

Research article

Marketing Strategy for Educational Institutions During the COVID-19 Pandemic Based on Social Media

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ORCIDEni Fariyatul Fahyuni: <https://orcid.org/0000-0003-0701-7027>**Abstract.**

The COVID-19 pandemic has been a big challenge in the marketing of educational institutions. Marketing strategies that were generally executed physically were forced to adopt remote and online methods. The present study examined the effectiveness of the social-media-based marketing strategy used by educational institutions for attracting public interest during the COVID-19 pandemic. The researchers conducted a systematic review by documenting and reviewing all articles related to education marketing published from 2015 to 2021. The study reviewed 23 national and international journal articles accessed from the databases of lens.org, Science Direct, and DOAJ. The results showed that the online marketing strategy utilized by educational institutions during the COVID-19 pandemic included following key steps: (i) promoting 7P excellence (marketing mix) packaged with interesting online content through social media; (ii) determining the target market and social media platforms through segmentation, targeting, and positioning; and (iii) optimizing organizational performance and ability to build good relationships with customers. Social media platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, and websites are needed as effective marketing tools during a pandemic to increase public interest.

Keywords: marketing strategy model, education marketing strategy, social media, COVID-19 pandemic

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1. Introduction

In this digital era, the world has been shaken by the outbreak of COVID-19 (Coronavirus Disease 2019). This virus attacks the body's immune system and causes acute respiratory diseases that spread so quickly that almost all aspects of human life (including education) are affected by it [1],[2],[3]. In this case, the Government and WHO (World Health Organization) issued several policies to break the chain of the spread of the Corona-19 virus. One of them is by practicing social distancing. The policy indirectly affects the marketing of education. The marketing strategy model originally carried out face-to-face (offline) has now become limited. Educational institutions are increasingly

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finding it difficult to attract public interest and must rethink and find the right strategy model to solve marketing problems during the COVID-19 pandemic.

In industrial revolution 4.0, technology has become the basis of human life, and various social media applications have penetrated their daily lives. Almost every day, millions of people in the world use communication tools such as Facebook, Myspace, LinkedIn, Instagram, Twitter, Google+, and so on [4]. It is easier for humans to interact, find out news, and exchange ideas through social media. Apart from the benefits derived from social media as a means of communication and entertainment, social media has also penetrated many practices and processes in the world of education[5]. Marketing implementation during the COVID-19 pandemic through digital technology and social media [6],[7]. Social media is a group of Internet-based applications built on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user-generated content [8].

This reality makes it possible to combine existing phenomena (the impact of the pandemic on marketing and society's trend towards social media) with the marketing needs of educational institutions. Educational institutions must produce social media-based educational marketing strategy models that are easily accessible and can attract consumers' interest [9]. The marketing strategy itself is a plan deliberately made by marketers to achieve targets to be achieved in the future[10]. In contrast, the educational marketing strategy aims to offer quality educational services through the 7P advantages to consumers to be interested and lead to "purchases" [4]. Based on a literature review, the purpose of this paper is to find out the marketing strategy model for educational institutions during the COVID-19 pandemic based on social media.

2. Method

This study used a Systematic Literature Review (SLR) method approach, which is carried out by identifying, screening, determining eligibility, and determining conformity to existing research [11]. The research procedure is concluded in Figure 1.

Researchers have collected several articles sourced from the Lens.org database, Science Direct and DOAJ at the identification stage. The keywords used are education marketing strategy models, education marketing strategies during the COVID-19 pandemic, and social media-based educational marketing strategies. The material we have collected is sourced from literature and recently published works with a timeline between 2015-2021.

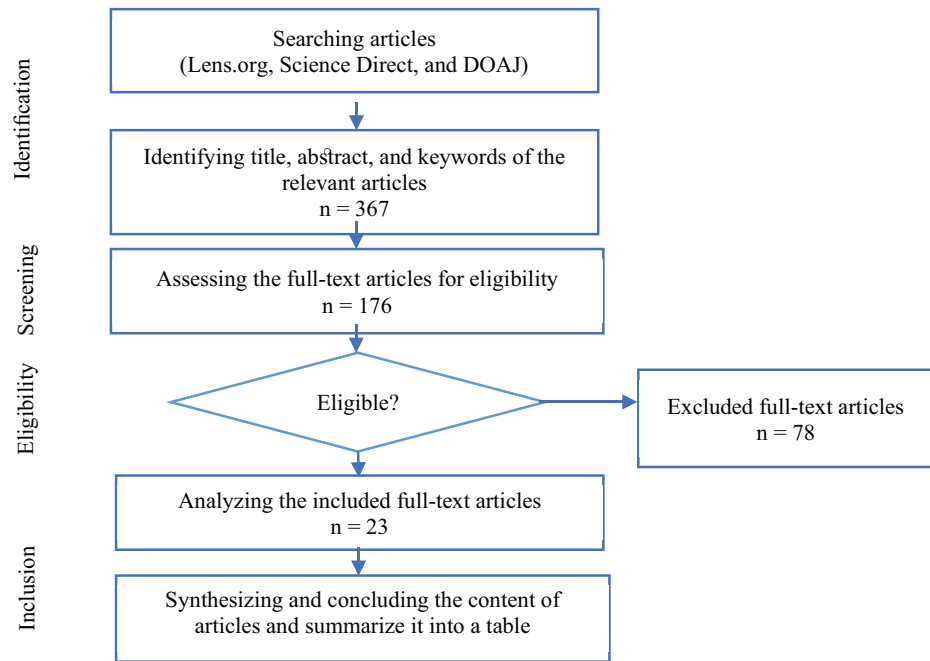


Figure 1: Research Procedure.

The next stage is screening and determining eligibility. All articles identified based on the title, abstract, and keywords that match the research theme are selected and re-examined. Materials that are incomplete and do not match the theme are excluded.

The next stage is the determination of the suitability of the material that has been filtered and declared its feasibility. Articles that meet the requirements are further analyzed, and conclusions are drawn. The researcher chose 23 articles that were relevant to the research and continued with the stage of categorizing the articles into the table provided.

3. Results and Discussion

The social media-based educational marketing strategy model during the COVID-19 pandemic is interesting because, in addition to this research coinciding with the COVID-19 pandemic, social media features are also suitable for use as the latest media in the education marketing system. A separate study is an understanding of the social media-based educational marketing strategy model during the COVID-19 pandemic. Through this understanding, the managers of educational institutions, in particular, can determine an effective and efficient marketing strategy model. Based on the search engine, several articles were found in Table 1.

TABLE 1: References of Marketing Strategy Model of Educational Institutions During the COVID-19 Pandemic Based on Social Media.

References of Marketing Strategy Model of Educational Institutions During the COVID-19 Pandemic Based on Social Media	Promotion (7P)	Social Media	Segmentation, Positioning, and Targeting	Managerial Strategy
Resources and Communications Optimalization in Educational Marketing Strategy [4]	✓		✓	
Social Media Use in Higher Education: A Review [5]	✓	✓		
Higher Education Institutions Embracing Digital & Social Media Marketing: A Case of Top 25 Universities in Asia & Africa [6]	✓	✓		
Marketing Tools for Promotion of Educational Services Through Social Networks [7]	✓	✓		
Social Media, the Digital Revolution, and the Business of Media [8]	✓	✓		
Manajemen Strategi Pemasaran Pendidikan Berbasis Media Sosial [9]	✓	✓	✓	
The Impact of Electronic Marketing Strategies on the Effectiveness of Communication with Customers: Case Study of Higher Education Services Offices in Muscat, Sultanate of Oman [10]	✓	✓		
Social Media Usage and Its Influence on Students' Choice of Tertiary Institutions in Ghana [12]	✓	✓		
The impact of Online Marketing in the Promotion of Universities in the Context of the Covid-19 Health Crisis [13]	✓	✓		
Effective Social Media Marketing Strategy: Facebook as an Opportunity for Universities [14]	✓	✓		
Marketing Strategies Education Oriented Market, Customers And Advantages Competitive [15]	✓		✓	
Strategi Pemasaran Jasa Pendidikan Dalam Meningkatkan Kuantitas Siswa [16]	✓		✓	✓
Implementasi Strategi Pemasaran Jasa Pendidikan pada Masa Pandemi Covid-19 di SMK Muhammadiyah Pagar Alam [17]	✓		✓	
The utilization of Social Media in marketing the Lebanese Higher Education institutions [18]		✓	✓	✓
Marketing of PAUD Services In The Pandemic Period In PG-TK Pelangi Ceria (Based On Segmentation, Positioning, And Targeting) [19]	✓	✓	✓	✓
The Impact of Market Orientation and Marketing Strategy on the Performance of Higher Education Institutions [20]	✓		✓	
Pemasaran Lembaga Pendidikan Masa Pandemi Covid-19 [21]	✓	✓		✓
Penerapan Marketing Mix sebagai Strategi Pemasaran Jasa Pendidikan di MAN 1 Yogyakarta [22]	✓		✓	
Penerapan 7P Sebagai Strategi Pemasaran Pendidikan Tinggi [23]	✓		✓	

TABLE 1: References of Marketing Strategy Model of Educational Institutions During the COVID-19 Pandemic Based on Social Media.

References of Marketing Strategy Model of Educational Institutions During the COVID-19 Pandemic Based on Social Media	Promotion (7P)	Social Media	Segmentation, Positioning, and Targeting	Managerial Strategy
Social media university branding [24]	✓	✓		
Social Media as a Marketing Tool for European and North American Universities and Colleges [25]	✓	✓		
a Study of Various Digital Marketing Trends Used By Various Businesses During the Pandemic [26]		✓		
Best Marketing Strategy Selection Using Fractional Factorial Design with Analytic Hierarchy Process [27]	✓	✓		✓

Based on Table 1, it is stated that promotion is the main strategy model during the COVID-19 pandemic based on social media. Promotion of 7P advantages (product, price, place, people, process, promotion, and physical evidence) occupies a percentage of 91.3% of all articles. This explains that the promotion of 7P's excellence to attract public interest must be carried out by an educational institution. No matter how good an educational institution is, the public will not know it without promotion. Mass education customers can know the advantages of 7P (marketing mix) by promoting it on social media [16],[20],[21],[23]. Promotion should be carried out in every condition and opportunity that exists. Educational institutions do not have to wait for the teaching of the new year or a certain time because the more intensive the promotion, the more effective and efficient marketing will be [7],[9],[12],[22],[24]. Posting videos and photos of the advantages and achievements of educational institutions can be done several times a day as needed gradually through social media.

Regarding 7P's premium content on social media, it must be packaged in such a way, according to the existing reality, not exaggerating but still attractive to the public. In addition to implementation, the content of the 7P advantages (product, price, place, promotion, people, process, physical evidence) must continue to be considered and conveyed to the public properly [9],[24],[25]. The type of social media platform chosen must be under the trend of public interest. From the results of the study, it was found that the platforms that are often used in educational marketing are Facebook, Twitter, Instagram, Youtube, LinkedIn, and Web sites [6],[10],[24],[25]. The percentage of social media that can be used as a marketing tool, especially during the COVID-19 pandemic, of all journal articles is 69.5%.

The education marketing strategy before the COVID-19 pandemic could be done offline or online. However, the tendency to implement the education marketing strategy

during the COVID-19 pandemic to be carried out online is increasing. The strategy used before the pandemic can be applied during the pandemic by packaging it through online (digital) media [21]. During the pandemic, social media is the right choice as a substitute for classic promotional tools such as brochures, pamphlets, banners, exhibitions, and oral information. More and more internet users indirectly affect the ease of public acceptance of information online. Internet users are the main target of marketing today. This is reinforced by the results of research, which states that the need for online knowledge through social media is increasing during the COVID-19 pandemic[12],[13],[28],[29].

The marketing strategy during the COVID-19 pandemic based on social media requires three important elements that must be carried out in the planning system, namely: a. market segmentation, an activity to identify and classify consumer markets according to their characteristics, and needs first; b. targeting, namely determining targets and focusing on the characteristics of the institution's services; and c. positioning, namely positioning educational services in the community. Segmentation, targeting, and positioning occupy a percentage of 34.7% of all reviewed articles. Implementing these three elements is important so that marketing results can be achieved to the maximum. The advantages of institutions can be used as market segmentation [17],[18],[19],[20],[21],[22].

During the COVID-19 pandemic, educational institutions must also be more skilled in using social media to maintain relationships with existing customers. By maximizing human resources, starting from heads of educational institutions, teachers to administrators, effective personal communication with customers can be achieved [4]. Reliable capabilities and teamwork of the marketing committee must synergize with each other so that the good image of the institution is increasingly recognized. From the results of a review of all journal articles, 21.7% stated that managerial marketing strategies (strategies that prioritize aspects of organizational performance) could also be applied as marketing strategies for educational institutions during the social media-based COVID-19 pandemic. Planning, organizing, implementing and evaluating help in the effective identification, management, utilization of resources, and communication in educational institutions [4],[15],[16].

4. Conclusion

In facing the challenges of the COVID-19 pandemic, there is a social media-based marketing strategy model that educational institutions must carry out to attract public interest. The model is to combine the following steps: 1. Promotion of the excellence of

educational institutions through the 7Ps (product, price, place, promotion, people, physical evidence, and process) at every opportunity packaged online through social media. This activity begins with the creation of creative and attractive content 2. Determining the target market through planning (segmentation, targeting, and positioning) and determining the type of social media platform to be used 3. Optimizing the performance and capabilities of the corporate team to foster good relationships with customers through social media. As stated, Facebook, Twitter, Instagram, Youtube, LinkedIn, and Web sites are the types of platforms in great demand today. The social media-based marketing strategy model is expected to be a marketing solution for educational institutions to attract public interest during the COVID-19 pandemic.

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