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**Analysis of Educational Service Marketing Strategies in
Increasing Prospective Students' Interest during the New Student
Admission Period (PMB) at LP3I Lampung**

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ABSTRACT

This study aims to analyze the educational service marketing strategies implemented by LP3I Lampung to increase prospective students' interest during the New Student Admission period (PPDB). The background of this research is the growing competition among educational institutions, which requires each institution to develop effective and innovative marketing strategies. This research employs a qualitative descriptive method, with data collected through interviews, observations, and documentation studies. The findings reveal that LP3I Lampung applies the 7Ps of service marketing mix, namely product, price, place, promotion, people, process, and physical evidence. The dominant promotional strategies include the use of social media, school seminars, direct visits, and scholarship programs. Service quality, competency-based curriculum, and partnerships with the industrial sector are the main attractions for prospective students. Supporting factors include institutional credibility and alumni networks, while the main challenge comes from competition with universities and other training institutions. The study concludes that an integrated marketing strategy has a positive impact on increasing student enrollment interest at LP3I Lampung. The analytical tool used is Miles & Huberman's interactive model, which includes three main stages: (1) Data reduction, by selecting, focusing, and simplifying interview and observation results to highlight relevant information; (2) Data display, by presenting the findings in the form of narratives, tables, and matrices to identify patterns and relationships; and (3) Conclusion drawing/verification, by formulating key findings and verifying them for validity.

Marketing Strategy, Educational Services, Student Interest.

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INTRODUCTION

As stipulated in Law Number 20 of 2003 on the National Education System Article 1 paragraph (1), education is defined as a conscious and planned effort to create a learning atmosphere and learning process in which learners actively develop their potential. This development aims to enable individuals to

possess spiritual strength, self-control, personality, intelligence, noble character, and the necessary skills required for themselves, society, the nation, and the state.

In the context of education, students constitute the primary subject of concern. Educational institutions are therefore required to adopt effective approaches to attract prospective students in order to meet both qualitative and quantitative enrollment targets, ensuring that the teaching and learning process can proceed in accordance with institutional objectives. In contemporary conditions, parents or guardians have become increasingly selective in choosing educational institutions for their children. This phenomenon aligns with the view of Weinstein (1988), who argues that modern consumers tend to be more informed, selective, demanding, and aware of available products and services. They also exhibit lower loyalty, greater price sensitivity, limited time, and a preference for high-quality services (Mutohar, 2013). Consequently, educational institutions as service providers must deliver satisfactory services to ensure customer satisfaction.

To achieve these objectives, educational institutions must develop effective marketing strategies. Marketing, as a process of delivering satisfaction to consumers or society, must be conducted while maintaining a positive institutional image. Institutions that have established a favorable reputation within the community tend to attract consumers more easily (Muhaimin, 2015). In addition, the rapid growth in the number of educational institutions has intensified competition, compelling institutions to compete in attracting new students each academic year. Therefore, marketing strategies should not merely focus on offering educational services as they are, but rather on aligning them with consumer needs and satisfaction. This condition requires educational institutions to be both creative and innovative in promoting their services (Faizin, 2015).

The increasing competition in the education sector necessitates the implementation of structured marketing strategies. Various promotional activities typically intensify during the period leading up to new student admissions each year. During the new student admission period, educational institutions must design attractive promotional strategies to encourage parents to enroll their children. Accordingly, institutions must prepare appropriate marketing strategies based on their target market, enabling the public to easily access information and develop interest in enrolling their children.

Empirical evidence supports the importance of marketing strategies in education. A study conducted by E. Kustian et al. (2018), published under the title "Strategi Pemasaran Jasa Pendidikan dalam Meningkatkan Kuantitas

Siswa," demonstrates that the application of the marketing mix strategy is both effective and successful. This effectiveness is supported by factors such as qualified teaching staff, strategic institutional location, diverse extracurricular activities, and affordable educational costs. Similarly, research by Nasrul Harahap (2018) indicates that parents are increasingly selective and actively seek information about educational institutions that align with their expectations. Therefore, institutions must actively introduce and promote their unique advantages to the community.

In practice, many educational institutions face challenges in achieving enrollment targets. Research by Miftachul Ulum emphasizes that marketing is a crucial element not only in business development but also in managing educational institutions. Furthermore, Faiqoh (2020), in the study "Education Marketing Strategies in Improving the Image of Education Institutions," highlights that a strong institutional image facilitates the implementation of effective marketing strategies. Institutional image is shaped through organizational culture and values, which are consistently applied to build a commitment to quality improvement.

Further research by E. Kustian explains that the implementation of marketing strategies in educational institutions involves both the marketing mix (7P) and management functions, such as POACE (Planning, Organizing, Actuating, Controlling, and Evaluating). Similarly, studies by Sarifudin and Rahendra (2019) reveal that the application of the 7P marketing mix, accompanied by continuous quality improvement, contributes significantly to customer satisfaction in educational services. Additionally, Muhammad Iqbal (2019) identifies that effective educational marketing strategies include market segmentation, targeting, positioning, and the implementation of the 7P marketing mix to influence students' decisions in selecting educational institutions.

Marketing fundamentally involves transforming ideas into forms that are accepted by stakeholders. Thus, the value of an institution increases when marketing strategies are effectively implemented. This indicates that marketing plays a crucial role, particularly during the new academic year, in shaping positive perceptions, increasing institutional recognition, and attracting public interest. Supporting factors such as service quality and institutional resources are also essential in strengthening promotional efforts (Sukoharjo, 2020).

LP3I Lampung, as an educational institution, experiences fluctuating student enrollment during its annual admission periods. In the 2021–2022 academic year, the number of students ranged between 50–60, with a total enrollment of fewer than 150 students, primarily from the Bandar Lampung

area. This decline prompted an evaluation to identify underlying issues, particularly the lack of public awareness and interest. In response, the leadership of LP3I Lampung developed more innovative marketing strategies in collaboration with staff and educators. These efforts resulted in a noticeable increase in student enrollment in 2023. However, in 2024, a significant decline reoccurred.

Over time, marketing strategies have continued to evolve. Many consumers are increasingly interested in enrolling their children at LP3I Lampung due to its ability to meet market demands, such as offering short-term vocational programs (two years), job placement guarantees, and practical, industry-oriented learning. Through sustained efforts and organizational commitment, the institution demonstrated growth in student enrollment between 2022 and 2023. The following section presents data on student admissions at LP3I Lampung over the past five years.

Table 1.
Student Admissions Data of LP3I Lampung

No.	Academic Year	Applicants	Admitted Students
1	2020/2021	84	75
2	2021/2022	74	60
3	2022/2023	67	52
4	2023/2024	76	67
5	2024/2025	57	46

Source: Marketing Admission Data of LP3I Lampung

Based on the table above, a significant decline in the number of applicants can be observed from 2020 to 2022. Although there was a temporary increase in interest during the 2023 academic year, the overall trend indicates fluctuations in student enrollment. Therefore, this study focuses on the implementation of educational service marketing strategies as an effort to increase prospective students' interest in educational institutions. The findings of this research are expected to provide practical contributions for educational institutions in continuously improving service quality, thereby maintaining and strengthening their institutional image. Based on these background issues, the researcher is interested in conducting a further investigation under the title: "Analysis of Educational Service Marketing Strategies in Increasing Prospective Students' Interest during the New Student Admission Period (PMB) at LP3I Lampung."

Educational Service Marketing

Marketing is one of the essential activities that must be carried out by an institution to sustain its operations, as it directly connects the institution with its consumers (Jaswita, 2018). According to Imam Machali and Ara Hidayat (2016),

marketing is defined as a social and administrative process involving key activities that enable individuals or groups to fulfill their needs and desires through exchanges of valuable products, including in the field of education.

From this perspective, marketing strategy can be understood as an approach used by institutions to identify and understand consumer needs and demands, and subsequently offer services that can satisfy those needs. The ultimate objective is to achieve customer satisfaction and generate positive feedback from consumers. Marketing strategies are systematically designed to achieve specific targets by creating competitive advantages and implementing programs aligned with the target market. Thus, marketing strategy can be conceptualized as a structured program that formulates marketing activities as a guideline for implementing key variables such as market identification, segmentation, positioning, and the marketing mix (Faizin, 2017).

In the context of education, marketing strategies can be implemented by promoting the vision and mission of educational institutions to influence public perception and introduce the institution in accordance with the needs of stakeholders, including students, parents, and the broader community (Mukhtar S., 2017). The primary objective of educational marketing is to build trust among customers regarding their investment in education, which in turn fosters customer loyalty toward the institution.

Prospective Students' Interest

According to E. Mulyasa (2003), interest refers to an individual's tendency to engage in a particular action. Furthermore, Mangal explains that interest is closely related to motivation, which drives individuals to perform activities aligned with their needs and desires. Thus, interest can be defined as a personal inclination that directs individuals toward certain choices based on the compatibility between their conditions and needs.

In the educational context, students' interest refers to their attraction and willingness toward educational service offerings that meet their expectations and requirements. This interest can be analyzed using the AIDAS model (Attention, Interest, Desire, Action, and Satisfaction) as proposed by Hurryati (2005). Initially, prospective students obtain information about an educational institution through media or recommendations, which generates attention. This is followed by interest, leading them to seek further information—often with the involvement of parents or guardians. Subsequently, a desire emerges to enroll in the institution, which is then realized through action in the form of registration. Finally, after experiencing the educational process, students develop either satisfaction or dissatisfaction based on their experiences.

At each stage of this process, parental involvement plays a significant role, particularly for students transitioning to higher levels of education. At this stage, children are generally not fully capable of independently making educational decisions; therefore, parental perceptions and decisions become the primary determinants in selecting an educational institution.

The Influence of Public Interest and Parental Perception

As stated in Law Number 20 of 2003 on the National Education System, education is a fundamental right and obligation. Parents have both the right and responsibility to choose appropriate educational institutions for their children. This is further emphasized in Article 7, which affirms that parents have the right to participate in selecting educational units and obtaining information regarding their children's educational development, as well as the obligation to provide basic education.

Parental decision-making in selecting educational institutions is influenced by several considerations, including value-based considerations, financial aspects, and communication factors (Martono, 1992). These considerations serve as the foundation for parents in determining suitable educational institutions. According to the Ministry of Education (Depdiknas, 2002), the quality of an educational institution can be assessed through a systems approach, encompassing input, process, and output components.

Parents typically evaluate multiple factors when choosing educational institutions, including location, environment, physical facilities, institutional vision and mission, religious education proportion, teacher profiles, curriculum, discipline and cleanliness, academic skills, and alumni achievements (Refaldi, 2010). As key stakeholders, parents play a crucial role in determining the educational path of their children, often seeking institutions that best align with their expectations and aspirations.

Research by Munira Mohsin (2012) further highlights that selecting a suitable and high-quality educational institution is critical, as it significantly influences both decision-making processes and students' future outcomes. Parental perceptions of education strongly affect their choices, as they view quality early education as a fundamental foundation for children's development and potential enhancement. Consequently, parents assume a dominant role in determining educational pathways, particularly for younger children transitioning into formal education.

RESEARCH METHODS

This research adopts a qualitative approach, which is designed to examine phenomena in their natural context and to generate in-depth understanding

rather than generalization. According to Sugiyono (2018), qualitative research emphasizes the researcher as the primary instrument, utilizes triangulation techniques in data collection, and produces descriptive data in the form of words or narratives. Similarly, Robert Bogdan and Steven Taylor define qualitative research as a method that produces descriptive data derived from observed behavior and subjects. In this study, a case study design is specifically applied to explore in detail the implementation of educational service marketing strategies at LP3I Lampung. The research is conducted at the institution's campus in Bandar Lampung, with stages including proposal preparation, data collection, analysis, and report writing.

The data utilized in this study consist of primary and secondary sources. Primary data are obtained directly through observations, structured interviews, and documentation involving key informants such as institutional leaders, marketing division heads, academic staff, administrative personnel, and prospective students. Secondary data serve as supporting information derived from literature sources such as books, journals, and previous research findings. The population of this study includes all individuals involved in the educational marketing process, while the sampling technique applied is saturated sampling, as described by Sugiyono (2016), where all members of the population are included as research samples. A total of ten respondents participate in this study. Data collection techniques include observation to examine marketing practices, interviews to obtain in-depth insights, and documentation to support empirical findings. To ensure data validity, triangulation methods are employed, including both source triangulation and technique triangulation.

The study focuses on two main variables, namely educational service marketing strategies and new student admissions (PMB), with particular emphasis on the application of the marketing mix (7P), including product, price, place, promotion, people, process, and physical evidence. Each variable is operationally defined based on observable indicators derived from established theoretical frameworks. Data analysis follows the qualitative model proposed by Matthew B. Miles and A. Michael Huberman (1994), which consists of three stages: data reduction, data display, and conclusion drawing with verification. Data reduction involves selecting and simplifying relevant information, data display presents organized findings in narrative or visual form, and conclusion drawing ensures the validity of interpretations through continuous verification. This analytical process enables the researcher to systematically interpret findings and provide a comprehensive understanding of the marketing strategies implemented by the institution.

RESULT AND DISCUSSION

Marketing management is defined as the process of planning and implementing ideas, pricing, promotion, and distribution of goods and services to create exchanges that satisfy both individual and organizational objectives. Marketing strategy plays a central role in promotional activities. As stated in Chapter I, the objective of this study is to examine the planning of the educational service marketing mix in increasing prospective students' interest during the new student admission period (PMB) at LP3I Lampung.

Based on in-depth interviews and observational data obtained from relevant informants, supported by documentation, this study analyzes the implementation of marketing management strategies in increasing student enrollment. The findings are presented descriptively and highlight key aspects of the marketing strategy applied by the institution.

The results of this study indicate that the marketing management strategy consists of three main components: (a) the planning of the educational service marketing mix in increasing prospective student admissions during PMB at LP3I Lampung; (b) the implementation of educational service marketing strategies in enhancing prospective students' interest during PMB; and (c) the evaluation of educational service marketing strategies in improving prospective student enrollment during the PMB period.

Planning of Educational Service Marketing Mix at LP3I Lampung

The findings reveal that the planning of marketing strategies at LP3I Lampung is conducted systematically through an integrated management process. This planning phase encompasses goal setting, strategy formulation, and preparation of operational steps to support the new student admission (PMB) program. A structured plan enables the institution to anticipate potential challenges and improve the effectiveness of marketing implementation.

The planning process begins with the establishment of a PMB team, which is responsible for executing marketing activities. Each team member is assigned specific roles and responsibilities to ensure coordination and efficiency. This organizational structure supports the achievement of institutional targets and strengthens internal collaboration among staff.

In addition, the institution determines appropriate marketing tools and strategies based on annual evaluations and community needs. These tools include promotional materials, communication strategies, and outreach programs designed to attract prospective students. The planning also emphasizes the selection of effective promotional media, both online and offline, to maximize outreach.

The planning process integrates the STP (Segmentation, Targeting, Positioning) approach. Market segmentation is conducted by analyzing community characteristics and educational needs. Targeting focuses on specific regional areas, while positioning highlights the institution's unique value, particularly its vocational orientation and job placement programs.

Overall, the planning strategy reflects the management principles proposed by Mulyono (2001), which emphasize coordination, organization, and goal-oriented actions. Effective planning serves as the foundation for achieving institutional objectives and enhancing prospective student interest.

Implementation of Educational Service Marketing Strategies at LP3I Lampung

The implementation of marketing strategies at LP3I Lampung plays a significant role in increasing student enrollment. Marketing activities are carried out through coordinated efforts of the PMB team, ensuring that each task is executed according to predefined roles and responsibilities. This structured implementation enhances efficiency and effectiveness.

Marketing activities are conducted prior to the new academic year, particularly during key periods such as April, targeting specific regions including Central Lampung and surrounding areas. This timing allows the institution to reach prospective students at a critical decision-making stage, thereby increasing the likelihood of enrollment.

The institution utilizes a combination of promotional media, including brochures, banners, pamphlets, and digital platforms such as Instagram, TikTok, and WhatsApp. The integration of offline and online promotion enables broader audience reach and strengthens communication with prospective students and their families.

The implementation also applies the marketing mix (7P) framework introduced by Philip Kotler, covering product, price, place, promotion, people, process, and physical evidence. The institution offers vocational programs aligned with industry needs, affordable tuition with flexible payment schemes, strategic campus location, and active promotional strategies. Competent staff, efficient processes, and adequate facilities further support the overall marketing performance.

In conclusion, the implementation of marketing strategies demonstrates the institution's adaptability to competitive educational environments. The integration of marketing mix elements contributes significantly to improving institutional visibility, attracting prospective students, and strengthening competitive advantage.

Evaluation of Educational Service Marketing Strategies at LP3I Lampung

Evaluation is a crucial stage in the marketing management process, as it determines the effectiveness of planning and implementation. At LP3I Lampung, evaluation is conducted continuously to assess performance and identify areas for improvement. This ensures that future strategies are more effective and aligned with institutional goals.

The evaluation process is carried out directly by institutional leaders through supervision and monitoring of the PMB team. Each activity is reviewed based on predetermined criteria, including target achievement, effectiveness of promotional media, and overall performance of the marketing strategy.

The findings indicate that the marketing programs implemented have been effective in promoting the institution and attracting prospective students. This effectiveness is supported by the quality of educational services, innovative programs, and consistent promotional efforts. Continuous monitoring allows the institution to promptly address any inefficiencies.

In addition, improving the quality of education remains a key factor in marketing success. Institutional reputation and service quality significantly influence public perception and decision-making. Therefore, evaluation not only focuses on marketing performance but also on maintaining and enhancing educational quality.

Overall, the integration of planning, implementation, and evaluation has contributed to an increase in student enrollment and a stronger institutional image. This comprehensive approach demonstrates that effective marketing strategies are essential for sustaining competitiveness and meeting the evolving needs of society.

CONCLUSION

Based on the findings of this study entitled "Analysis of Educational Service Marketing Strategies in Increasing Prospective Students' Interest during the New Student Admission Period (PMB) at LP3I Lampung," several conclusions can be drawn.

First, the planning of marketing strategies is primarily conducted by the institutional leadership to ensure effectiveness and alignment with organizational goals. The planning process includes the formation of a PMB team consisting of marketing staff and academic personnel, determination of marketing strategies in terms of timing, location, and target market, selection of promotional media, and the establishment of affordable tuition fees to accommodate various socioeconomic groups.

Second, the implementation of marketing strategies plays a central role in promoting the institution and attracting prospective students. The implementation involves coordinated activities among the PMB team based on assigned roles, execution of marketing activities prior to the new academic period particularly in regions such as Central Lampung, Kotabumi, and Natar and the use of both offline and online promotional media, including brochures, banners, pamphlets, Instagram, TikTok, and WhatsApp. Additionally, tuition fees are designed to remain affordable and accessible to a broad range of prospective students.

Third, the evaluation process covers all stages from planning to implementation and has been conducted effectively. Through evaluation, the institution is able to identify which programs should be maintained, improved, or discontinued. Furthermore, not only student outcomes but also educator quality are assessed, as the competence and professionalism of educators significantly influence institutional image and prospective student interest.

SUGGESTION

To enhance the effectiveness of marketing strategies at LP3I Lampung, several recommendations are proposed. First, the institution is encouraged to continuously improve professionalism in managing educational services by strengthening promotional activities, optimizing learning processes, and maximizing the utilization of available resources to enhance educational quality and customer satisfaction. Second, for academics, future research is expected to further develop existing studies on educational service marketing strategies, particularly by expanding the scope of analysis related to student admissions and marketing effectiveness. Third, for future researchers, it is recommended to pay closer attention to the integration of planning, implementation, and evaluation processes in marketing strategies, so that these insights can be practically applied in educational institutions.

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