

Research article

School Marketing Strategy During the COVID-19 Pandemic

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Abstract.

The COVID-19 pandemic is a health crisis currently engulfing the world and affecting – in some way – every aspect of human life. One key aspect that is significantly affected is the area of school marketing. Since the social distancing policies have prevented direct meetings between schools and prospective students, a new and effective marketing strategy is urgently needed to increase public interest. The current study was a systematic literature review on school marketing strategies adopted during the COVID-19 pandemic. All articles related to the school's marketing strategy and published between 2016 and 2021 were obtained from Science Direct, DOAJ, and lens.org. Of them, 30 articles were selected for the review. The following strategies were determined: (i) developing excellent school programs (26%); (ii) the use of Internet media as a source of school promotion (33%); (iii) building an effective relationship between schools and parents (23%); (iv) and the use of mix marketing (18%).

Keywords: COVID-19 pandemic, marketing strategy, school

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1. Introduction

Coronavirus disease 2019 (COVID-19) is a global health problem that has dealt an unprecedented blow to social and educational life. [1] COVID-19 is the code name given by the World Health Organization (WHO) to an outbreak of an infectious disease in Wuhan, Hubei province, China. The explosion occurred in December 2019. [2]. All aspects of life have been seriously affected by the Covid-19 pandemic. In addition to the health, economic, educational, social, and cultural impacts. The coronavirus pandemic in early 2020 caused unprecedented losses of human life, humans suffered, and the economy collapsed [3]. Many experts believe that COVID-19 is a very extraordinary event and significantly impacts the whole world. So it is not surprising that the government stops teaching and learning activities, religious activities, tourism, and activities that can cause crowds. [4] Including in the education aspect, especially in school marketing

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during the covid-19 pandemic. So many schools have difficulty marketing their schools to increase public interest in the school. Marketing activities must be carried out in accordance with social principles and the value of profit-taking [5] by increasing public trust.

Marketing in education is essential for educational institutions. Because with a good marketing strategy, schools can provide an overview of the advantages or disadvantages of the school. This is evidenced by the fact that most people will be more interested in one school with benefits and differences from other schools. In this case, the educational marketing strategy has a significant role.

Many institutions face difficulties identifying the best marketing strategy for a particular product or service. Marketing strategy is essential to face competition in the era of the COVID-19 pandemic. Every school is competing in providing the best service to give satisfaction to consumers or the community even though there are so many restrictions on social relations in the society that occur during the pandemic. Every school is required to continue to renew and innovate both in managing the teaching and learning process and marketing the school. So that the right school marketing strategy is needed to reach all levels of society, of course, by paying attention to the most significant impact felt by the community caused by COVID-19, as a producer of educational services, every school must be able to understand and know customer needs during the pandemic so that the school's marketing process can lead to meeting the needs of customers or the community. Therefore, schools need to implement marketing strategies that can change the community's assessment of the quality of schools and gain the community's trust. Many institutions or companies engage in advertising through business marketing channels such as TV, radio, internet to maximize profits including revenue or others.

Factors that can affect school marketing during the COVID-19 pandemic are taking creative and innovative steps in marketing such as establishing good relations between schools and the community so that there is strong support and encouragement from the community for school progress, making policies that are tailored to the needs of schools. Community conditions. Relationships between parties can provide better results; for example, companies may work closely with their competitors to create superior value for their customers than if they used their resources and capabilities[6]. Maximizing internet media to expand school marketing and planning school programs that can attract public interest

2. Methods

The method used by the researcher is SLR (Systematic Literature Review). In this method, researchers review and identify journal articles systematically. The articles used in this study were 30 national and international journal articles. At the identification stage, researchers selected journal articles related to COVID-19, marketing strategies, and schools taken from Lens.org, DOAJ, and Science Direct published in 2016-2021. then at the screening and feasibility stage, all journal articles that have been identified according to titles, keywords, and topic relevance are downloaded. Full-text journal articles are screened to check topic suitability. The next step is to study and analyze all journal articles to get synthesis and conclusion. The article data is presented in a table containing the author's name, year of publication, journal title, and research results. Then the articles are analyzed and summarized. The results of these analyzes are combined into one complete discussion in this article.

3. Results and Discussion

School marketing is a step or method schools take to market their educational institutions so that the public or consumers know them better. Marketing is important so that schools continue to exist and foster public trust in schools, especially with the COVID-19 pandemic, which significantly impacts school marketing. Therefore, every school must have a marketing strategy that can convey the advantages or advantages of the school to the community during the COVID-19 pandemic. Social media such as Facebook, Instagram, YouTube, or others can be used to market special school programs. The tahfidz program and international class are programs in demand by the community today. Moreover, providing good services to the community or parents of students, such as reducing the cost of education, will be a very effective promotional medium for schools. The research data entered by the researcher in this literature review is a summary analysis of 24 documented journal articles related to school marketing strategies during the COVID-19 pandemic, which are presented in the following table

Based on table 1, researchers can describe that the COVID-19 pandemic is a health crisis currently hitting Indonesia and other countries in the world. Almost all aspects of life have been affected by Covid-19, including educational activities, especially in school marketing [1,2,3,4]. Many educational marketing strategies have emerged and are used to increase public interest, especially with the COVID-19 pandemic, which requires educational institutions to be innovative and creative in marketing their schools [5,6].

TABLE 1: Search results related to journal articles School Marketing Strategy during the COVID-19 Pandemic.

Title	Excellent school programs	Utilization of internet media	Building social relationships	Marketing Mix
The effect of internal marketing strategies on the organizational culture of secondary public schools [7]			√	
Educational providers in the marketplace: Schools' marketing responses in Chile [8]			√	
Insights of School Head About Marketing Education Services Through Digital Media [9]		√		
Education markets and school segregation: a mechanism-based explanation [10]	√		√	
The school that I seek, the school that I offer": Contents and rationalities of the educational offer of the Chilean school market [11]			√	
School marketing and segmentation: A comparative study in Bulgaria and the Czech Republic [12]	√			
Strategi Pemasaran Pendidikan Dalam Meningkatkan Citra Sekolah[13]	√		√	
Best marketing strategy selection using fractional factorial design with analytic hierarchy process [14]		√	√	
Perencanaan Strategi Marketing Mix Dalam Meningkatkan Kuantitas Peserta Didik [15]		√		√
Pemasaran Jasa Pendidikan dan Implementasinya sebagai Strategi Pengembangan Pendidikan di SMP Muhammadiyah 1 Depok Sleman Yogyakarta [16]				√
Religious based education of Islamic elementary school, being competitive with market management strategies [17]	√		√	
Marketing tools for promoting innovations in the system of higher education [18]	√	√		
Strategi Pemasaran Jasa Pendidikan Dalam Menarik Minat Masyarakat Melalui Program Kelas Khusus [19]	√		√	
Analisis Manajemen Pemasaran Jasa Lembaga Pendidikan Islam: Pondok Pesantren Amsilati darul Falah Bangsri Jepara [20]	√		√	
The Effect of Social Media E-Marketing Towards Consumers Shopping Behavior [21]		√		
Consumer Willingness to Use Digital Coupons: A Case of Karachi Market in Pakistan [22]		√		
Application of E Marketing in Entrepreneurship Learning for Student with Intellectual Disability [23]		√		
The Development of Collaborative Marketing Website for Digital Learning Materials [24]		√		

TABLE 1: Search results related to journal articles School Marketing Strategy during the COVID-19 Pandemic.

Title	Excellent school programs	Utilization of internet media	Building social relationships	Marketing Mix
The Impact of Digital Communications on Tourism marketing [25]		√		
Multichannel digital Marketing Platform [26]		√		
Marketing Strategy for Higher Education Institution Based on Marketing Stimuli [27]	√			√
Islamic Education Marketing Discourse From Maslahah Perspective [28]				√
Marketing Mix and Students' Enrolment in Institutions of Higher Learning [29]				√
Encourage them to learn: Case Study of Fictitious Product and Virtual Market in Marketing Communications Degree Course [30]		√		√

Every school must quickly adapt to the community's needs during the Covid-19 pandemic, such as maximizing internet media for school marketing. Often referred to as e-marketing [9,14,15,18,21,22,23,24,25,26, 30]. E-Marketing is a sales strategy using social media. Or create a new program or method that will become a brand for the school to attract new students or the public [10,11,12,17,19,20,27]. Every educational institution must have a unique strategy that can be used as a marketing tool for their schools, such as building good relationships with parents or the community [7,8,10,11,13,14,17,19,28,29]. Researchers get the following results from the study of journal articles: Development of excellent school programs by 23%, 2. Maximizing internet media by 33%, 3. Establishing effective relationships with the community as much as 26% and using Mix marketing as much as 18%

4. Conclusion

School Marketing Strategy is very important for Educational Institutions. School marketing needs to be well designed and prepared to get maximum results, especially during the Covid-19 pandemic. After reviewing the 24 journal articles presented in the table, the researcher concludes that four important things must be developed in school marketing strategies during the COVID-19 pandemic; 1. Development of excellent school programs as much as 23%, 2. Maximizing internet media as much as 33%, 3. Establishing effective relationships with the community or parents of students as much as 26%, 4. Use of Mix Marketing as much as 18%. Research related to education marketing strategies during the COVID-19 pandemic has not been widely studied. So, in this article, researchers

conduct a literature review that can be used as a reference as a literacy study and guide in further researching and developing school marketing strategies during the pandemic

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