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STRATEGIES FOR EDUCATIONAL SERVICE MARKETING AND BRAND EQUITY MANAGEMENT IN EDUCATIONAL FIRMS

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ABSTRACT

The term marketing is closely related to the world of profit trading business. However, it is different now since marketing terms are needed in various institutions, especially in educational institutions. Researchers studied marketing strategy and brand equity management, promotion mix strategy, marketing mix strategy, brand equity management, and the impact on institutions from implementing marketing strategy and brand equity management. at YPI Ar-Rohmah Putri Malang. This study uses a qualitative approach. This research phase is divided into three stages, namely the preparation stage, the implementation stage, and the completion stage. The researcher chose the research location at the Ar-Rohma Putri Islamic Education Foundation on Jl. Jambu, Semanding, Sumbersekar, Kec. Dau, Malang, East Java. Marketing strategy for marketing services through a promotional mix at the Islamic educational institution Ar-Rohmah Putri Islamic Boarding School Malang. The promotion mix is done through advertising, personal selling, sales promotion, public relations, word of mouth. Marketing strategy for marketing services through the marketing mix at the Islamic educational institution Ar-Rohmah Putri Islamic Boarding School Malang. The marketing mix for educational services includes product, price, location, promotion, people, physical evidence, and process.

INTRODUCTION

Entering the current era of globalization, an era where a competitive climate has entered all lines of life. In today's competitive climate, it is difficult for an organization to live well if it does not have the ability to change itself quickly and develop along with various stakeholder demands. This condition applies to all organizations, both profit and non-profit (Muhaimin, 2012). Competition in the business world requires every marketer to carry out marketing activities more effectively and efficiently (Darmawan & Grenier, 2021; Katsikeas et al., 2020). These marketing activities require a fundamental marketing concept in accordance with the interests of marketers and the needs and desires of customers.

The term marketing is closely related to the world of profit trading business. However, it is not now since marketing terms are needed in various institutions, especially in educational institutions. Many educational institutions are abandoned by their students because they do not carry out marketing activities, so they prefer and are more interested in institutions that carry out maximum marketing activities where prospective students know the advantages of these institutions.

Education is a non-profit organization, even though educational organizations are not included in a non-profit organization, the management cannot be carried out in a traditional way which does not keep up with the times but requires special abilities so that the output Education

has high competitiveness to compete at the global level. The more educational institutions, the more competition within educational institutions so that each educational institution is required to face this competitive climate (Machfoedz, 2005).

A service provider or educational institution is expected to respect, assist, and serve consumers. Not only profit companies need a marketing strategy, but non-profit institutions, including educational institutions, also need a marketing strategy. Marketing strategies in educational institutions are used to introduce the vision and mission of educational institutions. Marketing strategy can be a new breakthrough for institutions to achieve the goals set. Educational institutions as non-profit institutions do not aim to create economic wealth but rather attempt to provide information to the public about institutional products, increase public interest and interest in institutional products, differentiate products from other institutions, emphasize the added value that society receives for the products offered, and stabilize the existence and meaningfulness of schools in public.

Efforts from education providers to explore the uniqueness and superiority of their schools so that they are increasingly needed and in demand by users of educational services (Faizin, 2017). To attract the interest of prospective students, a marketing strategy is needed that not only sells educational services but also for student satisfaction. It is time for the marketing concept to be applied in educational institutions so that they have a competitive advantage, namely the advantage of providing excellent service that produces quality graduates.

The field of education requires the concept of marketing strategy, namely Distinctive competence (Actions taken by companies to be able to carry out activities that are better than competitors), Competitive advantage (Specific activities developed by companies to be superior to competitors, through differentiation strategies. Strategy differentiation is a strategy that provides a different offer compared to the offers provided by competitors. The differentiation strategy is carried out by creating a perception of a certain value to its consumers (Tyagita, 2016).

Not only is a marketing strategy needed to attract students to educational institutions, but the establishment of educational institutions is also necessary and closely related to the naming of these institutions. The name of the school has value in developing and fighting for market share in the midst of competition for students. Every educational institution wants to be well known and widely known by the community. One of the things that is important for educational institutions to do is to strengthen the brand, with a strong brand will create high loyalty to the brand.

According to Pinar et al. (2014), effort branding is no longer limited to "consumer products." Companies and organizations in various service industries have tried to utilize branding strategies to build stronger brands. In fact, branding has increasingly become a strategic imperative for universities and other post-compulsory educational institutions in order to develop meaningfully distinct brands to communicate their strengths (Jevons, 2006; Pinar et al., 2014). Using the brand, the total value of the product is objectively higher than the actual product value. A brand that has high or low equity can be indicated by brand loyalty, brand awareness, perceived quality, and brand association (Aaker, 2009; Hidayah, 2007).

Currently ongoing discussions, the religious framework of education has become an area of primary interest. The increasing number of criminal acts, moral decay and low morals nowadays is also increasing the concern of parents if their children are adversely affected by the changing times. The phenomenon encourages parents to choose schools for their children based on religion and Islamic boarding schools. The concept of Islamic education requires the development of human potential as a whole including spiritual, intellectual, emotional and physical aspects (Roslan & Nor, 2014).

Until now, the status of the country with the largest number of Islamic educational institutions in the world is still held by Indonesia. This was conveyed by the Director General of Islamic Education, Ministry of Religion. Kamaruddin Amin also said "The number of madrassas, for example, has reached 80 thousand with a total of nearly ten million students. The number of Islamic boarding schools exceeded 28 thousand with more than four million students. This does not include other institutions at the kindergarten and tertiary level (Islam Indonesia, 2019). This shows the great interest of the community to send their children to schools that apply Islamic education. Religious education is a must to be instilled from an early age (Damhuri, 2017).

Islamic education foundation or called YPI Ar-Rohmah Putri is one of the Islamic educational institutions. Founded in 2007, it is located in Dau District, Malang Regency. The institution is in the form of a boarding school or commonly known as a boarding school which teaches religious education along with modern education on childbirth students who are able to compete in various fields of knowledge accompanied by maturity in faith and morality.

In the results of the initial research, the head of the YPI public relations department Ar-Rohmah Putri explained that YPI Ar-Rohmah Putri carries the concept of Tauhid-based education as the basis for the development of its educational institutions and is under the auspices of the Hidayatullah community organization which in its development is inseparable from the foundation of thought, views and enthusiasm for preaching from the mass organization itself and having a vision and mission to make Ar-Rohmah Putri a school that is worthy and easy to emulate by other schools; aspects of the quality of education and involve the role of the community.

Based on this, researchers are interested in conducting research at YPI Ar-Rohmah Putri since it is well-known in the area by locals. The researchers then decided to explore strategies for educational service marketing and brand equity management in educational firms in the institution. It is hoped that YPI Ar-Rohmah Putri can represent other Islamic educational institutions in Malang. Researchers studied marketing strategy and brand equity management, promotion mix strategy, marketing mix strategy, brand equity management, and the impact on institutions from implementing marketing strategy and brand equity management. at YPI Ar-Rohmah Putri Malang.

METHODS

This study uses a qualitative approach since the researchers would like to delve into the research site itself and relevant literatures rather than solely relying on interviews. This research phase is divided into three stages, namely the preparation stage, the implementation stage, and the completion stage. The preparatory stage in this study started with a preliminary survey related to

the marketing strategy of educational services and management of brand equity in educational institutions which was carried out through interviews and direct observation at the research location. After conducting a preliminary survey, the next stage is a review of literature through theory, journals and case studies. Then researchers determine the formulation of the problem and research objectives.

The next stage is the implementation stage. This stage consists of collecting primary and secondary data. Primary data is divided into 2, namely data from external research locations and internal research locations. Secondary data is taken from data that has been processed by other people. Secondary data was taken from supporting journals, news, and education profile books at YPI Ar-Rohmah Putri Malang. The next stage in the implementation stage is data processing and data analysis based on data reduction and interpretation with Miles and Huberman (2014)'s interactive model to produce interim findings. While the completion stage is carried out by testing the validity of the data from temporary findings to produce research findings so that researchers can draw research conclusions.

The researcher chose the research location at the Ar-Rohma Putri Islamic Education Foundation on Jl. Jambu, Semanding, Sumbersekar, Kec. Dau, Malang, East Java. This institution was chosen because it is under the auspices of the community organization Hidayatullah which has the spirit of da'wah and is open, so it is easier for researchers to obtain more information than in institutions owned by individuals. This institution was also chosen because it has experienced an increase in the number of students from year to year and are spread throughout Indonesia.

RESULTS AND DISCUSSION

The public relations program for the YPI Ar-Rohmah Putri Islamic Education Institute was prepared based on the plan and background of the institution's establishment. A big goal of the institution to become a media for Islamic da'wah is a strong basis for the actors of the institution's activities to continue to develop. One indicator of institutional development is that YPI Ar-Rohmah Putri is able to recruit students who are on target and always experience an increase every year. To achieve the target of student recruitment, the public relations team, as the person in charge of the recruitment agenda, makes a series of work programs that must be carried out. These programs include the *sa'i* (visit) program, optimizing social media and websites, closing advertisements, New Student Admissions (PPDB, *Penerimaan Peserta Didik Baru*) program, publication program, educational and non-education service programs. Through these series of programs, it is hoped that the institution will be able to attract the interest of prospective students and increase the brand equity of the Islamic Education Institute YPI Ar-Rohmah Putri Islamic Boarding School .

The several strategies or programs carried out by the public relations team are aimed at attracting the interest of prospective students and increasing brand equity in the wider community. The implementation of this public relations program is inseparable from the two parties involved, both internal and external parties. Internal parties consisting of institutions are the public relations team, heads of education unit units, and teachers or educators. While the external parties involved

are students, parents/guardians of students, the surrounding community. The two parties give each other reciprocity because of the support provided by each of the parties involved. Internal parties felt the impact of the programs being carried out when the community got enthusiastic about YPI Ar-Rohmah so well that there were more students and they were proud to be able to join YPI Ar-Rohmah Putri. As for external parties who get comfort and satisfaction in receiving services from institutions such as increasing the economy of the surrounding community. The involvement of both internal and external parties can help institutions to increase the number of incoming students and provide good brand equity for the institution itself.

Table 1. Research Findings in Education Services Marketing Strategy and Management of Brand Equity at the Islamic Education Institute Ar-Rohmah Putri Boarding School Malang

No.	Component	YPI Ar-Rohmah Putri
1	Marketing management of educational services and management of brand equity at the Islamic Education Institute Ar-Rohmah Putri Boarding School Malang	Marketing of educational services includes *Sa'i* (visit), optimizing social media and websites , and closing advertisement
		PPDB (New Student Acceptance)
		Community (Involving the community during activities, *Takziah* and hospitality, routine recitation, and celebration of religious holidays)
		Alumni Relations (Further study facilities and alumni reunions)
		Publications (Educational services, non-educational services, and facilities)
		Competent human resources
2	The impact of marketing educational services and managing brand equity at the Islamic Education Institute Ar-Rohmah Putri Boarding School Poor	Internal (Institutions, public relations teams, education units, and teachers and educators)
		External (Students, parents/guardians of students, alumni, and the community)
		The internal parties of the institution benefit from the interest of the community and prospective students for schools at YPI Ar-Rohmah Putri so that the development of the institution can run smoothly
		External parties of the institution get comfort and satisfaction in receiving the services provided by the institution. With satisfaction from the community, it can help in providing educational services and institutional development

After the researcher conducted a series of research through the results of interviews and observations so as to find the data needed in this study, the next step is to carry out the discussion

stage of the findings carried out, this is intended to integrate the theory used in this research and to assess these findings. Of course, with reference to the theories and opinions of experts who became references in the process of making this research.

The school is a non-profit organization engaged in educational services. Today, educational services play an important role in developing and improving the quality of human resources. The success of educational services can be realized in the form of providing quality education services to customers of education services, namely students (Wijaya, 2016).

The competitiveness of educational institutions is getting tighter in this modern era. So it needs strategies in its management that are also in accordance with the times. The strategy implemented by public relations as the person in charge of marketing in educational institutions must be in accordance with the needs of prospective students and users of educational services so that teaching and learning activities in institutions can run effectively and optimally. As stated by Indradjaja and Karno (2007), the marketing of educational services is absolutely necessary because we need the community and customers of educational services that the schools we manage have an existence. We need to convince the public and customers of educational services that the educational services we provide are relevant to their needs. So that the types of educational services that we provide can be known and understood by the community, especially customers of education services, so that the existence of schools is not abandoned by the wider community and potential customers of education services.

Education Services Marketing Strategy S

Marketing strategy is a step taken by an educational institution to attract public interest to carry out their educational activities at the institution. The existence of a strategy carried out by each institution will provide knowledge to users of educational services according to what they need and want.

The marketing strategy and management of brand equity in the Ar-Rohmah Putri Islamic Education Institute are carried out by public relations staff who are carried out with careful planning. This is in accordance with the theory of Dyck and Neubert (2009) that management is a certain process consisting of planning, organizing, moving and controlling which is carried out to determine and achieve the goals set by using personal and material resources in an effective way.

The marketing planning at the Ar-Rohmah Putri Islamic Education Institute was carried out well. This can be seen from the preparations made by the institution, namely by holding meetings with all aspects involved in the activity to discuss what will be done and what preparations are needed so that the activity structure can be well structured and run effectively.

Doing marketing planning outlining marketing objectives for publications, and as an effort to attract the interest of prospective students. The marketing target for the Ar-Rohmah Putri Islamic Education Institute is inside and outside the region. Implementation of the promotion of the Institute that is carried out is to determine the time, place and what method needs to be done.

The Ar-Rohmah Putri Islamic Education Institute carries out a strategy for marketing educational services and managing brand equity by collaborating with involved stakeholders such

as foundation heads, school principals, curriculum assistants, guardians of students, students and the community around the institution.

The success of the Ar-Rohmah Putri Islamic Education Institute in implementing a strategy for marketing educational services and managing brand equity can be seen from the increasing number of students who can carry out educational activities at Ar-Rohmah Putri and is marked by public relations staff who always meet the target number of students set by the institution. . Based on the results of the interviews conducted by the researchers, it can be seen that the marketing strategy for educational services was carried out at the Ar-Rohmah Putri Islamic Education Institute.

Based on the results of interviews, observations and documentation conducted by researchers with the principal of SMA Ar-Rohmah Putri, public relations staff, guardians of students and the surrounding community, it can be seen that the strategy for marketing educational services and managing brand equity was carried out at the YPI Ar-Rohmah Islamic Education Institute. Putri Boarding School is done in two ways through the promotion mix and marketing mix. Marketing communication is an important aspect of a company's overall marketing mission and a major determinant of a company's success or failure (Shimp, 2014). According to Shimp (2014), the basic forms of marketing communications include traditional mass media advertising (television, magazines, etc.); online advertising (websites, e-messages, SMS etc.); sales promotions (samples, upon, rebates, premium goods, etc.); labels on stores and communications at points of purchase; flyers by direct mail; public relations (PR) and advertising releases, event sponsorships; sales presentation; and various forms of collateral as a means of communication.

Promotion Mix (Shimp, 2014)

1) Advertising: The role of advertising in service marketing is to build awareness of the existence of the services offered, increase consumer knowledge about the services offered, persuade potential customers to buy or use these services. Advertising objectives: Informational ads, Persuasive ads, reminder ads, reinforcement ads. The media used in advertising include (1) newspapers, (2) magazines, (3) radio, (4) television, (5) billboards, (outdoor advertising) (6) direct mail.

   In general, what the Ar-Rohmah Putri Islamic Boarding School Islamic Education Institution does is close paid advertisements through social media platforms. Implementing advertising media currently used by YPI Ar-Rohmah Putri is through Facebook Ads and Instagram Ads. Closing advertisements that are carried out contain content such as the advantages of YPI Ar-Rohmah Putri, facilities and infrastructure, superior educational programs, achievements that have been achieved and educational programs outside the curriculum such as extracurriculars and tahfizh programs or memorizing the Al-Qur'an. Through closing this advertisement, the institution has prepared a budget so that the PR team can carry out advertising activities and meet the target number of students that has been determined by the institution.

2) Personal selling: Personal selling is an oral presentation in a conversation with one or more prospective buyers with the aim of making sales. Personal sales are the right promotional media for educational institutions because they can directly convince consumers of the quality of our service products (Armstrong et al., 2014).

   The YPI Ar-Rohmah Putri Islamic education institution carries out personal selling activities by forming delegations of internal parties to various regions as regional representatives, this is called *sa'i.* This *sa'i* program must be carried out annually with visits to elementary and junior high schools with the aim of conveying interesting information that exists in the institution, be it school programs, infrastructure, and everything that can support the implementation of education in institutions. This is done so that the visiting participants and the public understand the advantages offered by the YPI Ar-Rohmah Putri Malang Islamic Education Institute. The running of the *sa'i* program makes it easier for prospective students or users of educational services to register and be able to dig deeper information from the team that has been delegated for visits.
3) Sales promotion: Carrying out promotional activities, profit and non-profit companies must have a promotion strategy to increase sales and generate maximum profits. Abdurahman and Herdiana (2015) stated that promotion strategies are divided into two parts:
   a) Primary needs strategy: Increase the number of users, increase the number of buyers. The strategy for the primary needs of the YPI Ar-Rohmah Putri Islamic education institution uses a promotion strategy using planned programs such as *Sa'i* (Visit to various other educational institutions outside the region to introduce and promote related institutions), Optimization of social media and websites that present content that is easily understood by users of social media platforms, and closing advertising (By providing the institutional clan budget, the public relations team will use the budget to conduct paid advertisements. The content presented in this advertisement is about registration of new students, infrastructure, and other advantages possessed by the institution).
   b) Selective needs strategy: Maintaining the number of customers such as maintaining customer satisfaction, simplifying the buying process, reducing attractiveness or ahead of brand switching. Winning customers, such as taking a face-to-face position and taking a different position. The selective needs strategy carried out by the Ar-Rohmah Putri Islamic Education Institute is to continue to establish relationships with alumni of the institution by holding reunions every year and providing guidance to alumni who wish to undertake further studies after graduating from YPI Ar-Rohmah Putri.
4) Public Relations: Public relations is another important marketing tool, in which a company must not only engage with customers, suppliers and dealers, but must also engage with the larger pool of public interests (Shimp, 2014).

   The concept of public relations states that the corporate world must be accountable to society for all of its business behavior. Educational institutions must be responsible for

public money that has been collected and used, so that it really provides maximum results for the benefit of society.

The YPI Ar-Rohmah Putri Islamic Education Institute uses a promotion strategy that involves direct community participation. Establishing good relations with the community is considered the most expected strategy. Because the community is also able to accept a product from the educational institution. Activities related to the surrounding community are one of the promotions because of the involvement of the community. Establishing good relations with the surrounding community YPI ar-Rohmah Putri carries out programs that are directly related to the community such as involving the community during activities (This activity is carried out if the Institute holds certain events such as grand recitations and other major events. The institution also prioritizes The human resources at Ar-Rohmah are local residents. The involvement of the community in Ar-Rohmah Putri is of course also able to improve the economic conditions of the surrounding community), Takziah and Gathering (If any of the students' guardians and neighbors around dies, then the institution through public relations conducts friendship or takziah by providing compensation in the form of money in social funds), Routine Recitations (Through regular recitations held by institutions for outsiders, the community can follow them according to the schedule in the institutions. These regular recitations are indeed held by institutions for the surrounding community institutions), and Celebration of Religious Holidays (Celebrations of Muslim holidays, namely Eid al-Fitr and Eid al-Adha, institutions through the public relations team provide parcels and qurban meat if Eid al-Adha takes place).

5) Word-of-mouth information: Information not only from internal media but also word of mouth information, the customer will talk to other potential customers about their experiences in receiving the service so that word of mouth (WOM) information is very influential and has an impact towards service marketing compared to other communication activities (Shimp, 2014).

Word of mouth marketing remains a priority for students' guardians to use educational services at the YPI Ar-Rohmah Putri Malang Islamic Education Institute. Someone shared his experience using educational services at YPI Ar-Rohmah Putri. Through the results of the interviews that the researchers conducted apart from social media, the santri guardians obtained recommendations from their siblings or other santri guardians. This word-of-mouth information is also carried out on campus with academic and non-academic services. This is carried out by the public relations team and the administration team who carry out face-to-face activities and transfer information with the guardians of students who come directly to the institution. Providing word of mouth is expected so that they are interested in YPI Ar-Rohmah Putri and have a brand image in the eyes of society. If the community is satisfied with the institution, the institution hopes that it will become a reference for many people and become a reference for users of educational services.

Word of mouth marketing is not only carried out by the public relations team but everyone who has experience using educational services at YPI Ar-Rohmah is encouraged to promote it to anyone who will use educational services.

Marketing Mix

1) Products: Wijaya (2016) classifies the product mix of education services into four groups, namely:
   a) Students: From the results of research conducted by researchers, it can be confirmed that every year the YPI Ar-Rohmah Putri Islamic Education Institute experiences an increase and the public relations team as the perpetrators of marketing activities always meet the target number of students determined by the institution.
   b) Curriculum: YPI Ar-Rohmah Putri offers many programs to support learning activities such as the results of the research, there are the diniyah curriculum, dormitories, national education curriculum, tahfizh curriculum.
   c) Extracurricular Activities: Marketers of educational services must manage extracurricular programs properly so as to provide students with opportunities for success in school. The institution's extracurricular field provides students with extracurriculars that can be chosen by the students according to the talents and requirements of each student.
   d) Schools as centers of community activity: Not only for the benefit of students, institutions must also think about whether institutions can be used for community activities. The Ar-Rohmah Putri Islamic Education Institute involves a lot of the community when carrying out the institution's activities and programs.
2) Price: Based on the results of research at the YPI Ar-Rohmah Putri Islamic Education Institute, in setting prices for each new school year, it is adjusted to other Islamic education institutions in Malang City and takes reference from the cost of education in the previous year as evaluation material. Pricing at YPI Ar-Rohmah is adjusted to the facilities, infrastructure and programs that will be used by students. This was also proven by the statement of the santri guardian when the researcher conducted an interview who did not object to the price set by YPI Ar-Rohmah Putri because the service and what the students got was good and did not reduce students' interest in learning.
3) Location (place): The location of the Ar-Rohmah Putri Malang Islamic Education Institute is in a strategic location to be used as an educational institution with an easy-to-access road. This is reinforced by the results of researchers' observations through Google reviews which write that the YPI Ar-Rohmah Putri educational location is cool, the facilities are adequate and spacious so that it is comfortable to use for teaching and learning activities.
4) Promotion: Optimization of social and web media accompanied by closing advertisements is used by the YPI Ar-Rohmah Putri Islamic Education Institute to carry out promotional activities to introduce the school, create institutional brand equity, and attract the interest of prospective new students. Optimization of social media such as Facebook, Instagram,

Tiktok and Youtube channels is also used to carry out advertising activities through Facebook Ads and Instagram Ads. YPI Ar-Rohmah Putri uploads all activities, infrastructure programs for PPDB activities and registrations to social media accounts and websites that are managed by institutions.

Apart from closing advertisements and optimizing social media, the institution also carries out *sa'i* activities which are coordinated by the public relations team. *Sa'i* is a method that is always used every year to recruit new students from the very beginning of the establishment of the institution. YPI Ar-Rohmah Putri Islamic Education Institute also builds good relations with parents of students, alumni and the surrounding community to help the success of promotional activities, all of these promotional media each have an influence on one another.

5) People: All teachers and teaching staff at YPI Ar-Rohmah Putri already hold bachelor's degrees and teachers and teaching staff are required to be able to read the Koran and be able to read and write Arabic. To improve the quality of teachers and teaching staff, the institution always provides training for teachers and teaching staff.
6) Physical Evidence (Physical Evidence): Physical Evidence is the physical environment in which services are created and directly interact with consumers. There are two kinds of physical evidence, namely, the first is decisions made by service providers regarding the design and layout of buildings such as classroom designs, school buildings, libraries, sports fields and others. Second, supporting evidence is an added value which if it stands alone will not stand and has a very important role in the process of services such as report cards, student notes and others (Khasanah, 2015).
7) Process: The learning process at the YPI Ar-Rohmah Putri Islamic Education Institute is carried out with a boarding school system, namely a boarding school where educational institutions carry out all learning activities and supporting activities for the implementation of other education with a predetermined time limit. In addition, there are age requirements for students. In terms of the applicable curriculum, YPI AR-Rohmah Putri follows the standards set by the Ministry of National Education and the curriculum set by the institution itself where there are several curricula including the national education curriculum, diniyah curriculum, dormitory curriculum, and tahfidz curriculum. A good educational process also considers student satisfaction in actualization services through extracurricular activities. YPI Ar-Rohmah Putri Islamic Education Institute has facilitated many extracurricular activities in accordance with the aspirations of students, there are 11 extracurriculars at the junior high school level and 12 extracurriculars to support further education after graduating from high school. The process of delivering educational services at YPI Ar-Rohmah Putri includes the delivery of facilities and infrastructure to support teaching and learning activities, extracurricular activities and other activities in the field of religious education.

Brand Equity

Brand equity can provide a company with a number of competitive advantages. Among these advantages is that companies can enjoy lower marketing costs, this is caused by high consumer awareness and loyalty to the brand (Hamida, 2017). Meanwhile, according to the consumer perspective, brand equity can influence consumer confidence in making purchasing decisions on the basis of past experience in use or proximity, association with various brand characteristics (Durianto, 2004; Winarto, 2011).

Brand equity in the Islamic educational institution YPI Ar-Rohmah Putri can be interpreted as a name and a symbol that is meaningful and has the characteristics of the institution, which is the main attraction of the product. Brand equity can enhance the program's success in attracting new and existing users of educational services. Promotion will be stronger and more effective if the brand is known by users of educational services. Consumer doubts about brand quality can be eliminated if an institution has strong brand equity.

The different offers made by the Islamic education institution at YPI Ar-Rohmah Putri can make the institution attractive. Providing offers that are different from those offered by most institutions can make it easier for prospective students to make choices at these institutions. This distinction can be made through the physical forms of the institution such as the shape, atmosphere and facilities provided by the institution to users of educational services as well as from the programs, vision and mission that have been designed.

Judging from the brand equity of the Islamic education institution YPI Ar-Rohmah Putri, "Islamic boarding school" has its own characteristics, making it easier for stakeholders and the wider community to remember it. The brand displayed in the form of the school's vision and mission is monotheism-based education. Based on the results of research conducted by the school brand, it is also manifested in various school programs, both intra-curricular, curriculum and extra-curricular. The YPI Ar-Rohmah Putri school brand "Islamic boarding school" is based on monotheism, which is based on monotheism, which provides a curriculum that includes two knowledges, namely academic and religious. In addition, curriculum adjustments continue to be made in accordance with the times.

It can be concluded from the results of interviews, observations and documentation, that it is important for an educational institution to have its own identity as a differentiator from other educational institutions. This identity can be packaged in a brand to add value to the community institution.

The Impact of Educational Services Marketing Strategy and Management of Brand Equity in the Ar-Rohmah Putri Boading School Educational Institution

The implementation of a good and correct educational service marketing strategy program and management of brand equity will have a good impact on the institution itself. Based on findings in the field through the results of interviews, observations and documentation conducted by researchers at the YPI Ar-Rohmah Putri Islamic education institution, the implementation of the educational services marketing strategy program and good management of brand equity is

inseparable from both parties, both internal and external parties. Internal parties consisting of institutions are the public relations team, heads of education unit units, and teachers or educators. While external parties are students, alumni, parents and guardians of students, and the surrounding community. Both of these provide reciprocity because of the support provided by each of the parties involved.

Internal parties themselves feel the following impacts. Firstly, increasing public trust in the institution. This can be seen from the high interest in using educational services at the Ar-Rohmah Putri Islamic educational institution. We can see the high interest of these prospective students by the large number of prospective students who register indents *every* new academic year. Secondly, it is proven by the increasing number of students in each new academic year and the increasing number of classes at the institution.

As for external parties who get impact. The impacts felt are: 1) With the support and cooperation of the people who get comfort and satisfaction in receiving services from institutions such as improving the economy of the surrounding community; and 2) There is commitment and loyalty from the guardians of students who become loyal users of education services by re-using and recommending to other people who are looking for educational institutions, with recommendations from guardians of students to prospective guardians of students can save energy and budget in the marketing process.

CONCLUSION

Marketing strategy for marketing services through a promotional mix at the Islamic educational institution Ar-Rohmah Putri Islamic Boarding School Malang. The promotion mix is done through advertising, personal selling, sales promotion, public relations, word of mouth. Marketing strategy for marketing services through the marketing mix at the Islamic educational institution Ar-Rohmah Putri Islamic Boarding School Malang. The marketing mix of educational services includes product, price, location, promotion, people, physical evidence and process.

The management of brand equity in the Ar-Rohmah Putri Islamic educational institution through the brand that is displayed in the form of the school's vision and mission is monotheism-based education. Based on the results of research conducted by the school brand, it is also manifested in various school programs, both intra-curricular, curriculum and extra-curricular. The YPI Ar-Rohmah Putri school brand "Islamic boarding school" is based on monotheism which is based on monotheism which provides a curriculum that includes two knowledges, namely academic and religious.

The impact of the Education Services Marketing Strategy and Management of Brand Equity at the Ar-Rohmah Putri Boading School Educational Institution is felt by two parties, namely internal parties and external parties. The internal party is by increasing public trust in the institution. This can be seen from the high interest in using educational services at the Ar-Rohmah Putri Islamic educational institution. So, evidenced by the increasing number of students in each new school year. There are external parties who feel the impact of the support and cooperation of the community who get comfort and satisfaction in receiving services from institutions such as

improving the economy of the surrounding community. So, there is commitment and loyalty from the guardians of students who become loyal users of educational services by re-using and recommending to others.

The researcher hopes that for researchers who will develop this research, researchers will not only examine marketing strategies and management of brand equity so that the research results are rich in the information and data needed. The researcher also hopes that future researchers will not only use one research object, but several research objects and add research informants.

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