surakarta is a university under the Ministry of Religious Affairs that continues to grow. Since transforming from IAIN to UIN on May 11, 2021 based on Presidential Regulation No. 42 of 2021, this campus has obtained 14 accredited A study programs, 14 professors (4 of whom are retiring soon), and nearly 22,000 students. It is also included in the top 9 most sought-after universities

in the UIN and the number 1 among IAIN of PTKIN (State Islamic Religious Higher Education Institution). The growth of UIN Raden Mas Said is also accompanied by an increase in PNBPN, the number of lecturers and educational staff, the number of educational buildings, land area, and more adequate internet facilities. This growth, of course, did not appear out of nowhere, but thanks to the university's marketing through promotions, website information, social media information via Facebook, Instagram, YouTube, Twitter, and other publications carried out by the university's 5 faculties, postgraduate programs, and technical implementation units.

Digital-based marketing management is now considered mandatory for universities. This is because digital technology has become the basis for assessing the performance and quality of a university. Even national and international university ranking institutions always assess digital-based aspects such as research, teaching processes, employability, internationalization, facilities, online learning systems, and innovation (Ionela Dumitru, 2011: 2-3). The seven components that form the basis of evaluation will only be complete, effective, fast, far-reaching, and accurate if presented in digital form. Narrative content and other data can also be created as effectively as possible so that they are easy to read as information and promotion of a particular advantage. World ranking institutions now also measure internet-based factors, such as the well-known Webometrics.

There are at least 3 popular university ranking techniques used in the world. Three of the most recognized university ranking techniques in the world are: ARWU (Academic Ranking World University); THES (the Times Higher Education Supplement); and the most common and famous ranking technique is the Webometrics model. Many universities in Indonesia have participated in ranking with these institutions (Haris Bahrudin and Fauziyah, 2019: 21-35). Webometrics ranking model, for example, mostly takes into account the "life" of universities in the Internet world. This includes accessibility and visibility of university websites, electronic publications, open access to research results, connectivity with the industrial world and international activities (Haris Bahrudin and Fauziyah, 2019: 21-35). Therefore, marketing management plays a key role in managing such large data.

Furthermore, product positioning for services concerns the position of a brand in the minds of consumers in such a way that it is perceived as unique and superior compared to competitor brands in terms of product attributes and benefits (Chandra and Tjiptono, 2014: 299). The most commonly applied strategy is based on specific benefits or attributes. For example, the State Islamic University of Yogyakarta is known for the Spider Web paradigm (as its scientific paradigm); UIN Malang with the Tree of Knowledge paradigm; UIN Sunan Gunung Jati with the Cart Wheel paradigm; and UIN Surakarta with the Holy Trilogy paradigm (Mudhofir Abdullah, 2018: 16-34). If viewed from the perspective of the scientific paradigm, these Islamic universities are recognized through their logos, jacket colors, relief of educational buildings, campus paint colors, specific study program advantages, and others.

Market positioning represents the source of value for customers achieved by a company, relative to competitors in the market. Market positioning describes how a company differs from competitors in terms of what it does and how it does it in the market. Market positioning is achieved through the deployment of resources that produce competitive advantages that meet the needs of target customers. There are many definitions of positioning in the literature and at the same time, several terms have been used, such as positioning, product positioning, market positioning, and strategic positioning. This study adopts the use of the terms "market positioning" and "positioning" interchangeably (Lagat and Frankwick, 2015:196).

Positioning develops from market segmentation, targeting, and market structure. The most popular definition is proposed by Ries and Trout (1986, 1972) who state that "positioning starts with the product. A piece of merchandise, a service, a company, an institution of higher learning, or even a person...". Product/brand positioning is a core marketing activity, and universities can strive to adopt different positions in the market. In the last 5 years, UIN Raden

Mas Said has been actively implementing institutional positioning to maintain and sustain public trust.

### **3. Branding of Universities**

Recently, proper branding will provide a strong image for universities in the international arena. Therefore, organizations or campuses make various efforts to display their unique characteristics. Along with traditional economic agents and infrastructure, other norms such as quality of life, aesthetics, and university place development policies are one of the challenges of development in the recent framework, policy-making, place marketing, and branding roles have become increasingly important in Europe and worldwide. Branding is increasingly entering non-traditional social markets such as politics (Javani, 2016: 227-228).

Furthermore, Higher Education institutions, including universities, are increasingly becoming a business process with their students as customers. Therefore, student satisfaction is important in the context of education business. Educational institutions should pay more attention to student satisfaction. In addition, educational institutions, especially private universities that are based on the concept of business operations, use value marketing to build brand image to attract more students (Sumartias and Nuraryo, 2017: 1-2).

This unique brand image has been conveyed by UIN Raden Mas Said to students as customers. Therefore, the university's brand image affects the selection of stakeholders (students, parents, and the community). Brand loyalty is also important. When the concept represented by a brand is more consistent with the consumer's self-concept, brand loyalty will increase. Brand loyalty means that even when other brands produce superior appearance, comfort, or value, customers will continue to buy the original brand. Brand loyalty is a source of profit. Students are the customers of universities, and with high-quality customers, universities can develop maximum profits.

So, universities need reputation management. Reputation management in universities and higher education institutions is important to ensure that universities and higher education institutions remain present, relevant, and significant in the eyes of stakeholders, not only nationally but also internationally. To achieve this goal, many efforts are made to improve the reputation and ranking of universities at the global level. However, the reputation shown by local universities to become global brands cannot be boasted (Delaila, 2012: 1). In the context of State Islamic Universities (PTKIN), including UIN Raden Mas Said, for example, a brand can be seen from the campus logo, scientific paradigm embodied in symbols, taglines, jacket colors, website appearance, and so on. Each university in the PTKIN environment has a scientific paradigm that is recognized through logos, visions, missions, and the like.

### **4. Marketing Management at UIN Raden Mas Said Surakarta**

Marketing higher education is the process of marketing all types of degrees beyond high school diplomas. The audience for higher education institutions is diverse and can include everyone from those who are about to graduate high school, seeking graduate degrees, and even some vocational degrees and certifications. Because of this diverse audience, it means that colleges and universities need equally diverse marketing techniques to reach the highest number of prospective students. The right marketing strategies become increasingly important in this highly competitive field (<https://comboapp.com/higher-education-marketing-agency/>, accessed on 10/5/2022).

Every year, high school graduates will continue their education. They are flooded with brochures, advertisements, and advice from people around them. Everyone is trying to direct them to one college or another. The right marketing strategy can help schools attract the right prospective students. Students are not the only ones who can be drawn by the marketing strategies of higher education institutions. Parents and others who help students make decisions are also important to market, as their influence can be a crucial factor. (<https://comboapp.com/higher-education-marketing-agency/>, accessed on 10/5/2022).

The next step is to outline the activities involved in managing higher education marketing, which are: 1) Market Identification. The first step in higher education marketing is to identify and analyze the market to understand market conditions and expectations, including educational attributes that are of interest to education consumers. This stage includes mapping out other schools; 2) Market Segmentation and Positioning. In a market with diverse characteristics, it is necessary to determine the primary attributes that are of interest to education users. Generally, markets can be selected based on demographic, geographic, psychographic, or behavioral characteristics; 3) Product Differentiation. With so many colleges and universities available, parents and students may have difficulty choosing a college or university for their children because the attributes of interest among universities have become increasingly standardized. Universities provide different pressure from other universities in the form of attractive packaging such as logos and slogans; and 4) Marketing Communication. Universities communicate marketing messages to their intended audience (Maryadi, 2017: 329).

In general, the management concept applied by UIN Raden Mas Said Surakarta can be explained as follows: Market segmentation, which is identifying potential market segments that can be targeted by UIN marketing, such as high school students, transfer students, or international students; Value proposition determination, which is determining the value and advantages offered by UIN to attract prospective students, such as high-quality curriculum, modern facilities, or deep learning experience; Marketing media selection, which is determining the appropriate marketing media to reach the target market; Promotion program development, which is designing attractive and effective promotion programs, such as seminars, panel discussions, or special events related to certain fields of study; Customer relationship management, which is maintaining good relationships with customers, such as students and alumni; Marketing performance measurement, which is measuring marketing performance by collecting data and evaluating the results of marketing activities, as well as making necessary improvements.

Based on the above explanation, the marketing management programs implemented by UIN Raden Mas Said Surakarta are as follows: 1) Establishing clear marketing goals. UIN has relatively established specific and measurable marketing goals to facilitate performance evaluation and decision making. 2) Understanding the target market. UIN has understood the target market they want to reach, such as the characteristics and preferences of students, parents, or the general public interested in the offered study programs. 3) Building a strong identity and brand. UIN has built a strong identity and brand to increase attractiveness and differentiation from other educational institutions. 4) Offering quality study programs. UIN has offered quality study programs that provide innovative learning experiences that are relevant to market and industry needs. 5) Using effective marketing media. UIN has used appropriate and effective marketing media, such as social media, websites, advertising in mass media, or campus promotion activities. 6) Maintaining alumni relations. UIN maintains good relations with alumni to expand their marketing network. 7) Conducting regular evaluation and improvement. UIN has regularly evaluated their campus marketing programs and made appropriate adjustments and marketing strategy improvements.

The marketing activities of UIN Raden Mas Said Surakarta are carried out through the following activities: 1) Participation in education or career fairs, 2) Using social media to promote academic programs and campus activities, 3) Launching scholarship or financial aid programs for prospective students, 4) Collaborating with other educational or business institutions to expand the marketing network, 5) Providing information through brochures, posters, and advertisements in print or digital media, 6) Hosting open events for prospective students and parents to get to know the campus and programs offered, 7) Conducting marketing campaigns by utilizing successful alumni in their field and promoting their achievements, 8)

Organizing internships or collaborations with companies and other institutions to provide practical experience for students, 9) Providing student exchange or study abroad programs to provide a wider and more attractive academic experience for prospective students, 10) Providing information and assistance to prospective students in terms of test preparation, form filling, or other matters related to campus registration, and 11) Creating mentoring or counseling programs for prospective students and parents to help them choose a suitable study program based on their interests and potential.

Examples of UIN Raden Mas Said Surakarta's campus marketing that promote program excellence include: showcasing the excellence of specific study programs and faculties on the campus website or social media to attract the interest of prospective students; collaborating with reputable institutions or companies to enhance the credibility and profile of the campus; providing modern and high-quality facilities to enhance the academic and non-academic experiences of students; offering internships or collaborations with reputable companies to help students gain practical experience in their field of study; creating special events that highlight the campus's flagship programs; featuring the achievements of students and alumni on social media and the campus website to showcase the success of alumni and potential career opportunities for students; providing scholarships and financial aid programs for high-achieving or special-needs students to ensure access to quality education.

## CLOSING

The marketing management of UIN Raden Mas Said Surakarta is highly necessary and urgent to execute in order to improve the brand, reputation, trust, and acquisition of new students from time to time. The marketing management of UIN is crucial in determining the ups and downs of the number of applicants and its sustainability. The competition among universities is not easing, but becoming more competitive, strict, and requiring better resources.

The internet world with all its intricacies has provided opportunities and challenges for UIN to continue innovating in the implementation of university marketing management. Society 5.0 requires new ways and strategies of marketing to make it effective, widely accessible, relevant, and sustainable. In carrying out its marketing, UIN Raden Mas Said has utilized social media platforms such as Facebook, Instagram, YouTube, Twitter, alumni networks, websites, participation in exhibitions, collaboration with government, campuses, and the industry.

The marketing management of UIN Raden Mas Said Surakarta is carried out through various methods, such as: Increasing visibility through social media. UIN Raden Mas Said Surakarta has active social media accounts such as Instagram, Twitter, Facebook, and YouTube to promote university activities and inform about academic programs offered; Holding Education exhibitions that introduce the academic programs offered and expand partnerships with other educational institutions; Developing new academic programs, UIN Raden Mas Said Surakarta continues to develop new academic programs that are relevant to the needs of the job market, such as science and technology programs (Food Technology; Environmental Science; Data Science; and Informatics); Conducting promotional activities; Strengthening branding, UIN Raden Mas Said Surakarta strives to strengthen the university's branding through the consistent use of logos, slogans, and visual identities.

## BIBLIOGRAPHY

- Abdullah, Mudhofir. 2022. *Tantangan Islam di Dunia Yang Berubah: Tantangan Islam atas Open Society, Digital, Sains, Teknologi, dan Perubahan Iklim* (Yogyakarta: LKiS).
- Chierici, Roberto, et al. 2016. "Enhancing Brand Awareness, Reputation and Loyalty: The Role of Social Media" dalam *Internasional Journal of Business and Management* 14(1): 216
- Creswell, John W. 2009. "Research Design: Qualitative, Quantitative and Mixed Approaches".

- Delaila, Tengku Aroal Hawa. 2012. "Brand Reputation Management: The Influence of Brand Culture, Expression, and Experience Toward Brand Reputation" dalam <https://etd.uum.edu.my/3524/7/s807367.pdf>, diakses pada 12 Oktober 2022.
- Dumitru, Ionela, and Ionut Dumitru. 2011. "University Ranking—A Guide to Choose a University?" dalam [https://www.researchgate.net/publication/50403270\\_University\\_rankings\\_-\\_a\\_guide\\_to\\_choose\\_a\\_university](https://www.researchgate.net/publication/50403270_University_rankings_-_a_guide_to_choose_a_university)
- Haris Bahrudin, Muhammad Joko Umbaran dan Anni Karimatul Fauziyah. 2019. "Web Analysis of 4ICU and Webometrics Based On University Ranking Using Web Impact Factor" dalam *Journal of Advances in Information Systems and Technology* 1(1) ISSN 2714-9714 October 2019, 21-35  
<https://comboapp.com/higher-education-marketing-agency/>, diakses pada 5/10/2022.  
<https://www.thebrandededucation.com>, diakses 21/09/2022
- Javani, Vajihah. 2016. "University Branding: A Conceptualizing Model" dalam *International Journal of Academic Research in Business and Social Sciences*, April 2016, Vol. 6, No. 4 ISSN: 2222-6990, diakses pada 12 Oktober 2022.
- Kotler, Philip dan Hermawan Kartawijaya. 2021. *Marketing 5.0: Teknologi Untuk Kemanusiaan* (Jakarta: Gramedia Pustaka Utama).
- Kotler, Philip. 2003. *Marketing Management. The Millennium Edition* (New Jersey: Prentice Hall International Inc.). Edisi bahasa Indonesia adalah Philip Kotler, (2005). *Manajemen Pemasaran*, edisi XI, Terj. Benyamin Molan (Jakarta: Penerbit PT Intan Sejati Klaten).
- Kuncoro, Mudrajad. 2017. "Jenis Penelitian: Kuantitatif ataukah Kualitatif?" dalam *Filosofi & Metodologi Penelitian Bisnis & Ekonomika*, ed. Jogyanto Hartono (Yogyakarta: Penerbit BPFE).
- Kusumawati, Andriani. 2019. "Impact of Digital Marketing on Student Decision-Making Process of Higher Education Institution: A Case of Indonesia" dalam *Journal of e-Learning and Higher Education*, DOI: 10.5171/2019.267057, diakses 17 Oktober 2022.
- Lagat, Charles, Gary L. Frankwick, Sulo. 2015. "Effect of market positioning on market orientation, innovation types and firm performance linkage" dalam *European Journal of Business and Management* <https://www.iiste.org> ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.7, No.23, 2015, diakses 13 Oktober 2022.
- Magdalena, Platis & Baban Eleonora Gabriela. 2010. "The Role Of Marketing In The Education'S Process," dalam *Annals of Faculty of Economics, University of Oradea, Faculty of Economics*, vol. 1(2), pages 1128-1132, December, diakses pada 17 Oktober 2022.
- Sugiono. 2020. *Metode Penelitian Pariwisata* (Edisi Pertama, Bandung: Penerbit Alfabeta).
- Sumartias, Suwandi dan Imam Nuraryo. 2017. "Student satisfaction, University brand image and its impact on word of mouth communication" dalam *International Journal of Applied Business and Economic Research* 15(19):475-483, January 2017.
- Triaji, Handoko. 2017. "Pengelolaan Pemasaran Pendidikan Berbasis Teknologi Informasi di SMP Islam Al-Azhar 221 Sukoharjo", *Tesis Magister Administrasi Pendidikan* (Penerbit: Univessitas Muhammadiyah Surakarta).
- Yusuf, Muri A. 2016. *Metode Penelitian: Kuantitatif, kualitatif & Penelitian Gabungan* (Jakarta: Prenada Media Group).  
([www.internetworldstats.com](http://www.internetworldstats.com), diakses 17/09/2022).