Electronic Marketing Model for Higher Education

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Abstract

The rapid development of information technology also affects the business world. The flow of information in the business world is very fast and even has become an urgent interest. Higher education one affected by the advancement of information technology for marketing activities. The problem faced by higher education with marketing is that it cannot identify business plans that can be used to attract prospective students. The purpose of this research is to design electronic marketing for higher education. Research methods using the electronic marketing framework and the results of this study are e-marketing models for higher education. The result of this research is E-marketing model for higher education

Keywords
Electronic marketing, higher education

1. Introduction

Nowadays the development of the internet is happening very fast and can reach all over the world and every company wants its products to be known by the wider community. One of the functions of the internet is its ability to carry out online marketing activities for anyone connected to the internet media.

E-marketing can expand the market, expand the company's brand image, and provide convenience in providing information to its customers. . The selection of the right e-marketing strategy will have an impact on the success of the company's marketing activities..

Higher education (HE) marketing is stillness in its inception in many elements of the world. Its desteny occour to be in peril as result of a three problem. First, is the daunting difficulty of internal defiance to marketing activity in university (Foskett,1955). Second, is the failing of university to recognize specific product, illustrate in the argue among battle positions even if university should mainly in research and learning. Third, is the failing of universiy to natulize the marketing concept (Gray, 1991). This research aims to help higher education formulate a marketing strategy using information technology. The results of this research are e-marketing models for higher education

2. Literature Review

2.1. .Electronic Marketing

Figure 1explain the seven stages in e-marketing(Judy, 2016) design are Situation Analysis, E-Marketing Strategic Planning, Objectives, E-Marketing Strategy, Implementation Plan, Budget, Evaluation Plan. Situation Analysis. Figure 1 explain e-marketing model with 7 stage. The first stage is to investigate the strengths, opportunities, weaknesses and threats for the company. This analysis produces a strategy that can maximize Strengths and Opportunities, minimize Weaknesses and Threats. The strategy decision making process is always related to the development of the company's mission, goals, strategies and policies. Thus, strategic planning (strategic planner) must analyze the factors of the company's strategy (strengths, weaknesses, opportunities, and threats) in the current conditions. This is called Situation Analysis.

Figure 1. E-Marketing Model, Judy Strauss, 2016

The second stage is e-marketing Strategic Planning In this phase there is a seven-step methodology that helps in evaluating and analyzing market opportunities (Market Opportunity Analysis / MOA), namely: Identifying Unmet Customer Needs Identifying Specific Customers to be Targeted by Companies Assessing Advantages Associated with Competitions Assessing Company Resources to Provide Offers Assessing Market Readiness for Technology Determining Opportunities Concretely Assessing Attractiveness Opportunities for Customers. The e-marketing planning strategy includes segmentation, targeting, differentiation, and positioning.

The third stage is define the Objectives . Objectives in e-marketing include aspects of the task, quantity, and time. Task (what will be achieved). Measured quantity (how much). Time frame (when).

Most e-marketing aims to achieve various objectives such as the following:
• Increase market share.
• Increase the number of comments on a blog or website
• Increase sales revenue.
• Reducing costs (eg distribution or promotion costs).
• Achieve brand goals (such as increasing brand awareness). • Increase database size.
• Achieve Customer Relationship Management (CRM) objectives (such as increasing customer satisfaction, frequency of purchases, or customer reference levels).
• Improve supply chain management (such as by increasing member coordination, adding partners, or optimizing inventory levels).

The fourth stage is e-marketing Strategy . E-marketing strategy includes a strategy regarding 4P and relationship management to achieve the objectives of the plan regarding Product, Price, Place, Distribution Channels, and Promotion (Promotion).

The fifth stage is Implementation Plan. At this stage the company decides how to achieve its objectives through effective and creative strategies. Marketers choose the marketing mix (4P), management strategies and other strategies

to achieve the objectives of the plan and then draw up an implementation plan (Implementation Plan). The company also checks to ensure the right marketing organization at the venue (staff, departmental structure, application service providers, etc. outside the company). The internet has changed the place of exchange from marketplaces (like, face-to-face interactions) to marketspace (like, screen-to-face interactions). The main difference is that the nature of the exchange relationship is now mediated by technological interfaces. With the transition from people-mediated interface relationships to technology-mediated interfaces, there are a number of interface design considerations encountered.

The six stage is determine budget. Budget is an important factor of strategic planning to identify the expected return on investment.

The seventh stage is Evaluation Plan. Evaluation Plan is an evaluation planning activity for marketing. marketing activity assessment activities that have been carried out can be evaluated by several methods including the balance score card.

2.2 E-Marketing and Higher Education

E-marketing in higher education is development, diversificasi , expanding rivalry and biggerc decision have been explained as "the predominant services" that have determined instructive organizations to hold the marketing awareness (Smith,1995). The methods used in teaching have inclined to diverge sparkly subjects of recognized background, the nature of the human resources base and the presented resources (Maringe,2004). Nevertheless, marketing in university or college has only newly started to have an obvious attendance at least in the established world, after a prolonged disguise below more coventional structures (Hardie,1991). The public relations office, the external kindred's office, the global scholars' office, students' matters departments, publicity and journals office, the media release office have conventionally been appealed to be the centers for higher education marketing crossways the world. The drive of marketing as unspoken by the inside marketers has inclined to replicate the essential business of the holding department. It has not had a assignment single to itself. In this historical of changeover, numerous models have been recommended to attempt and increase the profile and effectiveness of those working as organized marketers for case advised the 3 Cs of marketing(Curran,1991). He claimed that to advance a marketing advantage, organizations desired to display a receptive culture, sensitive originality and a assurance to serve the requirements of clients in original ways, conclusion new rewards over entrants and discovering new organizational assets. Throughout the similar time also established a typology for supporting a household-grown marketing positioning which involved the subsequent: . creating marketing purposes; . methodical group of marketing information over reviews and study; . the growth of a marketing strategy founded upon the 5P's of marketing; and . the employment and assessment of plans and strategies used.The main approaches which higher education divisions could apply to provision a increasing marketing positioning. He has claimed for sustenance of older management, the conception of constructions to attend a marketing meaning, emerging an in house marketing exercise planned, acquisition marketing competent staff and emerging a system of gratifying respectable marketing repetition.

2.3 Model

Objects that are too large or narrative in nature will be easier to understand if a model is made that represents the object. Some of the models used to describe an object are models for block chain (Inayatulloh.2020), (Inayatulloh,2019), (Inayatulloh ,2020)

3. Methods

Figure 2 explain the research method uses e-marketing straus with 7 stages namely Situation Analysis, E-Marketing Strategic Planning, Objectives, E-Marketing Strategy, Implementation Plan, Budget, Evaluation Plan.

This method begins by analyzing the condition of universities in the context of competition in the higher education industry. After knowing the strengths, weaknesses, opportunities and threats, the institution can determine the marketing strategy that will be used with reference to organizational goals. The next step is the implementation of marketing planning by considering the availability of the budget. The final step is to evaluate the e-marketing that has been implemented

Figure 2. Research methodology

5. Results and Discussion

Figure 3 and figure 4 explains the e-marketing model for higher education with the following explanation.

Situation Analysis

Table 1 expalin analysis of the situation of the university uses a SWOT analysis where the university must be able to identify the strengths, weaknesses, opportunities and threats of the organization. After knowing the strengths, weaknesses, opportunities and threats, a strategy is made from a combination of the 4 components.

TABLE 1. SWOT Straregies

	Opportunity	Threats
Strenghth	SO strategy	ST strategy
Weakness	WO strategy	WT strategy

SO strategy is a strategy by considering the strengths and opportunities that the organization has. This strategy becomes the company's superior strategy because with the strength of the company and the opportunities available, the organization can excel in higher education competition.ST strategy is a strategy that considers the strengths and threats faced by the organization. This strategy is more difficult to implement than SO strategy because even though the organization has power, there are threats that must be faced by the organization. WO strategy is a strategy by looking at the weaknesses of the company but there are still opportunities for companies to compete with other companies.

WT strategy is the most difficult strategy that must be faced by the company because with existing weaknesses it must face threats from competitors or the company's environment.

E-Marketing Strategic Planning

The e-marketing planning strategy includes segmentation, targeting, differentiation, and positioning. Market segmentation from universities can be grouped according to economies of scale or the cost of education, gender, class

of employees or regions. Universities must be able to identify appropriate market segmentation based on investigations and observations in college competition.

Differentiation is a strategy created by tertiary institutions which is not carried out by other tertiary institutions. Differentiation strategy can be with low cost, quality and other details. All the above plans must be built using e-marketing

Objectives

Table 2 explain the objectives are formulated in tables that contain goals, quantities, duration and tasks

TABLE 2. Objective Table

Objective	Task	Quantity	Duration
Objective 1	Detail task	xxx	xxx
Objective 2	Detail task	xxx	xxx
Objective 3	Detail task	xxx	xxx

E-Marketing Strategy

This stage can use the 3P and 1 S concepts, namely price, place, promotion and service. The determination of this stage must refer to the predetermined objective stages. Both stages can be revised to match one another.

Implementation Plan

Implementation planning is a tactical and practical step on how to implement e-marketing. Planning must refer to the use of e-marketing tools such as web sites, electronic ads, search engine optimization and others to build a university brand, to promote institutional excellence, to promote study programs and so on..

Budget

Important factors that must be considered related to the budget are the source of funds and the return on e-marketing investment. Information technology needed to support e-marketing requires substantial funds so that good planning will greatly determine the success of e-marketing in tertiary institutions.

Evaluation Plan

Last stage the institution must make a plan for the evaluation of e-marketing implementation activities. In general, the evaluation uses a cost benefit approach that compares investment that has been spent with benefits in the form of an institutional brand increase, increase in the number of students, an increase in business networks, etc.

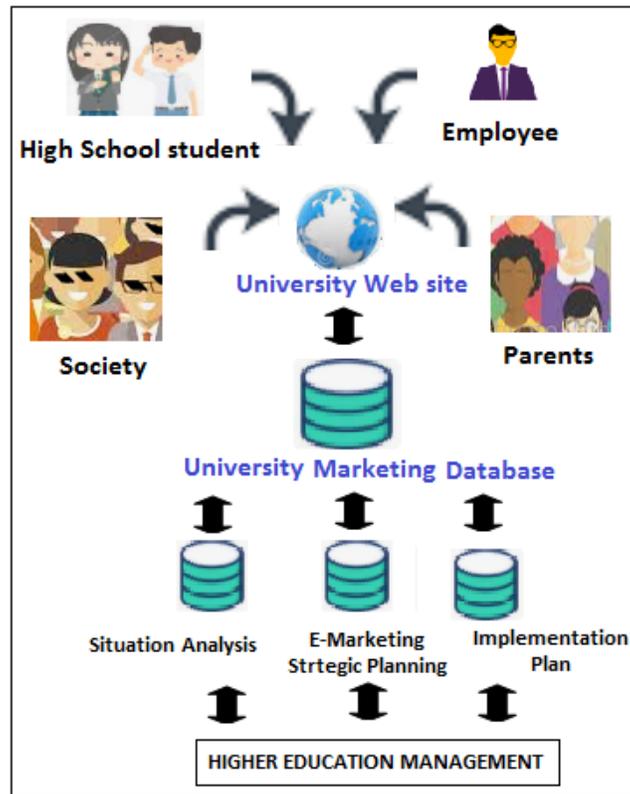Figure 3. E-Marketing Strategy for higher education

Figure 4. E-Marketing Model Higher Education

6. Conclusion

By using the e-marketing model, higher education can make a comprehensive plan from analyzing the strengths and weaknesses of institutions to evaluate the implementation of e-marketing. The stages in the e-marketing model help higher education segment market, positioning and others that will result in a reliable e-marketing implementation

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Biography

Inayatulloh is a candidate doctor at Bina Nusantara University's Doctor of Computer Science. Since 2000, Inayatulloh has been a lecturer at Bina Nusnantara University, school of information system. I am experienced in system development in several companies such as garment, petroleum, retail and others. Scopus indexed publications have been produced with topics related to information systems such as e-learning, e-SCM, e-CRM. E-government, block chain and others

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