

MARKETING STRATEGY AS AN ALTERNATIVE TO INCREASE THE COMPETITIVENESS OF BINA INSANI UNIVERSITY GRADUATES**Lala Wiladiyah¹, Tantri Yanuar Rahmat Syah², Suwarto³, Rhian Indradewa⁴**^{1,2,3,4} Universitas Esa Unggul University, IndonesiaEmail : ¹lalawiladiyah@student.esaunggul.ac.id, ²tantri.yanuar@esaunggul.ac.id,
³suwarto@esaunggul.ac.id, ⁴rhian.indradewa@esaunggul.ac.id**Abstract**

Higher education has a high position in producing competitive graduates. Competitive competitors also need to have a marketing strategy for promoting their graduates so that they can be said to be competitive and quickly absorbed by various companies. This study aimed to analyze marketing strategies as an alternative to increasing the competitiveness of Bina Insani University graduates. The research method used is qualitative research. The data collection techniques used in this research are literature study and observation. The data that has been collected is then analyzed in three stages, namely data reduction, data presentation and conclusion drawing. The results showed that marketing strategies as an alternative to increasing the competitiveness of Bina Insani University graduates were carried out in several ways, including market segmentation, targeting, positioning, and sales and revenue stream projections.

Keywords: Marketing Strategy, Competitiveness, Bina Insani University Graduates**INTRODUCTION**

Higher education is one of the most important organizations in the life of the nation and state because universities produce graduates who will carry on the baton of government struggle and advance the country's economy to create a prosperous, safe and peaceful country. To produce quality graduates, universities must improve themselves in line with the demands of the times in improving their performance (Muis & Isyanto, 2021). Higher Education is a driving force for innovation and creativity to penetrate competition, build cooperation with various industries, and take the initiative to encourage students to do business and stand as entrepreneurs, build competition and increase competitiveness with other countries (Mahmud, 2019; Narimo, 2015).

Producing quality graduates at various levels and scientific fields is a problem that must be answered because the community, especially economic actors and various institutions that are users of these graduates, are increasingly critical in choosing quality graduates in accordance with their fields. Considering the current conditions, this needs to be considered: the yearly growth rate of college graduates is not comparable to the employment growth rate (Arpah, 2021; Nudin, 2017).

To create good quality and quality, universities must create and manage a system to obtain graduates who can be competitive and have a variety of superior competencies. Good quality in higher education is one of the important indicators to be able to provide excellent service. So that graduates can feel a satisfactory academic atmosphere and teaching and learning process that is in accordance with their needs and expectations (Prasetyawati & Kosasih, 2021). Higher education competitiveness is a dynamic process rather than just the output produced. So that the potential competitiveness of universities can be seen from the potential resources owned, including the expertise of leaders, lecturers, academic support employees, facilities owned, and so on. The higher the quality of potential resources owned by universities, the easier it is for universities to choose and implement their strategic plans (Arwildayanto et al., 2020).

Marketing or promotion must be carried out by universities, both State Universities (PTN) and Private Universities (PTS). With continuous promotion, universities can form a good image, introduce higher education institutions and increase public confidence in the information offered by these higher education institutions (Fitriani et al., 2021).

Previous research conducted by Arpah (2021) stated that the marketing strategy used by STAI NW SAMAWA Sumbawa Besar is a marketing mix commonly called a marketing mix, which consists of 3 (three) types of marketing, namely advertising, personal selling, and public relations. Aggressive Strategy by utilizing existing opportunities and strengths to the maximum, continuously carrying out programs to improve the quality of human resources, namely lecturers and education staff and improving the quality of students in order to compete at the national level, monitoring academic implementation in accordance with established SOPs (KARIM et al., 2018).

The novelty of this research is to analyze the competencies that students need to have to become highly competitive graduates. In addition, to support the competitiveness of their students, educational institutions need to have a strategy to market their university products.

Based on the above background, competitiveness will always emerge and be dynamic. So, universities need to have a strategy to overcome this. Thus, this study aims to analyze marketing strategies as an alternative to increasing the competitiveness of Bina Insani University graduates.

RESEARCH METHOD

The research method used is qualitative research. The qualitative research method is a research approach that aims to understand social phenomena from a deep and comprehensive point of view. This method is more descriptive and exploratory in collecting and analyzing data. Qualitative research prioritizes the context, meaning, and processes involved in a situation or event (Nugrahani & Hum, 2014). The data collection techniques used in this study were literature study and observation. The collected data is then analyzed in three stages, namely data reduction, data presentation and conclusions.

RESULT AND DISCUSSION

In an effort to determine the strengths and weaknesses of the company's resources and capabilities, it is necessary to analyze internal factors of resources, namely HR, Non-HR and Capabilities. In addition, internal factor analysis helps collect, analyze, combine, and distribute these resources effectively, efficiently, and productively.

This competitive ability is greatly influenced by the performance of the management of the university concerned in planning a marketing-oriented strategy in order to build high competitiveness. Universities need to develop marketing strategies to win the competition (Iskandriani et al., 2023; Utami & Pandiangan, 2023).

13 (thirteen) Strategic elements in university marketing must be made better, superior to other universities, namely: college service products, college service prices, college locations, promotion of higher education services, university human resources, physical facilities of higher education services, service processes and excellent service of higher education, accreditation, information and communication technology, governance, networks, and alums and university quality (Sihite, 2016, 2018).

1. Demand Analysis

Demand analysis is carried out through Tracer Study activities involving users (graduate users) in accordance with the study program at Bina Insani University. In addition, a Graduate Performance Evaluation form has also been sent to users who graduated from Bina Insani University. There were 36 users involved in filling out the tracer study questionnaire.

- a. Primary Customer
 - 1) English Focus Curriculum
 - 2) Curriculum Hardskill
 - 3) Curriculum Softskill
 - 4) Reputation for Graduate Users
- b. Secondary Customer
 - 1) Tuition Fees
 - 2) College Acceleration Program
 - 3) Sara is a prime minister.
 - 4) Service

2. *Analysis of Competition*

Bina Insani University will analyze competition so that companies can determine what actions need to be taken so that they can survive in competition against other competitors in fighting for the market in the higher education service business.

- a. Human Resources
- b. Reputation for Prospective Students
- c. Bina Insani Learning Center
- d. Information and Communication Technology (ICT)
- e. Funding
- f. Blended Learning
- g. Build Insani Career (BIC) and Collaboration
- h. Business Incubator
- i. Number of Students

3. Resources and Capabilities Assessment

Determine the resources and capabilities needed by the company in running a higher education service business. Furthermore, resources and capabilities are assessed based on two main criteria. Namely, the first is the level of importance, which resources and capabilities are most important in providing a sustainable competitive advantage for the company (Ratnasari, 2017).

4. Competitive Advantage Universitas Bina Insani

After providing an assessment of resources and capabilities, then Bina Insani University conducted an analysis using VRIO tools (Valuable, Rure, Inimitable,

Organized) to find out what internal resources and capabilities can be a source of competitive advantage for the sustainability of Bina Insani University.

5. Strength – Weaknesses (IFE) Universitas Bina Insani

Marketing Strategy

The Marketing Plan of Bina Insani University is used to run marketing at the University so that the vision and mission of Bina Insani University can be achieved. In marketing planning, this is closely related to the marketing strategy that universities will carry out. In marketing planning, this is closely related to the marketing strategy that universities will carry out (Simatupang et al., n.d.). Bina Insani University's Marketing Plan begins with determining marketing goals and objectives, setting STP strategies, Marketing Mix, and Sales and revenue stream projections.

1. Marketing Goals and Targets

The marketing objective of Bina Insani University is to become a university that produces job-ready graduates according to the needs of DUDI. For marketing purposes, Bina Insani University is divided into marketing for graduate users as primary customers and marketing for prospective students as secondary customers.

2. Segmenting, Targeting, and Positioning (STP)

For marketing purposes, Bina Insani University is divided into marketing for graduate users as primary customers and marketing for prospective students as secondary customers.

a. Segmenting

1) Primary Customer

Segmentation or segmenting is an activity of grouping the market for a product into several market segments that are very likely to be served by a product. Market segments that Bina Insani University can serve for *primary customers* are as follows:

Table 1. Market Segmentation of Bina Insani University

Segment	Geographic, Demographic and Psychographic Description
1	842 national companies operating in industrial estates around Bekasi Regency have a preference for <i>local recruitment</i> .
2	Multinational companies, as many as 1,711 companies operating in Industrial Estates around Bekasi Regency, have a preference for <i>local recruitment</i> .
3	National and multinational companies, as many as 2,553 companies operating in Industrial Estates around Bekasi Regency, have a preference for <i>local recruitment</i> .

Source: Bina Insani University Organizing Board

2) Secondary Customer

For segmentation of secondary customers that can be served by Bina Insani University as follows:

Table 2. Market Segmentation of Bina Insani University

Segment	Geographic, Demographic and Psychographic Description
1	Prospective students are those who graduated as fresh graduates of public and private high schools / K in the Bekasi Regency area and non-fresh graduates who work in the Bekasi Regency Industrial Estate area and have the desire to continue <i>higher education</i> .

2	Prospective students are those who graduated from fresh graduates of public and private high schools / K in the Greater Bekasi area and non-fresh graduates <i>who work in the Industrial Estate area of Bekasi Regency and who have the desire to continue to higher education.</i>
3	Prospective students who graduated <i>as fresh graduates of Public and Private High Schools / K</i> in the Jabodetabek area and <i>non-fresh graduates</i> who work in the Industrial Estate area of Bekasi Regency who have the desire to continue to higher education.

Source: Bina Insani University Organizing Board

b. Targeting

1) Primary Customer

Targeting is a marketer's decision about which market segment the product will serve. Strategic Planning, the management of Bina Insani University has determined that for the next 5 (five) years, the targeted market segment is segment 3, namely 2,553 national and multinational companies operating in Industrial Estates around Bekasi Regency that have a preference for *local recruitment*.

2) Secondary Customer

Targeting is a marketer's decision about which market segment the product will serve. Strategic Planning, the management of Bina Insani University has determined that for the next 5 (five) years, the targeted market segment is segment 1, namely prospective high school / K graduate students, both fresh and non-fresh graduates in the Bekasi Regency area, who have the desire to continue to higher education.

c. Positioning

Bina Insani University Cikarang is a university with a main focus on marketing that is different from universities in general that focus on marketing to obtain students. However, the marketing of Bina Insani University focuses on marketing graduates to our *Primary Customers*, namely Graduate Users. Bina Insani University is committed to meeting the competency needs of graduate users, both hard skills and soft skills. So, graduates of Bina Insani University are ready to work because they have competencies according to the needs of DUDI.

3. Marketing Mix

Bina Insani University has 2 consumers: graduate users as *primary customers* and prospective students as *secondary customers*. The marketing process for the 2 consumers is different. For graduate users, the marketing process is related to business-to-business (B2B) relationships, namely from universities to graduate user companies. In contrast, for secondary customers, the marketing process is related to business-to-customer (*B2C*) relationships.

a. NICE (Networking, Interaction, Common Interest, Experience)

1) Networking

Establish networking in carrying out B2B strategies. To establish this networking, Bina Insani University implements CRM (customer relationship management) strategies, namely through HRD gathering, HRD rewards, personal emails, teaching factories, and join research activities.

2) Interaction

Bina Insani University, in this case, Bina Insani Career, will interact by visiting companies by meeting HRD and also interacting in HRD Gathering

activities in which HRD awards will also be given as appreciation to users based on predetermined criteria. Interaction can also be carried out in teaching factory activities and joint research. In addition to strengthening cooperation, this activity is very useful in linking & matching the competency needs of DUDI with the curriculum used in universities.

3) Common Interest

The common interest of the collaboration between graduate users and Bina Insani University is that graduate users will obtain graduates who have competencies according to the qualifications needed, including:

- Have active English skills and are internationally certified through TOEIC
- Have hard skills in their study program and additional hard skills, including Microsoft Office that is measurable with certification and digital marketing,
- Have soft skills, among others: personality development, Leadership, communication skills, finance literacy, entrepreneurship, and digital literacy.

The acquisition of candidates with work-ready competencies can be obtained without having to go through paid advertising and a fast process, which is only by contacting the Bina Insani Career Division.

4) Experience

The company, in this case, graduate users will get satisfaction at Bina Insani University because it gets employees who are ready to work so that it does not require training, which also requires a lot of investment. In addition, the Company also gets service satisfaction related to the recruitment process because the Bina Insani Division will provide services including being able to prepare a place for the selection implementation, selecting and sending candidates in accordance with the requested requirements and calling candidates for selection.

b. Marketing Mix 4P

1) Product

The product policy formulated by the management of Bina Insani University is a study program. This study program includes the following criteria:

- Types of Study Programs owned by the University
Bina Insani is Information Engineering, Information Systems, Software Engineering, Information Management, Management, and Accounting. All of these study programs have good career prospects and are needed by companies in industrial estates, which are mostly manufacturing companies.
- Human Resources Lecturers and Staff who meet the qualifications according to national higher education standards.
- Interactive and applicable learning methods with DUDI and blended learning patterns.
- The program accelerates college by adding semesters between so that students can graduate on time and work quickly.
- Career guidance service facilities, internship placements, and work through the Bina Insani Career Division.

2) Price

The pricing policy, in this case, is related to building fees and tuition fees; Bina Insani University stipulates the implementation of affordable tuition fees and a payment system with an instalment pattern.

3) Place

A place for prospective students to obtain products is Bina Insani University. Bina Insani University provides services to prospective students to obtain information related to new student admissions, campus touring, and registration. In addition to coming directly to Bina Insani University, prospective students can also get information through the official website of Bina Insani University and on media networks such as Instagram, Facebook, YouTube, Twitter and TikTok.

4) Promotions

Promotion policies that can be implemented are above and below the line. For above-the-line promotion can be done by placing advertisements in magazines/newspapers, both print and electronic, for new student admissions and graduate information. In addition, new student admissions and graduate profiles can also be seen on the official campus website and social media through a digital marketing approach. For below-the-line promotion can be done by visiting target schools in the context of socializing study programs at Bina Insani University. The marketing tools used are leaflets, booklets, banners, pennants, giant banners, and posters.

4. Sales

- a. Sales and Marketing Activities
- b. Sales and Marketing Team
- c. Marketing Activity Budget

5. Projected Revenue Stream

The projected Revenue Stream of Bina Insani University, Cikarang Campus, is obtained from the payment of building fees and student tuition with the following conditions:

1. Predicted increase in new student admissions per year of 10%.
2. The predicted DO rate for each batch is 15% in the first year and 10% in the second year and beyond.
3. New applicants begin to pay building fees during registration. Tuition fees are paid every month starting when the new semester lectures start (September) and so on until completion.

CONCLUSION

The results indicate that Bina Insani University implements a marketing strategy that focuses on increasing the competitiveness of its graduates through several effective approaches. This strategy includes several steps, such as market segmentation to identify different groups in the population, targeting to determine which segments are the main focus, positioning to place the university in the minds of prospective students, and sales and revenue stream projections to plan the revenue generated through these marketing strategies. These strategies make a significant contribution in increasing the competitiveness of graduates from Bina Insani University in the labor market.

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