

Research Article

Competitive Education Marketing Management In Islamic Perspective

Ahmad Rifai¹, M. Lutfi Mustofa²

1. Institut Pesantren Babakan Cirebon, ahmadrifai@ipeba.ac.id
2. UIN Maulana Malik Ibrahim Malang, mlutfi@pai.uin-malang.ac.id

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Abstract: This study aims to find out the competitive management of education marketing from an Islamic perspective. This study uses a descriptive qualitative method. Data collection is carried out by observation and also a literature approach studio using literature sources related to the research problem. The results of the study show that competition between educational institutions is increasingly competitive; the importance of marketing strategies in introducing the advantages of the school to potential consumers or students; Islamic Perspective in the Phenomenon of Competition between Educational Institutions in Implementing Educational Management Strategies. The marketing strategy will usher in the school as a major educational institution as expected. Marketing strategy is the activity of finding ways to achieve a favorable exchange rate with customers that make customers the target to achieve the goals of the institution

Keywords: Management; Educational Marketing, Islamic Perspective

Abstrak: Penelitian ini bertujuan untuk mengetahui manajemen pemasaran pendidikan yang bersifat kompetitif dalam perspektif islam. Penelitian ini menggunakan metode kualitatif deskriptif. Pengumpulan data dilakukan dengan observasi dan juga studio pendekatan literatur dengan menggunakan sumber-sumber kepustakaan yang ada kaitannya dengan masalah penelitian. Hasil penelitian menunjukkan persaingan antara lembaga pendidikan semakin kompetitif; pentingnya strategi pemasaran dalam memperkenalkan keunggulan sekolah kepada calon konsumen atau peserta didik; perspektif islam dalam fenomena persaingan antar lembaga pendidikan dalam melakukan strategi manajemen pendidikan. Strategi pemasaran akan mengantarkan sekolah sebagai institusi

pendidikan utama seperti yang diharapkan. Strategi pemasaran adalah kegiatan untuk menemukan cara untuk mencapai nilai tukar yang menguntungkan dengan pelanggan yang menjadikan pelanggan sebagai sasaran untuk mencapai tujuan lembaga

Kata Kunci: Manajemen; Pemasaran Pendidikan; Perspektif Islam

INTRODUCTION

Schools are educational institutions engaged in educational services. Initially, education was seen and understood from a social aspect, now people look at it like a corporation. This means that an educational institution is considered a production organization that provides educational services and is purchased by consumers (prospective students) (Fathoni, 2010). In addition, competition between schools is getting tighter. Many educational institutions have been abandoned by the community. So in this case, education providers are required to be creative and innovative in exploring the uniqueness and excellence of their schools so that they are needed and demanded by education service users (Nurlina dkk., 2023).

Marketing is a management process where everyone and organization gets satisfaction together by creating, marketing and benefiting each other (Asmani, 2015). Marketing is one of the main activities carried out by service providers in their efforts to maintain their survival to develop (Veithzal, 2012). The success of a business depends largely on the marketing strategy carried out. Meanwhile, the marketing of educational services is to offer an intellectual service and the formation of the overall character.

Marketing for educational institutions has an important role. Just as we market products, marketing strategies are also needed to achieve the desired goals. Because no matter how good the educational institution is, if it is not promoted optimally, it will have an impact on the least interest of prospective students. The number of prospective students at each school varies. There are even schools in the new school year where the number of registrants is very far from expectations. This phenomenon is very worrisome, especially for the sustainability of school operations. The tight competition and marketing strategy of each educational institution greatly determines the number of prospective students. Educational marketing carried out by schools must be carried out correctly and trustfully. Because marketing is one type of buying and selling transaction in educational services.

The concept of honesty must also be applied when marketing educational institutions by stating the excellence of the institution or the quality of education without having to exaggerate. Regarding this, there is a hadith about honest trading:

الْبَيْعَانِ بِالْخِيَارِ مَا لَمْ يَتَفَرَّقَا فَإِنْ صَدَقَ وَبَيَّابُورَكَ لَهُمَا فِي بَيْعِهِمَا وَإِنْ كَذَبَ وَكُتُمَا مُحِقَتْ بَرَكَتُهُ يَبْعُهُمَا

Meaning:

"People who transact buying and selling each have the right to khiyar (cancel or continue the transaction) as long as the two have not separated. If both are honest and open, then both will get blessings in buying and selling, but if both of them lie and are not open, then the blessings of buying and selling between them will disappear" (HR Muttafaqun Alaihi).

Competitive education marketing management is one of the important factors in improving the quality and competitiveness of educational institutions (Muhammad Irfan Fauzi, 2023). In an Islamic perspective, educational marketing management not only aims to attract students, but must also pay attention to ethical and moral principles that are in accordance with Islamic teachings (Shobri dkk., 2022; Uspari dkk., 2024; Veithzal, 2012).

Educational institutions, both formal and non-formal, face various challenges in marketing their programs. The number of educational institutions that offer similar programs makes the competition very fierce. The needs and expectations of students and parents continue to change along with the times. The use of technology in the teaching and learning process that continues to develop requires adaptive and innovative marketing strategies.

In an Islamic perspective, marketing management must be carried out by paying attention to several basic principles. The information conveyed in marketing activities must be honest and not misleading. Education must maintain the trust given by students and parents. Ensuring that all students get equal opportunities without discrimination. Providing the best service and continuing to improve the quality of education.

By integrating Islamic principles in educational marketing management, educational institutions can create an environment that is not only competitive but also ethical and dignified. This will provide significant added value and improve the reputation of the institution in the eyes of the public.

RESEARCH METHODS

The focus of this research is the implementation of educational marketing management from an Islamic perspective. This research includes field research (*field research*), which is a research aimed at describing and analyzing phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of individuals and groups (Sugiono, 2015). This type of research is carried out with a qualitative method that aims to describe and analyze a symptom and event that occurs at this time. The technique used in the data collection method in this study is through observation and also the study of the literature approach using literature sources related to the research problem.

RESULTS AND DISCUSSION

Competition and legal basis

Schools are educational institutions that offer educational services to prospective service users, namely students. The emergence of international standard schools and the birth of public and private schools that offer superior facilities, even at affordable costs, can add to the rampant competition between educational institutions. Educational service marketing activities, which are considered taboo because they are business-oriented and tend to be profit-oriented, have now been carried out openly. Because education services play an important role in developing and improving the quality of human resources (Famela, 2016).

The emergence of very tight competition between educational institutions in getting prospective new students makes them carry out various marketing strategies, one of which is that many schools open new student registration faster than the provisions issued by the ministry of education (Anggaraini dkk., 2021; Labaso, 2019; Wijaya, 2016). The problem of competition is not new in the world of education. This can be seen from its development where the progress of an educational institution is accompanied by other institutions to go in a better direction.

Competition comes from the English word "*competition*" which means competition itself or competitive activities, competitions and competitions. Competition is a feud or rivalry between business people who independently try to get consumers by offering good prices with good quality goods or services (Wijaya, 2016). Persaingan juga diatur dalam Al-qur'an pada surat Al Baqarah ayat 148.

وَلِكُلِّ وِجْهَةٍ هُوَ مُوَلِّيهَا فَاسْتَبِقُوا الْخَيْرَاتِ أَيْنَ مَا تَكُونُوا يَأْتِ بِكُمُ اللَّهُ جَمِيعًا إِنَّ اللَّهَ عَلَى كُلِّ شَيْءٍ قَدِيرٌ

Meaning: *For every ummah there is a qibla that he faces towards him. So, compete in various virtues. Wherever you are, surely Allah will gather you all. Indeed, Allah is Almighty over all things.* (Q.s Al-Baqarah:148)

Sheikh Wahbah azzuhaili interpreted the verse as a verse to compete in doing obedience and carrying out good deeds. Based on these verses and interpretations, educational marketing can be categorized as a form of activity that competes for good. Because a school is an institution that provides educational services. Where education is one of the main indicators of development and quality of human resources.

Education is a very important and strategic field in national development, and the most effective means to improve the quality of life and welfare of the community (Fauzian & Fauzi, 2018; Firdaus & Fauzian, 2020). Education can be interpreted as a conscious and systematic effort to achieve a standard of living or for better progress. In simple terms, the definition of education is a learning process for students to be able to understand, understand, and make humans more critical in thinking (Asmani, 2015). Therefore, schools need to compete to maintain their existence. To maintain the existence of an educational institution, the management must create a new breakthrough. One of the steps taken is to understand the marketing strategy, especially in the field of educational services.

Educational Marketing Management

Marketing is a social process in which there are individuals or groups of people in an effort to provide what they need and what they want through Offering and creating quality products or services, The marketing strategy for educational services can be done by the way the school promotes superior products in the school and introduces its institution to customers according to customer wishes through the offering process which is carried out continuously continuous and continuous (Machali, 2012).

The marketing objective is to give customers confidence in their educational institution (Ma'sum, 2020; Sudirjo dkk., 2023). Currently, competition between

schools is increasingly competitive. Therefore, educational institutions need an effective strategy in competing with other educational institutions

Marketing for educational institutions is very important. First, as a non-profit institution that provides educational services for all levels, the community and "customers" (students, parents, and other related parties) verify that the information under the educational institution still exists and continues to grow. Second, it is necessary to convince the public and clients that the educational services offered are truly relevant to their needs. Third, it is necessary to carry out marketing activities to ensure that the types and types of educational services carried out can be understood. Fourth, to ensure that the existence of managed educational institutions is not left behind by the wider community and potential customers (Wijaya, 2016).

Meanwhile, educational marketing is to offer an intellectual service and the formation of an overall character (Ahmad Shiroth & Diningrum Citraningsih, 2023; Sholeh, 2020). So education marketing management is an activity that consists of planning, organizing, directing and controlling effectively and efficiently to improve the quality of intellectual services and the formation of a student's character as a whole through the use of human resources and other resources in achieving organizational goals (Zulkarnain, 2023).

The characteristics of marketing management are as follows: (1) Customer-oriented. All business activities must be oriented and satisfy the wishes of customers. All marketing decisions should be made based on their impact on customers. (2) Market research. Under the concept of marketing: knowledge and understanding of the customer's needs and wants is essential. Therefore, a regular and systematic market research program is needed to keep up with market demand. (3) Create a marketing plan. A marketing plan can be an overall marketing plan for a business. A solid marketing strategy is the foundation of a well-written marketing plan (Famela, 2016).

According to Sugiono, management is the overall process of business by using effective and efficient methods to achieve pre-set goals (Sugiono, 2004). Management is all activities or a process of planning, organizing, implementing and controlling in achieving predetermined goals. Any activity certainly requires good planning (Hasbullah, 2004).

Education as a service product is intangible. However, it can meet the needs of consumers who are processed by using or not using physical products where the process that occurs is an interaction between service providers and service users that has the nature of not resulting in a transfer of rights or ownership.

Meanwhile, education marketing management, according to Philip Kotler, is defined as the process of planning and implementing thinking, pricing, promotion and distribution of ideas, goods and services to create an exchange that satisfies the goals of individuals and organizations (Sugiono, 2004).

Marketing in the context of educational services is a social and managerial process to get what is needed and desired through the process of creating offers, exchanging valuable products with other parties in the field of education. Marketing ethics in the world of education is to offer the quality of intellectual services and the formation of character as a whole. This is because education is more complex, which

is carried out with full responsibility, the results of education refer far into the future, fostering the color life of the state and the next generation of scientists in the future.

Educational marketing management is a strategic effort made by educational institutions to attract, retain, and increase the number of students. In a broader context, education marketing also includes efforts to build a positive image and credibility of educational institutions in the eyes of the public (Mukhtar, 2017).

It is very important to pay attention to the main components of Educational Marketing Management. One of them is market analysis. Identify the right market segments, for example based on the age, education level, interests, and needs of the learners. Determine the market segment that will be the main target. Determining the position of educational institutions in the minds of prospective students and parents, for example as an institution that excels in a certain field or as an institution with Islamic values.

In addition to market segmentation, it is also important to develop curricula and programs that are relevant to market needs. Applying innovative learning methods, such as project-based learning, e-learning, or *blended learning* (Fauzian, 2022; Rinda Fauzian, M Gufron Fauzi, 2021). Provide a variety of extracurricular activities that support the development of students' interests and talents. Meanwhile, it is also important to use various communication channels to convey information about educational institutions, such as social media, websites, brochures, and advertisements. Organizing promotional activities such as educational exhibitions, seminars, open houses, and competitions involving prospective students and parents.

In an Islamic perspective, educational marketing management must be based on ethical and moral principles that are in accordance with Islamic teachings. The information conveyed in marketing must be honest and transparent. Maintain the trust given by students and parents. Providing fair and non-discriminatory services. Trying to provide the best service and continue to improve the quality of education.

By implementing good marketing management, educational institutions can increase their competitiveness, attract more students, and build a positive image in society. Ethical and moral marketing in accordance with Islamic teachings will provide added value and a good reputation for educational institutions.

Marketing of educational services from an Islamic perspective

In the book ethics and science, Sheikh Nawar Haidar Naqhi (1981) revealed that Islam has never contradicted the essence of human beings as creatures who have freedom. Humans are given the freedom to carry out activities to get their needs optimally. In his freedom to meet his needs, man is confronted by other human beings who also have the same degree. If humans violate the boundaries of freedom of their fellow humans, there will be conflicts. Conflict will harm humanity itself. If that happens, humans will lose the opportunity to get the needs they expect. Therefore, humans try to stay away from conflict through certain ways as an effort to avoid the least loss and get the maximum profit (Veithzal, 2012).

In muamalah activities or competition in the effort to sell products, services or services, Islam has norms, religious ethics, and humanity. One of the main foundations for Islamic market players in clean competition is the principle of

honesty. The biggest disaster of the moment in marketing is the widespread act of lies. For example, lying in promoting goods and putting prices out of place. Therefore, the most important character in the nature of the seller of goods or services that Allah is pleased with is honesty.

Allah SWT strictly forbids people who commit cheating, including in the matter of muamalah. As explained in Q. S Almuthofifin verses 1-3:

وَيْلٌ لِّلْمُطَفِّفِينَ
الَّذِينَ إِذَا اكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ
وَإِذَا كَالُوهُمْ أَوْ وَزَنُوهُمْ يُخْسِرُونَ

“Woe to those who cheat (in measuring and weighing)!, (i.e.) those who when receiving measurements from others they ask for sufficiency when they measure or weigh (for others), they reduce. (Q.S Almuthoffin: 1-3)”

From the above verse, it is explained that as an education service provider, it is not allowed to reduce or exceed the dose. Likewise, offering educational services should not exaggerate or reduce the advantages or facilities available in schools (Zulkarnain, 2004). Educational marketing in an Islamic perspective combines the principles of modern marketing with the ethical and moral values taught by Islam. The goal is to attract, retain, and serve learners in a way that is not only effective but also in accordance with religious teachings.

Basic Principles in Marketing Islamic Education Services The information conveyed in marketing activities must be true, accurate, and not misleading. For example, provide an honest description of the curriculum, facilities, and services offered by the educational institution. Maintain the trust given by students and parents by maintaining integrity and commitment to the promises made. Provide fair treatment to all learners without discrimination based on background, social status, or financial ability. Doing everything in the best possible way, providing optimal services, and continuously improving the quality of education.

It is very necessary to have an Educational Services Marketing strategy in an Islamic Perspective, starting from market segmentation and targeting, product development, communication and service. Identify relevant market segments, such as parents looking for Islamic-based education for their children. Develop the right targeting strategy to reach this segment, for example through Muslim communities, mosques, and religious organizations. Develop educational programs that include Islamic values, such as religious lessons, Islamic ethics, and extra-curricular activities that support the development of Islamic character. Innovations in learning methods, such as the integration of technology in learning that still hold Islamic principles.

Use a variety of communication channels to convey marketing messages, including social media, websites, brochures, and advertisements. Develop marketing messages that are in accordance with Islamic values, such as the importance of education that includes moral and character development. Provide excellent customer service with prompt response to complaints, questions, and needs of students and parents. Provide adequate supporting facilities and a conducive learning environment.

By applying the concept of marketing educational services in an Islamic perspective, educational institutions can build trust and a good reputation in society.

Ethical marketing based on Islamic values will not only attract more students, but also ensure that the education provided has a sustainable positive impact.

It is important to maintain integrity in the information conveyed. This avoids unrealistic expectations and builds long-term trust. Transparency in communication ensures that there is no misinformation that can damage the reputation of the institution (Rivaldo dkk., 2021). Fulfilling promises made during the marketing process helps build and maintain trust. Strong trust between educational institutions, learners, and parents creates loyalty and positive word-of-mouth recommendations.

Providing fair opportunities to all learners avoids discrimination and creates an inclusive learning environment. A transparent and fair admission policy ensures that all prospective students have equal opportunities. Doing everything in the best way to encourage the quality of education services. Continuously improve quality through evaluation and innovation.

Identifying the right market segments, such as Muslim families seeking Islamic values-based education, helps focus on specific needs. A clear and targeted targeting strategy ensures that marketing resources are used effectively. Educational programs that include Islamic values appeal to families who want to educate their children in an environment that supports spiritual and moral development. Innovations in learning methods ensure that education remains relevant and engaging.

The use of social media, websites, and promotional activities helps spread information and attract the interest of prospective students. Marketing messages that are in line with Islamic values strengthen the identity of educational institutions. A transparent and reasonable price policy makes education more affordable and avoids the perception that quality education is only for certain groups. Flexible payment schemes and scholarships help attract learners from different economic backgrounds.

Ensuring easy accessibility for students and parents facilitates the registration process and the sustainability of education. Expansion into strategic locations or through cooperation with other institutions expands marketing reach. Quick responses to complaints and questions build good relationships and provide a positive experience for learners and parents. Adequate supporting facilities create a conducive learning environment.

Clear and complete information helps prospective students and parents make informed decisions. Transparency avoids potential conflicts and dissatisfaction later in life. Positive contributions to the community and the surrounding environment strengthen the positive image of educational institutions. Community service programs create a broader social impact and strengthen relationships with communities.

The marketing of educational services from an Islamic perspective combines modern marketing strategies with Islamic ethical and moral values. Principles such as honesty, trustworthiness, fairness, and virtue are a strong foundation in carrying out marketing activities. By implementing marketing strategies that are in line with Islamic values, educational institutions can build trust and a positive reputation in society, attract and retain learners in an ethical and dignified manner, and contribute positively to society and the surrounding environment, creating a wider social impact.

Overall, the approach to marketing educational services based on Islamic values is not only effective in achieving marketing goals but also supports the achievement of a broader educational mission and has a positive impact on the formation of students' character and morals.

CONCLUSION

Pemasaran jasa pendidikan dalam perspektif Islam memberikan pendekatan yang holistik dan berlandaskan etika dalam menarik, mempertahankan, dan melayani peserta didik. Prinsip-prinsip Islam seperti kejujuran, amanah, keadilan, dan kebajikan membentuk dasar yang kuat untuk menjalankan aktivitas pemasaran yang tidak hanya efektif tetapi juga bermartabat. Dengan menerapkan strategi pemasaran yang selaras dengan nilai-nilai Islam, lembaga pendidikan dapat mencapai tujuan pemasaran mereka sekaligus menciptakan dampak positif yang berkelanjutan bagi peserta didik dan masyarakat luas. Manajemen marketing pendidikan kompetitif dalam perspektif Islam memberikan pendekatan holistik yang menggabungkan strategi pemasaran modern dengan nilai-nilai etika dan moral Islam. Dengan menerapkan prinsip-prinsip kejujuran, amanah, keadilan, dan kebajikan, lembaga pendidikan dapat membangun kepercayaan dan reputasi positif di masyarakat. Pendekatan ini tidak hanya efektif dalam mencapai tujuan pemasaran tetapi juga mendukung pencapaian misi pendidikan yang lebih luas dan berdampak positif pada pembentukan karakter dan akhlak peserta didik.

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