



Marketing Of Early Childhood Education Institution: Covid-19 Pandemic Vs. Normal

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Abstract

The new normal era resulted in many factors, including early childhood education institutions, such as the Primagama Kindergarten in Yogyakarta. The life and death of an institution lie in how the marketing of the educational institution is. This study aims to describe the marketing strategy, impact, and marketing barriers of Primagama Yogyakarta Kindergarten in the New Normal Era. This research uses the descriptive qualitative method. They were collecting data by observation, interviews, and documentation. The analysis uses the Milles and Huberman model. Test the validity of the data using triangulation of sources and techniques. This study indicates that the marketing of the Primagama Yogyakarta Kindergarten institution begins with building a brand with show ups, collaboration with TV stations, radio, mass media, and active social media. Furthermore, the marketing of Primagama Kindergarten begins with market research, determining various strategies such as Facebook, Instagram, Twitter, and website and controlling by collecting suggestions from various parties. The era of the marketing pandemic is carried out by maximizing social media. The marketing impact of the pandemic era is the lack of offline customers. This is because there are obstacles in the pandemic era, including the limitation of meeting face to face, the government's appeal for a ban on face-to-face contact, and the declining purchasing power of the people. The research findings contribute to marketing strategies for early childhood education institutions in the pandemic era that can use social media.

Kata Kunci

Pemasaran Lembaga; Pendidikan Anak Usia Dini, Era New Normal

Abstrak

Era new normal mengakibatkan banyak faktor tanpa terkecuali lembaga pendidikan anak usia dini, seperti TK Primagama Yogyakarta. Hidup matinya suatu lembaga terletak pada bagaimana pemasaran dari lembaga pendidikan tersebut. Penelitian ini bertujuan untuk mendeskripsikan strategi pemasaran, dampak dan hambatan-hambatan pemasaran lembaga TK Primagama Yogyakarta di Era New Normal. Penelitian ini menggunakan

metode kualitatif deskriptif. Pengumpulan data dengan observasi, wawancara dan dokumentasi. Analisis menggunakan model Milles and Huberman. Uji keabsahan data menggunakan triangulasi sumber dan teknik. Hasil penelitian ini menunjukkan bahwa marketing lembaga TK Primagama Yogyakarta diawali membangun brand/merk dengan show up, kerjasama dengan stasion tv, radio, media massa dan aktif media sosial. Selanjutnya, pemasaran TK Primagama diawali dengan riset pasar, menentukan berbagai macam strategi seperti: facebook, instagram, twitter dan website serta melakukan pengontrolan dengan mengumpulkan saran-saran dari berbagai pihak. Era pandemi pemasaran yang dilakukan dengan memaksimalkan sosial media. Adapun dampak pemasaran era pandemi berupa sepi nya customer secara offline. Hal ini karena terdapat hambatan di era pandemi, meliputi: keterbatasan bertemu empat mata, himbauan pemerintah tentang pelarang bertatap muka dan daya beli masyarakat yang menurun. Temuan penelitian memberikan kontribusi berupa strategi marketing lembaga pendidikan anak usia dini era pandemi dapat menggunakan sosial media.

A. Introduction

In Constitution Number 20 of 2003 concerning the National Education System, chapter 1 paragraph 14 explains that early childhood education is a coaching effort aimed at children from birth to the age of six years, which can be carried out through formal and non-formal education by providing stimulation. To assist physical and spiritual growth and development in preparing children to enter further education. Furthermore, chapter 28, paragraph 2, explains informal children's education. The education through formal channels includes Kindergarten, Raudhatul Athfal. Then, on the informal path in Playgroups and Daycare Parks.

As research conducted by Latif, Early Childhood Education institutions have increased from year to year, both Childcare Place, Play Group, Similar Early Childhood Education Unit, Raudatul Athfal, and Kindergarten. (Latif et al., 2020). This illustrates that the competition for Early Childhood Education institutions is growing rapidly. Maintaining and winning the competition is an effort to pursue the reputation, prospects, and quality of education that are in demand by the community (Mundir, 2016). So that marketing management is a measure of the success of early childhood education institutions (Munastiwi, 2018).

The marketing of Early Childhood Education institutions does not mean seeking financial gain. However, to provide educational services from an early age. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and reciprocal exchange of products and value with others (Amstrong, 1997; Machali, 2012). Another definition explains that marketing from a social point of view is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others (Lane Keller, 2009).

The marketing strategy of Early Childhood Education institutions consists of advertising, sales promotion, publicity, and personal selling (Gitosudarmo, 2000; Kasmir, 2004; Munastiwi, 2019). In addition, marketing strategies can use the media as a promotional step through several media types such as newspapers, television, direct mail, radio, magazines, outdoor, newsletters, brochures, telephone, and internet. Promotion can use Facebook, Twitter, and Instagram (Kabani, 2012; Kotler, 2000; Saladin, 2007). Therefore, marketing is necessary for educational institutions (schools) (Munir, 2018). As stated by Mulyasa, he explained that at an early age, children's brain development is very fast, reaching 80% compared to later ages (Mulyasa, 2014). Therefore, it is important to provide good educational services early.

In recent months, especially in Indonesia, early childhood education services have been experiencing problems caused by the coronavirus (COVID-19). New Normal is a way of adapting to social changes due to COVID-19 (Andrian Habibi, 2020). The New Normal era impacts educational institutions (Aji, 2020) and the existence of institutions. education (Iqbal, 2019). Therefore, this marketing is the spearhead of the survival of early childhood education institutions (Sumiyati & Nurkholi'in, 2019).

Primagama Yogyakarta Kindergarten is an educational institution that remains open during COVID-19. The reason is that the institution continues to carry out learning and accepts students from various regions in Yogyakarta. This study examines how to build a brand, market institutions, the impact and marketing barriers of Primagama Yogyakarta Kindergarten institutions during the COVID-19 pandemic.

Several previous studies related to institutional marketing include research conducted by Andreas with the title "Implementation of Promotional Strategies in Marketing Educational Services During the Covid-19 Pandemic". This study uses descriptive qualitative methods to determine the application of promotional strategies in marketing educational services during the covid-19 pandemic. The results of the research that have been carried out show that the promotional system in Anak Terang Salatiga Junior High School has carried out during the covid-19 pandemic through digital marketing of social media platforms and oral promotion can be carried out properly according to the scheduled planning so that the quota is met according to the target set (Andreas, 2021)

B. Methodology

The research method used is descriptive qualitative research with a postpositivism approach. The author collects facts related to the marketing strategy of the institution at Primagama Kindergarten Yogyakarta, then describes it in detail and analyzes the data so that a complete picture is obtained of how the marketing strategy is carried out, and also what are the impacts and obstacles experienced during the agency's marketing process in the new era. this normal. The research subjects consisted of the Head of the Foundation, Principal, Educators, and the committee and marketing team of the Yogyakarta Primagama Creative Kindergarten. This study contains excerpts of data obtained from observations, semi-structured interviews, and documentation. Data analysis was carried out using the Miles and Huberman model by reducing data, presenting data and drawing conclusions or verification. Checking the validity of the data using source triangulation and technical triangulation.

C. Result and Discussion

Primagama Kindergarten Institution is a Yogyakarta regional educational institution, precisely at Jalan Godean Km 2.8 Tambak No. 4 Yogyakarta engaged in early childhood education. This institution has been well known to exist since it was founded. This is because in establishing an educational institution, it is necessary to consider several things, such as building a brand with show ups through collaboration with TV, radio, mass media, and social media stations, then conducting market research and developing marketing strategies. The existence of this pandemic has certainly significantly impacted the marketing process of institutions in Primagama Yogyakarta Kindergarten because, for the time being, all activities, including teaching and learning activities, must be carried out from home, the limitations of social interaction and the government's appeal regarding the prohibition of carrying out face-to-face learning make people's purchasing power decrease.

Results

The advancement of an institution indeed cannot be separated from good branding. Moreover, the brand of educational institutions has produced quality graduates. When a brand has been trusted by consumers (the public), they will register their child with the institution. Primagama Yogyakarta Creative Kindergarten as well as interview data in building a brand in the following way:

First, show up outside of school. Show-up activities before the pandemic were carried out continuously, especially during the semester break or the turn of the new school year. This show-up is done in collaboration with malls or crowded places to facilitate children in the entrepreneurial world. The show-up activities are in the form of Early Childhood Education level competitions, such as drawing, coloring, and tartil Al-Qur'an. In addition, there is also a fairy tale show by inviting famous storytellers such as Kak Bimo. The existence of a famous storyteller will produce a special attraction, especially this show-up activity is free of charge and provides discount vouchers.

Second, cooperate with related parties who can support the school's existence. The parties in question are TV, Radio, and Mass Media Stations. These parties are very important to do, considering the audience/listeners/readers cover the whole area of Yogyakarta. The activities carried out at the TV Station display the skills of Primagama Kindergarten students in Yogyakarta, such as dancing, sketching, and singing. Activities at the Radio Station are in the form of advertising by assigning the marketing team to have a dialogue with radio broadcasters. Of course, they also provide various kinds of vouchers—next, Mass Media. The mass media published are the news of the success of Primagama Yogyakarta Kindergarten, such as Students who won regional, national, or international competitions.

Third, active on social media. Digital developments that are increasingly advanced provide an extraordinary response to the community—especially parents who are literate with technology. Primagama Yogyakarta Kindergarten uses social media, including: Instagram, Facebook, Twitter and Website.

1. Marketing of Yogyakarta Primagama Kindergarten in the New Normal Era

Primagama Kindergarten is a Yogyakarta regional educational institution, precisely at Jalan Godean Km 2.8 Tambak No. 4 Yogyakarta which is engaged in early childhood education. This institution has been well known to exist since it was founded. This is because it is necessary to consider several things in establishing an educational institution. Based on the results of interviews with Asih Retnosari, S.E. as the principal of the Primagama Yogyakarta Kindergarten explained that in establishing an educational institution, the following must be considered:

First, Market Research. An institution that will be established later must know in advance what kind of products and services are actually needed and what the target market is looking for—market research conducted by TK Primagama Yogyakarta by tracing various elements of society and early childhood education institutions. Thus, giving rise to new ideas that are offered to the Primagama Yogyakarta Kindergarten institution. Of course, this market research was carried out before the pandemic conditions. Second, Marketing Strategy. As stated by Principal Asih Retnosari, S.E. The marketing strategies used by utilizing social media are:

a) Facebook.

Facebook is a social media used to market a company, whether small or large, though. Access that is open as wide as possible for account users on Facebook can certainly increase relations with anyone nationally or internationally. Accounts on Facebook, when used for

educational institutions, can be said to be quite safe from hackers; although I am open, there is no element of privacy at all. Researchers doing a search on google can be found as follows:

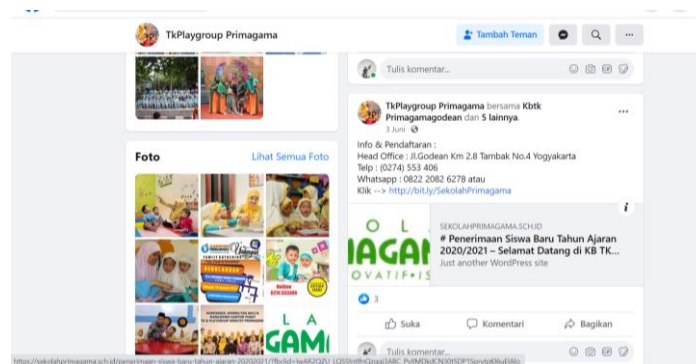


Picture 1. Primagama Yogyakarta Kindergarten Facebook name

Picture 1 explains that Primagama Yogyakarta Kindergarten is an institution that keeps up with the times. Since Facebook was founded, TK Primagama Jalan Godean has had 3,392 friends from various parts of Indonesia and internationally. After the analysis researchers, this Facebook has been used as a promotion for new student admissions, early childhood education consultation activities in the form of webinars, baby consultations, inspirational kids, and all activities of children or teachers and parents.



Picture 2. New Student Admission for Academic Year 2020/2021 First Session



Picture 3. New Student Admissions for Academic Year 2020/2021 Second Session

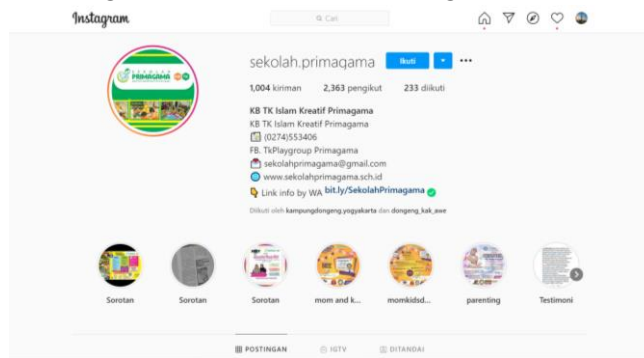
The purpose of the institution to create Facebook is none other than so that many people in various circles can know the institution. Moreover, in this new normal era, people prefer to do things online rather than meet in person to maintain health and safety. With up-to-date activities on the Facebook homepage, of course, this is a plus point for the Primagama Yogyakarta Kindergarten institution. Besides being more widely known, institutions can also share

knowledge related to early childhood. An example of Facebook being used for notification of new student admissions can be seen in the image below:

Picture 2. dan 3. It can be explained that Facebook marketing needs to be done regularly, for example, in May and June. Of course, it is necessary to include detailed information so that readers of the post still get complete information regarding the Primagama Kindergarten institution.

b) Instagram

The next marketing media for Primagama Yogyakarta Kindergarten is Instagram. Primagama TK Instagram already has 2,363 and 1,004 posts. This achievement on Instagram can be extraordinary, and many people have followed it. In more detail, the Instagram of Primagama Yogyakarta Kindergarten is as shown in the image below:



Picture 4. Instagram of Primagama Kindergarten

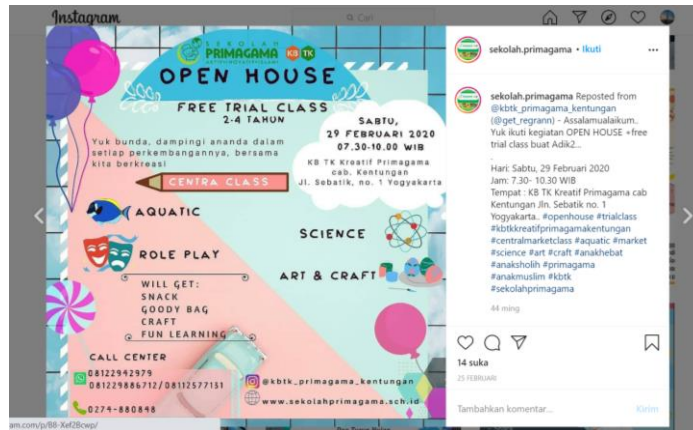
Picture 4. explained that the Primagama Kindergarten educational institution's Instagram was merged into one name, "school.primagama." The goal is that all information related to inter-regional institutions has the same information and does not overlap. For example, the image below:



Picture 5. Open House TK Primagama Jagarsa



Picture 6. Open House TK Primagama Godean Yogyakarta



Picture 7. Open House TK Primagama Kentungan Yogyakarta



Picture 8. Open House TK Primagama Seluruh Cabang di Indonesia

Picture 5, 6, dan 7 It can be explained that before COVID-19 appeared in various regions in Indonesia, the marketing of prima religious institutions was carried out using open houses posted on Instagram. Then, Figure 2.8 explains that primareligious institutions have started to open new student registrations for the 2020/2021 school year in this new normal era. Even registration can be done every day, and prospective students can try it for free before becoming a Primagama Kindergarten student.

Although pictures 5, 6, 7, and 8 are quite liked, this institution always updates activities or other things. Instagram is a significant strategy to find new students in this new normal era. What's more, it's not uncommon for parents today who don't have an Android smartphone. If you look deeper, the Primagama institution's Instagram has opened a new class in the following way:



Picture 9. Open House TK Primagama



Picture 10. Open House TK Primagama

Pictures 9 and 10 explained that in the new normal era, prima religious kindergarten educational institutions in all branches in Indonesia had implemented an offline open house on December 22, 2020, complying with health protocols. Interestingly, the unique marketing for Primagama Yogyakarta Kindergarten in the new normal era provides cashback of 2 million for registrants from November to December 2020. This strategy is certainly very attractive with a fairly large cashback. More details can be seen in the image below:



Picture 11. New Student Registration November to December 2020

c) Twitter

The next marketing media for Primagama Yogyakarta Kindergarten is Twitter. After the researchers conducted research, the Twitter of Primagama Yogyakarta Kindergarten was classified as not being updated. This can be seen in the image below:



Picture 12. Primagama Kindergarten Twitter All Indonesia

Picture 12. explained that Twitter was active until 2018. In 2019 and 2020, it can be said that it is no longer active. This is due to the small number of Twitter followers, accounting for 106 followers. Therefore, information on Primagama Kindergarten cannot be accessed by many people from various backgrounds.

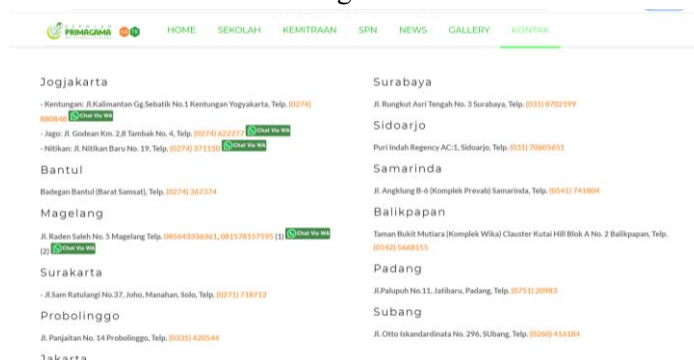
d) Website

One of the educational institutions that can be said to be good is to have an official website. The Primagama Yogyakarta Kindergarten's website is quite good and informative. This website is the complete agency marketing media when compared to Facebook, Twitter, and Instagram. This is because any information about Primagama Kindergarten can be accessed openly by anyone and at any time. For example, the notification of acceptance of new students for the 2020/2021 school year is in the image below:



Picture 13. Primagama Kindergarten Institution Website

Picture 13 explained that the information on new student admissions for the 2020/2021 academic year on the website is very clear because the words written on the website are more than adequate than Facebook or Instagram. In addition, the contact information for Primagama institutions on the website can be seen in the image below:



Picture 14. Contact Person of Primagama Institution All Branches in Indonesia

Picture 14 illustrates that the presence of a website at the Primagama institution can expand the institution's knowledge. Educational institutions must own complete contact information such as e-mail, WhatsApp, and telephone. Not a few parents should read the information on kindergarten educational institutions before registering their children. Therefore, this website has become an essential requirement for every educational institution.

The research findings on the marketing strategy of Primagama Kindergarten Yogyakarta are in line with the research findings of Sumiyati and Nurkhusi'in that marketing using social media is very helpful for institutional marketing (Sumiyati & Nurkhusi'in, 2019). Moreover,

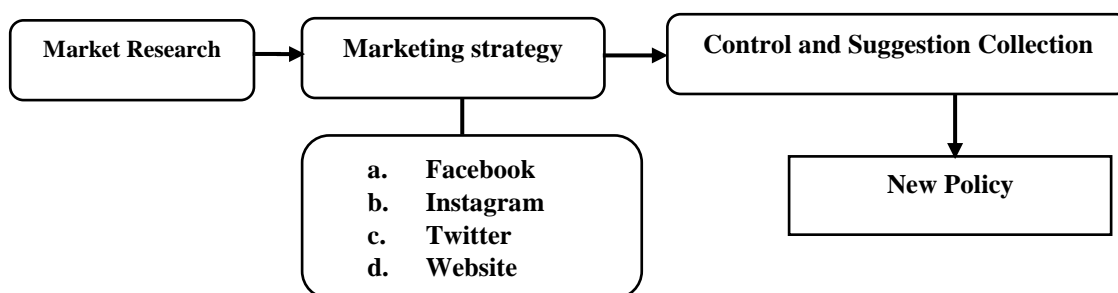
website marketing needs to provide complete information (Maulana & Khowarizmi, 2020) to get clear information about the Primagama Yogyakarta Kindergarten institution. However, in a pandemic situation, this finding aligns with Adelia and Na'imah who use social media for marketing PG-TK institutions (Sidiq & Na'imah, 2021).

Illustrates that the presence of a website at the Primagama institution can expand the knowledge of the institution. Complete contact information such as e-mail, WhatsApp, and telephone must be owned by educational institutions. Not a few parents should read the information on kindergarten educational institutions before registering their children. Therefore, this website has become a very important requirement, even mandatory for every educational institution.

The research findings on the marketing strategy of Primagama Kindergarten Yogyakarta are in line with the research findings of Sumiyati and Nurkhosi'in that marketing using social media is very helpful for institutional marketing (Sumiyati & Nurkhosi'in, 2019). Moreover, website marketing needs to provide complete information (Maulana & Khowarizmi, 2020) to get precise information about the Primagama Yogyakarta Kindergarten institution. However, in a pandemic situation, this finding is in line with Adelia and Na'imah, who use social media in marketing PG-TK institutions (Sidiq & Na'imah, 2021).

After the product is launched and promoted (educational institutions) based on a predetermined strategy and plan, the next thing is to control and collect suggestions from customers or information seekers. Primagama Yogyakarta Kindergarten collects suggestions through the suggestion box contained in the institution. In addition, during meetings with parents and school committees. This is intended as a material consideration for determining future steps and attitudes so that Primagama Yogyakarta Kindergarten can really back up the needs of students as a whole.

The marketing description of the Primagama Yogyakarta Kindergarten Institution can be described as follows:



2. Marketing Impact of Primagama Yogyakarta Kindergarten in the New Normal Era

Every marketing of an educational institution has a positive or negative impact, without exception the Primagama Yogyakarta Kindergarten institution. As the interview results with the principal, the positive effects of marketing for Primagama Kindergarten institutions did not specifically address the positive impact of institutional marketing in the new normal era. However, the resource persons explained about learning. Where in the new normal era like this, especially teachers, become more innovative in KBM than usual and are more friendly with online, which can be used as an alternative for learning in the future even though coordination is in normal conditions.

The negative impact of marketing for Primagama Yogyakarta Kindergarten institutions is the offline lack of interest from customers even though they are just looking for school info. As the interview with the principal explained that the coronavirus had forced all activities to be

carried out online from home or the term WFH (Work from Home). This is the reason why offline people (consumers) come to school.

In contrast to online, as explained above, online marketing has been attempted through Facebook or Instagram. However, this new normal era does find various kinds of changes in activities. In the past, distributing brochures to schools is now using social media.

3. Marketing Barriers to Primagama Yogyakarta Kindergarten in the New Normal Era

In marketing the Primagama Yogyakarta Kindergarten in the new normal era, there are obstacles, including:

a) Limitation of meeting face-to-face with potential customers

The main reason is for safety and health. In fact, it is better to register prospective participants face-to-face, because face-to-face parents of students can get complete and updated information. In addition, parents of prospective students can explain all the weaknesses and strengths of their children as a first step so that if their children can be accepted. In the new normal era, people are still reluctant to visit schools. Moreover, all activities must be done online (online).

b) There is an appeal from the government

At the time of the ongoing transmission of the coronavirus, the government began to issue several policies not to meet face to face. This impacts Primagama Kindergarten schools being unable to continue the free trial class program that is our mainstay. If it is done online, the results will undoubtedly be much different because the child's age is the age of play. The large playground and their peers are solid factors for children to feel happy and comfortable in school at Primagama Kindergarten Yogyakarta.

c) People's purchasing power decreases

The declining purchasing power of the people is caused by the assumption that education in kindergarten or early age in the new normal era is deemed unimportant. In fact, if you look at the power of the child's brain development, both standard and normal, it still reaches 80%. In addition, the normal era, which resulted in the family's economy being reduced or sales being low, were factors in the declining purchasing power of the people.

Discussion

Marketing management is an effort to plan, implement (which consists of activities, organize, direct, coordinate) and supervise or control marketing activities within an organization in order to achieve organizational goals efficiently and effectively. In the marketing management function, there is an analysis activity, namely an analysis carried out to find out the market and its marketing environment so that it can be obtained how big the opportunity to seize the market and how big the threat that must be faced. (Munastiwi, 2019)

In implementing the marketing strategy of Early Childhood Education institutions, promotion or marketing of institutions can be done in several ways, namely:

1. Advertising

Advertising is a promotion carried out in the form of impressions, pictures, and words contained in banners, brochures, billboards, newspapers, magazines, TV, or radio. By reading or viewing advertisements, it is hoped that consumers or potential consumers will be influenced and then interested in buying the advertised product. Therefore, the ad must be made as attractive as possible to attract attention. Advertising has the following characteristics: (1) public presentation, (2) persuasion ability, (3) expressiveness, (4) Impressional, (5) Efficient.

2. Sales Promotion

Sales promotion is a promotion that is used to increase sales through discounts or gifts at certain times for specific items in an educational institution. For example, it can be in the form of discounts on school fees or giving gifts such as books and stationery as a form of promotion. Its characteristics are (1) consumer, (2) intensive, and (3) inviting.

3. Publicity (Publicity)

The publication is a promotion carried out to improve the image in front of the public through sponsorship activities for social activity. Its characteristics: (1) high credibility, (2) can penetrate the boundaries of feelings, (3) can be dramatic.

4. Personal Selling

Personal selling is a promotion carried out through personal employees in serving and influencing the public. For example, socializing with the community by visiting in person or by telephone and private chat. Its characteristics are: (1) individual, (2) direct response, (3) strengthening the relationship between school institutions and students' parents.

Thus, the marketing strategy of Early Childhood Education institutions includes advertising, sales promotion, publicity, and personal selling.

The promotion or marketing of Early Childhood Education institutions emphasizes socializing the advantages of the established Early Childhood Education institutions. The promotion of Early Childhood Education institutions is not solely aimed at seeking financial gain, which ultimately leads to the commercialization of education. However, this promotion aims to fulfill early education services in the region.

In principle, the theories used in promoting Early Childhood Education institutions are the same as those in business science and trade economics. If the object of promotion theories in business and economics is material or material, the theory of promotion of early childhood education institutions has a human object: children. As for what the promotion offers is selling educational or educational services. Furthermore, several types of promotional media can be print, audio, audio-visual media, or other forms of social media such as Facebook, Twitter, Instagram. There are several steps in determining the marketing media in an educational institution: (1) measuring the reach, frequency, and impact of advertising (2) media selection.

D. Conclusion

From the results of the research described above, it can be concluded that the marketing of the Primagama Yogyakarta Kindergarten institution begins with building a brand with show-ups, collaboration with TV stations, radio, mass media and active social media. Furthermore, the marketing of Primagama Yogyakarta Kindergarten begins with market research, determining various strategies such as Facebook, Instagram, Twitter and website and controlling by collecting suggestions from various parties. The marketing of the Primagama Yogyakarta Kindergarten during the pandemic has maximized online (social media) rather than offline. The marketing impact of the pandemic era is the lack of offline customers. Marketing barriers in the pandemic era include limited face-to-face meetings, the government's call for a ban on face-to-face contact, and the declining purchasing power of the public.

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