

# Analysis Of Marketing Strategies At SMAN 1 Pangandaran In Improving The Image As The Favorite School

**Hade Yustika Prayoga<sup>1</sup>, Lulu Andiani<sup>2</sup>, Wulandari<sup>3</sup>**

<sup>1,2,3</sup>STITNU Al-Farabi Pangandaran, Indonesia

<sup>1</sup>Email: [hadeyustikaprayoga@stitnualfarabi.ac.id](mailto:hadeyustikaprayoga@stitnualfarabi.ac.id)

<sup>2</sup>Email: [luluandiani@stitnualfarabi.ac.id](mailto:luluandiani@stitnualfarabi.ac.id)

<sup>3</sup>Email: [wulandari@stitnualfarabi.ac.id](mailto:wulandari@stitnualfarabi.ac.id)

**To cite this article:** Prayoga, HY., Andini, L., Wulandari. (2025). Analysis Of Marketing Strategies At SMAN 1 Pangandaran In Improving The Image As The Favorite School. *OASES: International Journal of Education, Culture, Society and Management*, Vol 1 No 2. Hal 129-133.

Abstract	Article History
Public expectations of educational institutions today are not only limited to academic quality, but also to the image and reputation of schools that are able to reflect excellence as a whole. In fact, not all schools are able to meet these expectations without a planned and integrated marketing strategy. This study aims to analyze and describe the implementation of the 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) mix-based marketing strategy at SMAN 1 Pangandaran and its contribution in shaping the image of the school as a leading educational institution by using qualitative methods and descriptive analysis approaches through direct observation. The results of the study show that the 7P based marketing strategy implemented by SMAN 1 Pangandaran has proven to contribute significantly in shaping the image of the school as a leading educational institution in its region. Through improved services and promotions on the official website, participation in competitions, and alumni involvement. However, another reality found is that there is still a lack of use of social media such as Instagram as a potential means of digital promotion. Therefore, social media optimization is a strategic need so that school promotional messages reach a wider audience. With transparent and participatory management, the marketing strategy implemented also strengthens public trust and increases the attractiveness of schools in the process of accepting new students.	Received: 1 August 2025 Revised : 10 August 2025 Accepted: 30 August 2025
	<b>Keywords:</b> Marketing Strategy, School Image

## Introduction

In the context of education, a good image is one of the indicators of public trust in the school's ability to carry out a quality learning process. This is in line with the opinion Abdillah, W., & Herawati, (2018) which states that even though educational institutions are non-profit, they are still required to be able to show quality to the community as educational partners. Schools with a positive image are usually

associated with competent educators, adequate facilities, and a safe and comfortable environment for the growth and development of students.

Izzati, F. N., & Triyanto, (2024) It was also found that public perception of a school is greatly influenced by the mental image formed through interaction between the school and the surrounding environment, both through mass media, alumni testimonials, and direct community experiences. Students' interest in enrolling in a school is not only determined by academic factors alone, but also by the information and impressions they receive from various sources.

In today's digital era, the school's image can be formed and spread widely through social media, the school's official website, mass media reports, and testimonials from alumni and the public. Leindarita, (2022) stated that public trust reflected in the high number of registrants is an important indicator of school quality. Therefore, building and maintaining a positive image of the school is not only the responsibility of the principal or teachers, but also all school residents, including students and parents.

However, based on initial observations at SMAN 1 Pangandaran, there are still challenges in building a positive image consistently. This is reflected in the lack of activity of school promotional media in conveying the advantages and values offered. This condition shows that the education marketing strategy implemented has not been fully optimal in shaping public perception.

Based on this description, the formulation of the problem in this study is how can the marketing strategy applied at SMAN 1 Pangandaran improve the image of the school in the eyes of the public? In addition, this research also aims to Analysis of marketing strategies implemented by SMAN 1 Pangandaran in improving the image of the school in the eyes of the public. Kotler, P., & Keller, (2009) in marketing mix theory (*Marketing Mix*) The 7P states that the success of marketing strategies, particularly in the education sector, depends heavily on how marketing elements such as products (education), promotions, places, people, and processes can be effectively executed to create a positive experience for consumers (in this case students and parents). Therefore, this study aims to analyze and describe the marketing strategies implemented by SMAN 1 Pangandaran in an effort to improve the school's image. In addition, this study also aims to evaluate the effectiveness of each element in the marketing mix (*Marketing Mix*) 7P in

forming a positive perception of schools, as well as providing recommendations for the development of school marketing strategies in the future. The 7P theory will be applied to explore factors that need to be improved so that the school's image can continue to be improved.

This research is expected to provide theoretical and practical benefits. Theoretically, this research will enrich the study of marketing in the context of education, especially in using the *7P Marketing Mix* to build the image of the school. Practically, this research is expected to provide input for school management, especially at SMAN 1 Pangandaran, in developing more innovative marketing strategies, to increase the competitiveness of schools in the midst of many choices of educational institutions.

Karsono, K., Purwanto, P., & Salman, (2021) It was also found that marketing strategy is a systematic approach to achieving marketing goals through positioning, selecting specific strategies, and implementing the right marketing mix. In the context of education, this strategy has been proven to be able to strengthen the image of the institution and increase public trust through synergy between promotion, service quality, and cooperation with various parties.

In addition, marketing strategies also play a role in strengthening collaboration with various stakeholders and encouraging the independence of educational institutions. Fadli, F., & Mafrukhin, (2020) It states that product elements in the context of education marketing include the study programs offered, the quality of the infrastructure, the track record of alumni, and the overall image of the institution which are the main considerations for prospective students and parents. Meanwhile, Mujib, F., (2023) emphasizing that curriculum, learning approaches, supporting facilities, and the use of technology are integral parts of educational products that greatly influence consumers' decisions in choosing educational institutions.

In the context of SMAN 1 Pangandaran, the implementation of a marketing strategy based on the 7Ps is very important to improve the school's image in the eyes of the public. By paying attention to each element in the marketing mix, the school can highlight its advantages, ranging from the quality of teaching, existing facilities, to the

success of alumni, which will ultimately contribute to improving the image as the favorite school in the region.

## **Materials and Methods**

This study uses a qualitative method with a descriptive approach. Qualitative and descriptive research is a method used to explain problems based on established methods and institutional conditions and facts. Qualitative research aims to analyze and explain a person's experience with everyday phenomena (Hendrarso, 2020). According to Rukajat (2018), descriptive research aims to describe phenomena that occur in an actual, realistic, and real way. Using observation and interview methods, this study allows us to see and hear firsthand about research projects in the field. Through direct observation, this research can be done more easily. As well as getting assistance from various sources, such as information from the internet, libraries, and teachers/educators at the institution. This research describes the various sources of problems that are used as the object of research in the institution. This research was carried out on March 10, 2025 at SMAN 1 Pangandaran Jl. Raya Babakan No.129, Babakan, Kec.

## **Results**

Based on the results of the analysis that has been carried out, the 7P marketing mix strategy implemented by SMAN 1 Pangandaran is not only aimed at improving the quality of educational services, but is also directed to strengthen the school's image as the favorite school in Pangandaran Regency. The following is a description of each strategy in the context of the 7P:

### **1. Product**

SMAN 1 Pangandaran is one of the leading public high schools in Pangandaran Regency that has implemented the Independent Curriculum thoroughly in its learning process. This curriculum provides flexibility for students to choose subjects according to their interests and talents, replacing the previously used science and social studies specialization system. In addition to regular learning, students also participate in the Pancasila Student Profile Strengthening Project (P5) which aims to build character, one

of which is through an entrepreneurial bazaar activity entitled "Wisata" which instills the values of mutual cooperation, nationality, and independence. In the academic field, schools have foreign language strengthening programs, such as ODIE (*One Day In English*) and TO ME (*Two Minutes in English*), which consistently encourage the use of English in school life. The program is supported by digital learning systems such as the use of Google Forms for online exams, although it still faces connectivity challenges in some regions. In addition, SMAN 1 Pangandaran also offers various non-academic programs through extracurricular activities that include the fields of leadership (Student Council, Scouts, Paskibra), religious (IREMA), scientific (KIR), social (PMR, PIK-R), art, and cultural preservation through traditional sports such as boy-boyan and gatrik. This effort also contributes to competitive graduate results, as evidenced by the large number of students who are accepted into state universities through the SNMPTN pathway and other pathways in prestigious study programs such as Medicine, Computer Science, and Engineering. With the support of teacher training and collaboration with external institutions, SMAN 1 Pangandaran is able to integrate national education policies with local needs, as well as produce graduates who are not only academically superior but also have strong character.

## 2. Price

Based on the results of observations at SMAN 1 Pangandaran, it is known that this school does not charge registration fees or educational operational costs, in line with the local government's policy that guarantees free education up to the high school level. This reflects a commitment to the principles of justice and equal access to education. However, there are a number of costs that are still borne by students, especially for individual needs such as school uniforms, including daily uniforms, sports, and batik. The cost for these needs is around IDR 500,000, which is paid once at the beginning of the school year. These fees are reasonable and are not included in the core service component of education, but rather as the fulfillment of students' personal needs. In general, the financing policy at SMAN 1 Pangandaran is quite reflective of the balance between the purchasing power of the local community and the quality of services provided, where the main components of education have been guaranteed by

the state, while the additional components are managed independently by students and guardians.

### 3. Place

SMAN 1 Pangandaran is located on Jl. Raya Babakan No. 129, Babakan Village, Pangandaran District, Pangandaran Regency, West Java. This location is on the main road that connects the center of Pangandaran with the beach tourist area, making it easily accessible to students from various surrounding areas. This good accessibility is supported by the availability of public transportation and adequate road infrastructure, thus facilitating the mobility of students and teaching staff.

In terms of facilities, SMAN 1 Pangandaran offers a complete learning environment and supports the educational process. The school is equipped with 32 classrooms, laboratories for Biology, Chemistry, Physics, Languages, Social Studies, and Computers, as well as a library that provides a variety of learning resources. In addition, there are adequate sanitation facilities for teachers and students, as well as sports fields to support physical and extracurricular activities. These facilities reflect the school's commitment to providing facilities and infrastructure that support the quality of education.

The security aspect is also the main concern at SMAN 1 Pangandaran. With the existence of security posts and strict supervision, the school environment remains safe and conducive to teaching and learning activities. In addition, the school's strategic location and close to the government center and other public facilities provide good development potential in the future.

Overall, the strategic location, good accessibility, complete facilities, and safe environment make SMAN 1 Pangandaran the right choice for students looking for quality education in the Pangandaran area.

### 4. Promotion

In terms of promotion, SMAN 1 Pangandaran applies an informative and community-based approach to strengthen the positive image of the school in the eyes of the community. The promotional strategy carried out includes the publication of activities through the school's official website ([sman1pangandaran.sch.id](http://sman1pangandaran.sch.id)), where the school routinely shares information related to student achievements, superior



programs, extracurricular activities, and graduate achievements. In addition, indirect promotion is also carried out through the involvement of schools in various academic and non-academic competition activities, both at the district and provincial levels, which automatically increases the school's exposure and reputation. In accepting new students (PPDB), the school utilizes public relations by involving the role of alumni and the surrounding community as information agents, as well as showing a positive track record of graduates who are widely accepted at prestigious state universities. This approach shows that SMAN 1 Pangandaran prioritizes quality-based promotion and community participation rather than commercial marketing. This is a reflection of an ethical promotion strategy and in accordance with the context of state educational institutions. However, unfortunately, promotions on social media such as Instagram are still not maximized. In fact, the platform has great potential to reach a wider audience, especially the younger generation and parents of prospective students. More active and planned use of social media can be an effective complement to existing promotional strategies.

#### *5. Physical Evidence*

Physical evidence at SMAN 1 Pangandaran shows the school's commitment to providing quality and professional educational services. The school building stands on a large and strategic land, equipped with 32 classrooms, each of which has adequate ventilation, a whiteboard, a projector (in some classrooms), and ergonomic student benches and desks. Learning facilities are strengthened by the existence of a complete laboratory for Biology, Chemistry, Physics, Computer, Social Studies, and Language subjects, which are equipped with practical tools and multimedia devices. The school also has a library with a collection of textbooks, fiction, and references, as well as other supporting rooms such as teachers' rooms, principal's rooms, counseling guidance rooms, student cooperatives, UKS, and canteens. In terms of equipment, the school provides cleaning tools, audio-visual facilities for certain activities, and adequate sports equipment such as balls, nets, and courts. The school's identity is displayed through the official logo of SMAN 1 Pangandaran which is used on school signs, student uniforms, and official documents. Other visual attributes that reinforce the school's image include the daily uniforms, sports, and batik worn by students, as well as motivational slogans

posted on classroom walls and school hallways. All of these elements of physical evidence form a positive and credible image in the eyes of the public.

#### 6. *People* (Orang)

SMAN 1 Pangandaran has competent and dedicated human resources in supporting the educational process. The educators at this school consist of experienced and qualified teachers in accordance with their fields, who are actively involved in learning activities and curriculum development. The principal, Drs. H. Sukirman, S.T., M.Si., led with a collaborative approach, encouraging innovation in teaching methods and the use of information technology in the teaching and learning process. The administrative staff at SMAN 1 Pangandaran also showed professionalism in carrying out administrative tasks, ensuring the smooth operation of the school. Interaction between individuals in the school environment takes place in a conducive atmosphere, with open communication between teachers, staff, students, and parents, creating a supportive and inclusive learning environment. The quality and positive attitude of educators and administrative staff contribute significantly to the achievement of academic and non-academic achievement of students, as well as build a positive image of the school in the community.

#### 7. *Process* (Process)

The process of delivering educational services at SMAN 1 Pangandaran is designed to prioritize efficiency, transparency, and comfort for all school residents. In the learning aspect, the school implements an Independent Curriculum which provides flexibility for students to choose subjects according to their interests and talents. The teaching and learning process is supported by the use of information technology, such as the use of belajar.id accounts provided by the Ministry of Education and Culture to facilitate access to various digital learning platforms. In addition, the school also developed a web-based student data management system that allows for efficiency in the processing and access of academic and administrative data.

### **Discussion**

In this section, the researcher discusses the findings in the context of the 7P *marketing mix* theory and its relation to school image. The results of the analysis show



that the marketing strategy implemented by SMAN 1 Pangandaran in general has reflected a comprehensive marketing mix approach. The following is a discussion of each element:

### 1. *Product*

In the theory of marketing mix, educational service products include curriculum, learning programs, and graduate outcomes. The findings show that SMAN 1 Pangandaran has advantages in the implementation of the Independent Curriculum, character strengthening programs through P5, and the development of foreign language skills through the ODIE and TO ME programs. This advantage shapes the public perception that the school is adaptive to change and supports the development of students' potential. Therefore, product strategy is one of the important foundations in shaping a positive image of the school. It is supported by Alma, (2008) that a product can be described as a whole concept of an object or process that provides a certain amount of value to the consumer. What needs to be considered in the product is that consumers not only buy the physical product from the product itself but buy *Benefit* and *Value* of the products called *the offer*.

### 2. *Price*

The price strategy implemented by SMAN 1 Pangandaran is free of education fees, in line with government policies. However, fees for personal attributes such as uniforms are still charged. In the theory of service marketing, reasonable and transparent prices can increase public trust and positive perception of institutions. Therefore, this pricing strategy strengthens the school's image as an inclusive institution that is committed to social justice. According to Abdurrahman., (2015) The price in educational services includes all costs incurred by students to obtain educational services from the school. This is in line with the definition put forward by the Kotler, P., & Keller, (2009) i.e. "the amount billed for a product or service, or the sum of all the value provided by the customer to benefit from owning or using a product or service." Therefore, the price strategy implemented by SMAN 1 Pangandaran strengthens its image as an inclusive school and in favor of social justice.

### 3. *Place*

The school's strategic and easily accessible location and the completeness of learning facilities support the optimal learning experience of students. In the 7P theory, the aspects of location and ease of access greatly influence the decision of consumers, in this case parents and students. A complete physical facility also strengthens the perception of service quality. This forms the perception that SMAN 1 Pangandaran is a school that is ready to support the educational process as a whole. According to Permatasari, (2019) The safety and comfort aspects of the school location need to consider factors such as accessibility, visibility, traffic flow, availability of land for expansion, and relative position to competitors. Therefore, SMAN 1 Pangandaran has succeeded in building an image as a school that is ready to support the educational process as a whole through the placement of the right location and representative facilities.

### 4. *Promotion*

Promotion is carried out through social media, official websites, and involvement in competitions and competitions. The theory states that promotion in service marketing functions to form an image and strengthen loyalty. This community-based and participatory promotion strategy strengthens the school's image through tangible evidence of achievement and quality of education. However, the use of social media as a means of promotion is still not optimal. In fact, in the digital era, social media has a strategic role in shaping public perception, expanding the reach of information, and reaching the younger generation more effectively and interactively. According to Suciati, P., & Maulidiyanti, (2019), promotion is an information communication between marketers and consumers that aims to influence consumer attitudes and behaviors to be interested in using products or services. Thus, to strengthen the school's image and reach a wider audience, strengthening social media-based promotion is an important step that needs to be improved.

### 5. *Physical Evidence*

The school's visual identity, physical facilities, and attributes are tangible evidence of the quality of service. In the service marketing mix, this aspect is important to form a first impression and perception of professionalism. With the provision of

representative learning facilities and environments, the school's image as a leading educational institution is getting stronger. Physical evidence includes school facilities, visual identities such as uniforms and slogans, and a neat and professional appearance of the school environment. In service marketing, this aspect is important because it serves as a first impression that will affect the initial perception of prospective students and parents of the quality of service. According to Lupiyoadi, (2013) There are two types of physical evidence, namely: *Essential evidence*: the main elements that consumers consider, such as the design and layout of the building. And *Peripheral evidence*: supporting elements such as brochures, signage or other attributes that reinforce the impression of professionalism. By providing a representative learning environment, SMAN 1 Pangandaran is able to create an image as a superior and professional educational institution.

#### 6. *People* (orang)

Human resources are an important part of service quality. Competent and communicative teachers, principals, and administrative staff create a conducive learning atmosphere. According to the 7P theory, the quality of service is highly dependent on the human involved in the service process. At SMAN 1 Pangandaran, the quality of interaction between individuals strengthens public trust in the credibility of the school. Human resources (HR) are a central element in service marketing. SMAN 1 Pangandaran has competent, communicative, and highly dedicated teachers, principals, and administrative staff. Positive interaction between educators, students, and parents creates a conducive and inclusive learning atmosphere. Tjiptono., (2000) mentioned that the effectiveness of services is greatly influenced by HR training which includes a structured learning experience designed based on the needs of the institution. Thus, the quality of human resources at SMAN 1 Pangandaran strengthens public trust in the quality of education offered.

#### 7. *Process* (proses)

An efficient and adaptive learning process to technology reflects modernity and innovation. In the context of a service marketing strategy, an efficient and transparent process fosters customer satisfaction (students and parents), which ultimately improves the school's image. SMAN 1 Pangandaran implements an efficient, adaptive

learning process that is adaptive to technology, and transparent in its management. This reflects a modern and innovative approach to providing educational services. This process is also managed in a participatory manner through school-based management involving various stakeholders. In the theory of service marketing, according to (Mulyati, 2024) A good service process will create customer satisfaction, which in this context is students and parents. An efficient and accountable process forms the perception that the school is a trusted and professional institution.

Overall, the 7P marketing strategy implemented by SMAN 1 Pangandaran directly contributes to the formation of the school's image as the favorite school. Every element of the marketing mix plays a role in creating a positive experience for students, parents, and the community. In image theory, this experience shapes a sustained public perception. Therefore, it can be concluded that the right marketing strategy not only attracts new students, but also strengthens public trust, thereby supporting the achievement of the school's position as a leading educational institution in its region.

In terms of administration, SMAN 1 Pangandaran implements school-based management that involves the active participation of all school components, including teachers, staff, students, and parents. The administrative process is carried out in a transparent and accountable manner, with the use of technology to support work efficiency. The management of educational facilities and infrastructure is also carried out systematically, starting from procurement, utilization, to facility maintenance, to ensure the comfort and smooth teaching and learning process.

Overall, the educational process at SMAN 1 Pangandaran reflects continuous efforts to improve the quality of services through technology integration, school community participation, and effective resource management, thereby creating a conducive and responsive learning environment to student needs.

## **Conclusion**

The 7P-based marketing strategy implemented by SMAN 1 Pangandaran has proven to contribute significantly in shaping the school's image as a leading educational institution in its region. Through an approach that emphasizes service quality, community involvement, and the use of technology, schools are able to create positive

experiences for students, parents, and the wider community. This approach strengthens public trust and becomes the main attraction in the admission of new students. However, in the midst of advances in information technology and shifting public communication media preferences, there are still shortcomings in the use of social media, especially Instagram, as a potential means of promotion. Optimizing this platform can be a strategic step to expand the reach of promotions and reach the younger generation more effectively. In addition to the marketing aspect, systematic and accountable administrative management and infrastructure facilities show that SMAN 1 Pangandaran not only focuses on imagery, but also on improving the quality of educational services as a whole. Thus, it can be concluded that the success of a school is determined not only by the marketing strategy implemented, but also by the effective integration of management and the active participation of all components of the school.

## References

- Aaker, D. A. (1991). *Managing Brand Equity*. New York: Free Press.
- Abdillah, W., & Herawati, A. (2018). *The Influence of Marketing Mix (7P) on Student Decision Making in Choosing an Entrepreneur-Based School (Study at SMA Muhammadiyah 9 Surabaya)*.
- Abdurrahman., N. H. (2015). *Marketing Strategy Management*. Bandung: Pustaka Setia.
- Fradito, A., Suti'ah, & M. (2020). Education marketing strategies in improving the image of the school. *Al-Idarah: Journal of Islamic Education*, 10(1), 47–63.
- Izzati, F. N., & Triyanto, A. (2024). The influence of marketing mix (7P) on parents' decision to choose a school. *GREAT: Journal of Islamic Management and Business*, 1(2).
- Karsono, K., Purwanto, P., & Salman, A. M. B. (2021). Branding strategy in increasing public trust in the state tsanawiyah madrasah. *Scientific Journal of Islamic Economics*, 7(2), 869–880.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management*. Thirteenth Edition Volume 1. Jakarta: PT Erlangga.
- Leindarita, B. (2022). The Influence of the 7P Marketing Mix on Parents' Decision in Choosing a Qur'an Tahfidz House. *Journal of Research Innovation*, 2(10), 3589–3598.

- Lupiyoadi, R. (2013). *Service Marketing Management (3rd Edition)*. Jakarta: Salemba Empat Publishers.
- Mujib, F., & S. (2023). School branding strategy in increasing the attractiveness of the school. *Journal of Sharia Economics and Economics*, 5(1), 88–100.
- Mulyati, I. (2024). Marketing Mix Strategy in an Effort to Increase the Number of Students at SMA Negeri 1 Kampar Kiri, Kampar Regency. *HUMANUS: Journal of Sociohumanities Nusantara*, 2(1), 149–159.
- Mundiri, A. (2016). The Strategy of Islamic Educational Institutions in Building a Branding Image. *Pedagogic: Journal of Education*, 3(2).
- Nurmalasari, N., & Masitoh, I. (2020a). Strategic Management of Social Media-Based Education Marketing. . . *Journal of Management Review*, 4(3), 543–548.
- Nurmalasari, N., & Masitoh, I. (2020b). School marketing strategy in attracting public interest. *Journal of Management: Journal of Education Management*, 4(3), 55–64.
- Permatasari, A. O. (2019). The Influence of Marketing Mix (7P) on Parents' Decision to Choose a Tahfidz Al-Qur'an-Based School (Study at An-Nawawiy Al-Qur'an Junior High School Mojokerto). *INOBISS: Journal of Indonesian Business and Management Innovation*, 2(3), 382–397.
- Sari, D. P., & Hartono, A. (2023). The influence of marketing mix strategy on students' interest in choosing private schools in Jakarta. *Journal of Educator Management*, 5(1), 45–58.
- Suciati, P., & Maulidiyanti, M. (2019). The Power of the 7P Marketing Mix on the Choice of Students to Study at the Vocational Education Program of the University of Indonesia. *Journal of Applied Humanities*, 1(2), 4.
- Scott, F. (2000). *Marketing Strategy*. Yogyakarta: NO.