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RSI Indonesia's Marketing Strategy Increases Competitiveness Amid Competition from Fully Equipped Schools

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Abstract

This study aims to analyze the marketing strategies implemented by RSI Indonesia school in enhancing its competitiveness amidst the rivalry with schools that have more advanced facilities. The background of this study arises from the increasingly intense competition among private educational institutions, which requires schools to demonstrate excellence not only through physical facilities but also through service quality and innovative marketing approaches. This study adopts a descriptive qualitative design, with data gathered through in-depth interviews, observations, and document analysis. The research participants include the school principal, marketing team, teachers, and parents. The data were analyzed using the interactive model proposed by Miles, Huberman, and Saldaña (2020), which comprises three primary components: (1) data condensation, involving the selection, simplification, and focusing of essential information derived from interviews and observations; (2) data display, in which the organized data are presented in narrative descriptions and thematic matrices to support interpretation; and (3) conclusion drawing and verification, conducted continuously to ensure the accuracy and credibility of the findings. The study results indicate that the application of a comprehensive 7P marketing mix strategy (product, price, place, promotion, people, process, and physical evidence) plays a significant role in increasing public trust, strengthening the school's positive reputation, and boosting new student enrollment. This service- and value-based marketing approach is proven to be a key element in enhancing RSI Indonesia's competitiveness despite its limited physical

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infrastructure.

Keywords: ***educational marketing strategy, school competitiveness, 7P marketing mix, Rising Star Indonesia.***

INTRODUCTION

Education is the main pillar in development source Power qualified and empowered human beings competition . School as institution organizer education own not quite enough answer strategic in give birth to generation that does not only intelligent in a way academic , but also constructive competence ethics and social so that participants educate capable life in a way productive in a diverse global society . They highlight the importance of " *character education 4.0* ", namely learning associated values with technology , creativity , and responsibility answer social .

Study the latest by Nguyen & Balakrishnan (2022) shows that digital literacy is one of the factor key in prepare participant educate face global change and revolution industry 4.0. Digital literacy is not only means ability use technology , but also capabilities think critical , collaborative , and ethical in digital ecosystem .

In Indonesia, Rahmawati & Nugraha (2024) examined the impact of digital literacy on the competitiveness of private schools in the era of digital transformation. Their research showed that schools that implemented integrated digital literacy programs, such as teacher training, technology-based learning, and digital branding, successfully increased public trust and the number of new enrollments. *"Digital literacy in educational institutions is not just a technical skill, but a strategic capability to build a school's reputation and competitive advantage."* (Rahmawati & Nugraha, 2024).

Research by Susanti & Prakoso (2022) also confirms that the adaptive capacity of teachers and schools in utilizing technology, responding to educational trends, and changing learning strategies during the pandemic determines a school's sustainability and competitiveness. In the context of educational marketing, organizational adaptability is a key strategy. Schools that are responsive to community needs and able to quickly adjust their service strategies will have a more professional image and greater appeal (Kotler & Keller, 2022).

In an era of increasingly fierce competition, schools are required to not only be learning institutions, but also organizations capable of offering value *and* building public trust through quality educational services (Kotler & Fox, 1995; Hemsley-Brown & Oplatka, 2021). Competitive

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schools, especially in the city of Palembang, there are various schools with superior facilities, such as modern laboratories, air-conditioned classrooms, and diverse extracurricular programs, which tend to be more attractive to parents and students. However , not all school own source Power For provide facility said . RSI Indonesia School , for example , faces challenge in compete with schools equipped complete although own quality competitive education .

RSI Indonesia is one of the school private sector in the middle thrive in the environment urban , with vision become institutions education superior which focuses on the formation character , creativity , and global competencies of participants educate . As organizer education , RSI does not only operate function formal learning , but also responsible answer provide service quality , adaptive and appropriate education with need modern society . This is in harmony with view Irawan (2020) who emphasized that institution education in essence is institutions provider services (service institution), so that the marketing strategy implemented must satisfaction - oriented customers , namely participant students and parents . With thus , school functioning No only as institutions academic , but also as organization strategic management perception and belief public to quality his education .

In recent years, competition among private schools has intensified, especially in major cities like Palembang, where Sekolah RSI Indonesia operates. Schools with comprehensive facilities, international curricula, and prestigious imagery are key competitors for emerging schools like RSI. Therefore, to increase student enrollment, RSI needs to develop an integrated marketing strategy that encompasses digital promotion, school image, and responsive service. This is supported by research by Putri & Wibowo (2021), which found that social media platforms like Instagram, YouTube, and TikTok have become effective tools for schools to build public trust and attract prospective students. With engaging and credible digital communication, schools can reach more prospective students, especially the younger generation and parents who are active online.

RSI Indonesia strives to address these needs through learning programs oriented toward global competency, superior character, and digital literacy skills. The school focuses on personalized service to students and parents, as well as transparent communication of educational values. This aligns with the relationship marketing concept explained by Hemsley-Brown & Oplatka (2021), which states that the success of educational marketing depends on a school's ability to build long-term relationships with the community, not just short-term promotions.

Thus, an effective educational marketing strategy focuses not only on attracting

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prospective students but also on building long-term trust through consistent and measurable educational outcomes. Schools that produce graduates with integrity, creativity, and adaptability to global change will automatically build a positive image in the community. This image is the primary asset for increasing a school's competitiveness, especially in the face of competition from other schools with more comprehensive facilities.

METODELOGI PENELITIAN

This study uses a qualitative method with a descriptive approach, because it aims to describe and analyze in depth how educational marketing strategies are implemented by the Rising Star Indonesia School (RSI) to increase its competitiveness amidst competition with schools with complete facilities.

This research focuses on an in-depth understanding of the processes, strategies, and social context surrounding the phenomenon under study. Meanwhile, Sugiyono (2022) explains that qualitative methods are used to examine natural conditions of objects, where the researcher acts as the key instrument, data collection techniques are triangulated, data analysis is inductive, and research results emphasize meaning rather than generalization.

The research object in the educational marketing strategy implemented by RSI Indonesia in an effort to increase its competitiveness amidst competition with other schools with complete facilities is those who have a strategic role and direct understanding of the implementation of marketing strategies at RSI Indonesia. The results of this study are expected to provide theoretical contributions to the development of educational marketing concepts in private schools as well as practical contributions to school management in increasing competitiveness through innovative and sustainable marketing strategies.

In this study, the researcher used a descriptive qualitative approach, including interviews, observation, and documentation. The data analysis technique in this study focused primarily on *credibility* , *dependability,* and *triangulation* , as these three are most relevant in ensuring the accuracy of the research results regarding educational marketing strategies at RSI Indonesia Schools.

RESULTS AND DISCUSSION

Results

Study directed at implementing marketing strategies education with use framework theory mix 7P marketing (Product, Price, Place, Promotion, People, Process, and Physical

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Evidence).

Table 1. Quantity Data RSI Indonesia students 2024/2025 with 2025/2026

Class Name	Amount Students 2024/2025			Amount Students 2024/2025		
	L	**P**	**Total**	L	P	Total
Kindergarten	13	10	59	13	10	54
Elementary School	9	13	122	9	13	125
JUNIOR HIGH SCHOOL	9	14	26	9	14	30
SENIOR HIGH SCHOOL	14	12	7	14	12	14
Amount			245			249

Source : Data archive Amount participant educated at RSI Indonesia 2025/2026

Marketing strategy in Increasing Competitiveness in Schools Equipped Complete

Marketing strategy in context education own role important in form image , attractive interest participant educate new , and maintain loyalty public to institution education . In context RSI Indonesia School , marketing strategy No only focused on improving amount students , but also on development reputation , values character and quality service satisfaction - oriented education public .

Marketing Strategy Approach through *7P Marketing Mix Model*

RSI Indonesia implements marketing strategies based *The 7P marketing mix* , which includes : *Product, Price, Place, Promotion, People, Process,* and *Physical Evidence* . This model considered most relevant in marketing service education Because integrate aspect service and value emotional influences perception public to quality school .

a. *Product* (Educational Product)

Product The main purpose of RSI Indonesia is service education based mark character , learning creative , and integration technology . School positioning self as an institution that focuses on *building godly character, creative learning,* and *servant leadership.* Approach This differentiate RSI from other schools that highlight facility physical , in service education must capable give benefit appropriate emotional and functional with need participant students and parents .

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b . *Price*

RSI Indonesia price strategy adjusts with segment public class middle class who want education quality However still affordable . System payment flexible , cut cost for student character , as well as scholarship programs become part from *the value-based pricing* strategy .

c. *Place* (Distribution and Location)

RSI Indonesia's strategic location in the area urban become superiority competitive separately . However , schools also utilize *digital channels* For reach candidate participant educate from various area through online promotions , webinars, and virtual visit programs . This strategy demonstrates the digital transformation in educational marketing, facilitating access to information for the wider public.

d. *Promotion* (Promotion and Communication)

Promotion is carried out in an integrated manner through social media, websites, student achievement publications, and open house activities. RSI also develops approach *relationship marketing* with build personal communication with parents and the community local .

e. *People* (Human Resources)

Teachers, staff and team RSI marketing plays a role as *brand ambassador* school . Every individual trained For reflect values service , honesty , and professionalism in interact with student and parents . Human resource competency improvement is carried out periodically through communication training and strengthening institutional values.

f. *Process* (Educational Service Process)

Service process education at RSI is designed with principle efficiency , openness , and responsiveness . Every stage start from registration , learning , up to evaluation done in a way transparent and digital-friendly system service based technology information , such as use of online learning platforms , strengthening experience adaptive and modern learning .

g. *Physical Evidence* (Physical and Environmental Evidence) School)

Although No own facility luxury , RSI stands out cleanliness , comfort , and design An educational space . Visual identities such as logos, uniforms, and classroom layouts symbolize a professional image. Schools also display student testimonials and achievements as *intangible evidence* that strengthens the institution's reputation in the public eye.

Marketing Strategy in Increasing Competitiveness

Implementation of marketing strategies based *marketing mix 7P (Product, Price, Place, Promotion, People, Process, and Physical Evidence)* provides impact significant to improvement

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Power competition RSI Indonesia School in the middle the rise competition with schools equipped complete . In the digital and competitive era moment this , the 7P concept is not Again only understood as tool marketing , but also the framework strategic capable integrate value , service , and experience customer in a way sustainable .

1. Value Differentiation

Superiority compete obtained when organization capable create mark unique and difficult imitated . RSI Indonesia builds differentiation through a focus on character building, spirituality, and creative learning. The values like *Building Godly Character, Servanthood, Community, Love, and Creative Learning* become identity typical a school that sets it apart from other schools that only highlight facility physical . In RSI context , approach This strengthening school positioning as institutions that do not only teach , but also shape personal superior morally and spiritually.

2. Positive *Image*

Institutional image education become factor important in build trust public trust . RSI Indonesia prioritizes honest communication , consistent service , and personal interaction between party school with parents . This effort reflect principle *relationship marketing* , where communication is two- way between institutions and customers strengthen reputation term RSI length utilizes matter This with display transparency information , publications performance students , as well as activity social that reflects concern to community . Positive image This contribute direct to improvement amount applicant new every year .

3. Customer Loyalty (*Customer Retention*)

Loyalty of parents and participants educate No only determined by quality academically , but also by experience emotional and social during interact with RSI consistently maintains relationships with parents through community activities, communication forums, and alumni programs.

4. Adaptation to Digital Transformation

Digital transformation is a key factor in the competitiveness of 21st-century education. RSI Indonesia has successfully adopted various forms of digital marketing, such as social media, interactive websites, and integrated online learning platforms. This demonstrates its ability to adapt to changing behaviors in an increasingly digital society. RSI utilizes technology to create *digital engagement* with prospective parents through informative content, video testimonials, and educational campaigns.

5. The 7P Strategy as a Mechanism for Continuous Quality Improvement

Based on research findings, the implementation of the 7P strategy at RSI Indonesia not

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only resulted in an increase in the number of students but also became part of a continuous quality improvement mechanism . Through the principles of continuous evaluation and innovation, each element of the 7P is periodically evaluated to ensure the strategy's effectiveness in responding to competitive dynamics and changing community preferences.

6. Synthesis and Theoretical Implications

The implementation of the 7P-based marketing strategy at RSI Indonesia shows that:

a) School competitiveness can be built through value innovation, not just facilities.
b) Authentic communication and service based character creating trust and reputation term long .
c) Adapting to digital technology is a strategic necessity for today's educational institutions.

In the context of RSI, the implementation of 7P functions as a comprehensive strategy to build competitiveness based on character, service, and innovation.

The Relevance of the 7P Strategy to Competitiveness School

In context competition between school equipped complete marketing strategy based on proven 7P effective Because put people , values , and service as the core of excellence competitive . This model help RSI Indonesia to survive and thrive without must compete in matter luxury facilities . With Thus , the 7P strategy is capable of creating sustainable competitiveness through combination quality service , innovation , and image positive satisfaction - oriented public .

Kotler & Keller (2022) emphasized that success institution services , including education , is determined by *the value they deliver and the relationships they sustain* , right solely by assets physical . With Thus , the 7P strategy is capable of creating sustainable competitiveness through combination quality service , innovation , and image positive satisfaction - oriented public .

DISCUSSION

Based on results analysis , can concluded that RSI Indonesia's marketing strategy plays a role important in build Power sustainable competitiveness , even though faced with limitations facility physical approach integrated through 7P proven capable optimize values character , creativity , and service become strength main school . Implementation of this strategy show that Power competition institution education No only determined by means infrastructure , but more on how school capable communicate value , building trust , and create experience meaningful learning for participant students and society .

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CONCLUSION

Based on findings research obtained through interviews , observations , and review documents , can concluded that RSI Indonesia has implementing marketing strategies education based mix 7P marketing in general comprehensive as effort For increase Power competition in the middle competition with schools that have facility more complete . In Overall , RSI Indonesia's marketing strategy is through 7P analysis proven capable strengthen position school in the middle competition with school equipped Complete . Despite challenges, particularly in terms of facilities and promotional budgets, RSI Indonesia has successfully overcome them through strengthening human resources, program innovation, optimizing communications, and modern branding strategies . approach holistic this , RSI Indonesia does not only capable survive , but Keep going build Power healthy and sustainable competition .

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