

OPTIMIZING THE MARKETING OF PRIVATE SCHOOL EDUCATIONAL SERVICES THROUGH LOCAL WISDOM APPROACHES

Yudha Suryanjaya Danurwendo¹, Sutama²

^{1,2}Universitas Muhammadiyah Surakarta
¹yudhasuryanjaya@gmail.com

Keyword

educational service marketing, private schools, local wisdom, marketing strategy, educational managemen.

Abstract

This study aims to examine strategies for optimizing the marketing of educational services in private schools through a local wisdom-based approach. Educational service marketing is one of the key factors determining the success of private schools in attracting public interest, increasing student enrollment, and sustaining their existence amid increasingly competitive conditions. However, most marketing strategies implemented thus far tend to rely primarily on modern approaches such as the use of social media, formal branding, and technology-based innovations, without adequately considering the potential of local cultural values within the school's environment. In fact, local wisdom can serve as a unique competitive advantage and as a distinctive identity of the school in the eyes of the community. This study employs a qualitative method with a literature review approach, conducted through the exploration and analysis of scholarly articles, books, and research reports published within the past five years (2020–2025). The findings reveal that integrating local wisdom values into school marketing strategies can strengthen the school's positive image, enhance public trust, and foster stronger emotional connections between schools and their surrounding communities. Local values promoted through school marketing, educational programs, and services are shown to be more easily accepted by the community, as they align with prevailing cultural norms. Therefore, private schools need to formulate marketing strategies that are not only adaptive to contemporary developments but also contextualized with the local wisdom of their surrounding communities. This study is expected to provide theoretical contributions to the development of educational management literature as well as practical references for school administrators in designing relevant and effective marketing strategies.

INTRODUCTION

Competition in Indonesia's education sector, particularly at the level of private schools, has become increasingly intense in the era of globalization. Private schools are not only required to improve the quality of teaching and learning but also to effectively market their educational services to the public. This phenomenon has driven many researchers to explore marketing strategies in private schools. Recent studies indicate that digital marketing strategies, the use of social media for public communication, and school image-based branding strategies remain dominant themes. However, most of these studies focus on modern marketing strategies and have not fully utilized the potential of local wisdom as a unique competitive advantage in each region.

Several recent studies emphasize the importance of marketing innovation in private schools, though the approaches are still predominantly modern in perspective. Examples include research on the marketing mix of educational services, culture-based innovations, and school reputation management. On the other hand, local wisdom is often mentioned only as a

supplementary cultural value rather than as a core marketing strategy. This raises an important question about the extent to which private schools can maximize the use of local wisdom as a central strategy in marketing their educational services.

The literature review reveals a research gap, namely the limited number of studies that explicitly position local wisdom as a core strategy in school marketing. Most previous studies have only framed local wisdom within the context of character education or extracurricular activities. Few studies have examined how local wisdom can be strategically employed as a distinguishing factor in attracting community interest toward private schools amid growing competition.

The novelty of this study lies in its perspective, which views local wisdom not merely as a cultural identity but also as a marketing strength that can enhance the attractiveness of private schools. In this context, schools that successfully integrate local values into their educational services are perceived as more relevant, culturally rooted, and appealing to communities that appreciate traditional values. This presents a strategic opportunity for private schools to differentiate themselves from their competitors.

Therefore, this study seeks to identify the role and strategies for optimizing local wisdom in the marketing of educational services in private schools. It aims to provide a conceptual understanding of how private schools can design marketing strategies that are not only competitive but also aligned with the cultural characteristics of local communities. The findings of this study are expected to serve as both theoretical and practical references for school administrators in formulating marketing strategies based on local strengths.

Theoretically, this study contributes to enriching the body of knowledge in educational management, particularly concerning education marketing strategies rooted in local cultural values. Practically, the findings offer recommendations for private schools to develop marketing strategies that are more adaptive, effective, and contextual. Furthermore, the study's outcomes are expected to serve as a reference for future research on the integration of marketing strategies with community cultural values.

Thus, this study is important as a response to the growing need for private schools to build a unique and positive public image. It offers a new and timely perspective, highlighting the necessity for schools to preserve local cultural values while remaining competitive in the global era. This qualitative literature review is expected to open new insights into the importance of synergy between modern marketing strategies and local wisdom values as a competitive advantage for private schools.

METHOD

This study employs a qualitative approach with a literature review method. This approach was chosen because the study focuses on collecting, reviewing, and analyzing various research findings and scholarly works relevant to the theme of marketing private school educational services based on local wisdom. According to Sugiyono (2022), qualitative research is conducted to understand phenomena in their natural context, with the researcher as the primary instrument, descriptive data, and inductive analysis. A literature review, as described by Sugiyono (2022), is a way of answering research questions by gathering data and information from library sources such as books, journals, research reports, and other relevant documents.

The sources of data in this study were obtained from journal articles, conference proceedings, reference books, and previous research discussing educational marketing strategies, private schools, and the integration of local wisdom in education. The selection of sources was carried out purposively, by deliberately choosing literature that aligns with the study's objectives. The criteria for selecting the literature included works published within the last five years (2020–2025), those directly related to the study's theme, and those originating from credible scholarly sources such as journals indexed in Sinta, Scopus, or university repositories.

Data collection was conducted by searching literature through various online databases, including Google Scholar, Sinta, DOAJ, and digital libraries. The search keywords used included: educational service marketing, private school marketing strategies, local wisdom in education,

and marketing education with local wisdom. All literature identified was then further screened for relevance and feasibility with respect to the study's focus. All collected data were analyzed using content analysis techniques. This technique aims to identify patterns, categories, and key themes emerging from the findings in the reviewed literature. The analysis process was carried out in three main stages: identifying key themes in each work, grouping findings into categories within a predetermined conceptual framework, and synthesizing prior research findings to identify novelty in this study.

Furthermore, to ensure the validity of the analysis results, source triangulation was conducted by comparing data from different works to strengthen the credibility of the findings. Sugiyono (2022) emphasizes that triangulation is one of the most important techniques in qualitative research to enhance the trustworthiness of results.

Through this method, the study is expected to develop a comprehensive conceptual synthesis regarding the optimization of private school educational service marketing strategies based on local wisdom, and to provide a significant contribution to the advancement of educational marketing strategies in Indonesia.

RESULTS & DISCUSSION

The marketing of educational services in private schools is a crucial strategy for increasing student enrollment and maintaining community trust. Faizah, Salsabila, and Asyifa (2024) highlight that effective school branding through appropriate marketing management strategies can create a positive image that differentiates private schools from their competitors. Such branding may take the form of unique identities embedded in flagship programs based on local culture and values relevant to the surrounding community.

One effort that private schools can adopt is the integration of local wisdom as an integral part of their marketing strategies. Harditia and Sudadi (2025) demonstrate that public relations practices incorporating local cultural elements in publications and promotional activities can enhance the reputation of schools in the eyes of the public. Local wisdom fosters a sense of closeness to the community, which serves as the target market.

Innovation in educational service marketing strategies is also vital to attract parents' interest. Haryanti and Qomariah (2024) reveal that schools integrating local wisdom into teaching and educational services were able to retain parental loyalty, even during crises such as the pandemic.

Local wisdom-based marketing management has also proven effective in facing the intense competition at the higher education level. Rusdiana and Hidayat (2022) find that universities adopting cultural values in their programs are better positioned to attract students and sustain global competitiveness.

In addition, strengthening local wisdom can also improve the quality of human resources in rural areas. Nugroho, Putra, and Achmad (2023) emphasize that Islamic education based on local wisdom not only supports school promotion but also empowers the community as a whole, ultimately enhancing the school's image.

A strong school image is proven to significantly influence public interest. Isa and Siregar (2019) note that the perception of high-achieving students toward a school's positive reputation is a decisive factor in their school choice, particularly in private institutions.

While the marketing mix strategy remains fundamental in planning school marketing, integrating local cultural values provides additional differentiation. Fi'liyah (2025) asserts that the application of the marketing mix, complemented by culture-based programs, significantly enhances the school's appeal.

Beyond formal strategies, the integration of local culture in school promotion also plays a role in building a stronger image. Suciati and Maulidiyanti (2019) argue that the 7P marketing mix, when enriched with local wisdom, strengthens the bond between schools and prospective students.

A school's brand image infused with local cultural nuances becomes a determining factor in parents' decision-making. Dhevi (2018) confirms that the public perceives Islamic private

schools that consistently highlight local cultural values more positively than those emphasizing solely academic excellence.

Marketing strategies for Islamic schools that foreground local cultural values have been shown to increase community interest. Sa'adah (2018) reports that community involvement through local wisdom-based programs was the key to successful school marketing in Sleman. Similarly, Fauziah (2023) highlights the importance of local wisdom in increasing student enrollment in integrated Islamic schools in South Konawe, where communities prefer schools that respect their cultural traditions.

Beyond formal education, local wisdom is also vital in the development of education-based tourism destinations. Kurniawan (2024) notes that local wisdom-based marketing strategies in educational tourism can also be applied to educational services as an added attraction.

The development of education products rooted in local handicrafts and cultural values has also proven effective in building community loyalty. Worokinasih, Asmoro, and Aini (2022) conclude that such strategies increase the added value of private schools that implement them.

Rahman and Islam (2020) emphasize that Islamic schools successfully marketing educational services based on local cultural strengths also demonstrate higher graduate quality. Patta Rapanna (2016) further asserts that Islamic education rooted in local wisdom strengthens schools' positions as socially relevant institutions, preserving culture while supporting community economic independence.

Elementary education also plays an essential role in instilling local wisdom values from an early age. Sopianah and Suryadi (2021) note that integrating local cultural values into primary education fosters higher community trust toward schools.

The application of local values in education also drives more contextual digital marketing innovation. Farida (2022) demonstrates that digital marketing strategies that incorporate local culture are more effective in reaching communities. Similarly, Prasetyo (2023) finds that schools utilizing social media with local wisdom-based content are more successful in attracting prospective students.

School branding rooted in local culture creates a deep positive impression within the community. Putri (2023) explains that integrated Islamic schools consistently promoting local cultural values are more favored by the public.

Relationship-building strategies between schools and communities based on local culture also prove effective in marketing. Ahmad (2025) states that this relational approach strengthens the emotional bond between schools and parents of prospective students.

School image management grounded in local culture has a positive impact on reputation. Salsabila (2023) demonstrates that local wisdom-based image management increases public trust in private schools.

Local wisdom in educational strategies also supports more equitable inclusive education. Maulana (2024) finds that private schools in rural areas emphasizing local values are more readily accepted by local communities.

Local values also play a crucial role in differentiating private school marketing strategies. Nurhalimah (2022) argues that schools prioritizing local cultural values receive more positive perceptions from the public.

Integrating local culture into school curricula further strengthens school attractiveness. Fadilah (2022) finds that elite schools incorporating local culture into teaching and learning activities are more appealing to the community.

Exploring marketing mix strategies enriched with local culture is vital for creating school differentiation. Fitria (2023) states that this approach effectively increases schools' competitiveness amid growing competition.

Teachers also play an important role as agents of school marketing. Hamzah (2022) emphasizes that teachers who understand local cultural values can help schools promote their strengths to the community.

Innovative marketing strategies based on local wisdom also contribute to strengthening character education. Hidayatullah (2024) concludes that schools integrating local wisdom into their marketing strategies are more successful in shaping culturally grounded student character.

In higher education, local wisdom-based educational marketing management also demonstrates a competitive advantage in the global context. Rusdiana and Hidayat (2022) affirm that local wisdom serves as a unique competitive strength in the eyes of prospective students.

CONCLUSION

Based on the findings of the literature review, it can be concluded that the marketing of educational services in private schools is a critical factor in sustaining their existence and enhancing competitiveness in the era of increasingly intense competition. Various conventional marketing strategies, such as the marketing mix, school branding, and the use of social media, have been widely implemented to attract community interest. However, these strategies often emphasize modern and technological aspects while overlooking the potential of local cultural values, which in fact constitute the distinctive characteristics and unique advantages of each school. This study demonstrates that local wisdom functions not only as cultural identity but also as a strong differentiating strategy in the marketing of educational services, as communities generally value schools that are relevant to their cultural norms and traditions.

Furthermore, the integration of local wisdom into private school marketing strategies has been shown to strengthen the school's positive image in the eyes of the community. Schools that incorporate local values into their programs, services, and marketing communications are better able to build strong emotional connections with surrounding communities. A local wisdom-based approach also provides schools with opportunities to be more grounded and easily accepted by society, thereby increasing the loyalty of students and parents. These findings reinforce the view that the optimization of private school marketing strategies should not rely solely on modern approaches but must also be aligned with the social and cultural context of local communities. Thus, local wisdom is not merely a complement but a core component capable of offering a unique appeal for private schools in marketing their services.

Through this study, private schools are expected to formulate marketing strategies that are more adaptive, integrative, and contextual by incorporating local wisdom as a key element in their planning. Such efforts not only enhance school competitiveness but also contribute to the preservation of local cultures that are increasingly eroded by modernization. Beyond providing practical benefits for school administrators, this study also makes a theoretical contribution to the body of literature in educational management, particularly regarding education service marketing based on local culture. In the future, further research is expected to explore the empirical implementation of local wisdom-based marketing strategies in diverse regional contexts, thereby enriching the understanding of best practices in educational marketing that are both relevant and effective in Indonesia.

REFERENCES

- Ahmad, S. (2025). Pendekatan relasional dalam pemasaran jasa pendidikan berbasis lokal. *Jurnal Pendidikan Islam dan Masyarakat*, 3(1), 23–39.
- Bahri, S., & Ghozali, M. (2020). *Ekonomi kreatif berbasis kearifan lokal*. Jakarta: Kencana.
- Dhevi, L. (2018). Pengaruh bauran pemasaran dan brand image terhadap keputusan siswa memilih sekolah Islam swasta: Studi kasus MA 1 Annuqayah. UIN Malang Repository. <http://etheses.uin-malang.ac.id/13608/1/14170031.pdf>
- Faizah, N. A., Salsabila, A. D., & Asyifa, N. (2024). Branding sekolah: Pendekatan manajemen pemasaran di era kompetitif. *Jurnal Pendidikan dan Kearifan Lokal*, 4(1), 65–78. <https://jipkl.com/index.php/JIPKL/article/download/189/178>
- Fadilah, N. (2022). Integrasi budaya lokal dalam strategi pemasaran sekolah swasta unggulan. *Jurnal Kajian Pendidikan Islam*, 7(1), 56–71.
- Farida, R. (2022). Inovasi pemasaran digital untuk sekolah berbasis budaya lokal. *Jurnal Administrasi Pendidikan Indonesia*, 9(2), 45–60.
- Fi'liyah, M. (2025). Implementasi strategi bauran pemasaran jasa pendidikan: Studi kasus di SMK Mandiri Pagelaran Kabupaten Malang. UIN Malang Repository. <http://etheses.uin-malang.ac.id/74769/1/200106110071.pdf>
- Fitria, N. (2023). Eksplorasi strategi bauran pemasaran sekolah berbasis budaya lokal. *Jurnal Pendidikan Islam Nusantara*, 5(2), 42–58.

- Hamzah, M. (2022). Peran guru sebagai agen pemasaran sekolah berbasis kearifan lokal. *Jurnal Administrasi Pendidikan Nusantara*, 10(1), 87–100.
- Harditia, H., & Sudadi, S. (2025). Strategi manajemen humas dalam membangun reputasi sekolah di mata publik. *Al-Marsus: Jurnal Manajemen Pendidikan Islam*, 3(1), 1–18. <https://ejournal.uinbukittinggi.ac.id/index.php/almarsus/article/download/9560/2428>
- Haryanti, D., & Qomariah, N. (2024). Inovasi pendidikan dalam mempertahankan keputusan orang tua memilih jasa pendidikan. *Kiddo: Jurnal Pendidikan Islam Anak Usia Dini*, 6(1), 12–27. <https://ejournal.iainmadura.ac.id/index.php/kiddo/article/download/12482/3996>
- Hidayatullah, R. (2024). Konsep kearifan lokal dalam penguatan daya saing sekolah swasta. *Jurnal Kependidikan Indonesia*, 15(1), 75–89.
- Isa, M., & Siregar, B. G. (2019). Citra IAIN Padangsidimpuan di kalangan siswa berprestasi: Perspektif manajemen pemasaran jasa pendidikan. *UIN Syahada Repository*. <http://repo.uinsyahada.ac.id/570/1/21.-Muhammad-Isa.pdf>
- Kurniawan, R. (2024). Strategi pemasaran pariwisata untuk meningkatkan pariwisata lokal. *Jurnal Review Pendidikan dan Pengajaran*, 5(1), 55–68.
- Maulana, I. (2024). Pemasaran pendidikan pada sekolah swasta di daerah rural. *Jurnal Pendidikan dan Kebudayaan*, 12(1), 112–126.
- Nubrawani, A. (2024). Strategi pemasaran jasa pendidikan untuk lembaga pendidikan baru. Bandung: Alfabeta.
- Nugroho, A. T., Putra, M., & Achmad, Y. (2023). Peningkatan kualitas SDM masyarakat desa berbasis pendidikan Islami dan potensi kearifan lokal di desa Muktiwari. *Bisma: Jurnal Pengabdian Masyarakat*, 4(1), 21–36. <http://ejournal.darunnajah.ac.id/index.php/bisma/article/download/181/131>
- Nurhalimah, E. (2022). Pengaruh nilai lokal terhadap strategi pemasaran lembaga pendidikan swasta. *Jurnal Pendidikan Multikultural*, 6(2), 51–64.
- Patta Rapanna, S. E. (2016). *Membumikan kearifan lokal menuju kemandirian ekonomi*. Jakarta: Prenadamedia Group.
- Prasetyo, Y. A. (2023). Optimalisasi promosi sekolah melalui media sosial berbasis budaya lokal. *Jurnal Manajemen Pendidikan Dasar*, 5(1), 33–47.
- Putri, D. F. (2023). Branding sekolah Islam terpadu dengan pendekatan kearifan lokal. *Jurnal Pendidikan Islam Indonesia*, 4(1), 88–102.
- Rahman, S., & Islam, G. M. P. (2020). Strategi pemasaran jasa pendidikan madrasah dalam meningkatkan kompetensi lulusan. *UIN Sunan Kalijaga Repository*. <https://digilib.uin-suka.ac.id/id/file/339207>
- Rusdiana, A., & Hidayat, A. (2022). Manajemen pemasaran pendidikan tinggi menuju keunggulan kompetitif globalisasi pendidikan. *UIN Sunan Gunung Djati Repository*. <https://digilib.uinsgd.ac.id/60818/7/001-B5%20Laporan%20Panal%20Pemasaran%20PT%20BAB%20I-V-Copy%20%281%29.pdf>
- Sa'adah, A. (2018). Strategi pemasaran madrasah dalam meningkatkan minat masyarakat untuk menyekolahkan anak di MI Sultan Agung Depok Sleman. *UIN Sunan Kalijaga Repository*. <https://digilib.uin-suka.ac.id/id/document/669860>
- Salsabila, A. D. (2023). Manajemen citra sekolah berbasis budaya lokal. *Jurnal Ilmu Manajemen Pendidikan Islam*, 8(2), 103–118.
- Sopannah, S., & Suryadi, R. (2021). Penerapan nilai kearifan lokal dalam strategi pendidikan dasar. *Jurnal Pendidikan Dasar Nusantara*, 7(1), 14–29.
- Sugiyono. (2022). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Suciati, P., & Maulidiyanti, M. (2019). Kekuatan 7P bauran pemasaran terhadap pilihan mahasiswa berkuliah di program pendidikan vokasi Universitas Indonesia. *Jurnal Sosial Humaniora Terapan*, 1(2), 34–49. <https://scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1033&context=jsht>
- Worokinasih, S., Asmoro, P. S., & Aini, E. K. (2022). Pengembangan strategi pemasaran produk sulam sebagai objek wisata edukasi berbasis kearifan lokal. *E-Dimas: Jurnal Pengabdian kepada Masyarakat*, 13(2), 91–106. <https://journal.upgris.ac.id/index.php/e-dimas/article/download/11421/6237>