

Conceptualizing Learning Experience of Students in Indonesian Vocational Education and Training (VET)

Mardatillah Mardatillah^{*1}, Saepudin Saepudin² & Dzakiah Dzakiah³

¹Universitas Islam Negeri Datokarama Palu, Indonesia

²Universitas Islam Negeri Datokarama Palu, Indonesia

³Universitas Islam Negeri Datokarama Palu, Indonesia

*Corresponding Author: Mardatillah Mardatillah E-mail: mardatillah154@gmail.com

ARTICLE INFO

ABSTRAK

Volume: 1
ISSN:

KEYWORDS

*Financing, Management,
Marketing, Islamic Education*

The problem examined in this study is how to manage the financing and marketing of Islamic education services in the era of digital/5.0 society.

This study aims to find out how the management of financing and marketing of Islamic education services in the era of digital/5.0 society. This study uses the literature review method by tracing the literature relevant to the topic of discussion. The purpose of this article is to provide an in-depth explanation of the management of financing and marketing of Islamic education services in general, and particularly in the era of digital/5.0 society based on previous and current references. In order to obtain a comprehensive understanding of the management of financing and marketing of Islamic education services in the digital era.

The results of this study indicate that the progress of the times to the era of the industrial revolution 5.0 allows for rapid changes in civilization, considering that the main goal of this era is to open barriers to access technology to all people of the world regardless of social status. This can be seen from the shift in the learning process in the last two years, precisely in 2020, where the implementation of learning has moved from manual classrooms to fully automated digital rooms. So that education marketing in facing the era of society, there are at least four criteria that have always been considered, namely product, price, promotion and distribution which are certainly full of innovation.

1. Introduction

Educational institutions basically have goals to be achieved and have a strategy to achieve these goals. Where the strategy is to determine and achieve the goals of educational institutions and implement its mission. Therefore we as humans need to prepare the next generation of the nation and religion through education is an effort to play a role in calling for the path of truth. As the word of Allah SWT in the Qur'an Surah Ali Imran verse 104:

لَتَكُنْ أُمَّةٌ لِي لَئِي لَمْعُرُوفِ الْمُنْكَرِ لَبَّيْكَ لِمَقْلُحُونَ

“And let there be one person among you who calls (preaching) to righteousness, enjoins (does) what is right, and forbids what is evil, and they are the lucky ones.” (Ministry of Religion, 2010: 104).

¹Mardatillah Mardatillah is a Student of Islamic Regilius Study Program at Postgraduate School, Universitas Islam Negeri Datokarama Palu, Indonesia. This paper was presented at The 1st International Conference on Islamic and Interdisciplinary Studies (ICIIS) 2022, as a presenter, held by the Postgraduate School Universitas Islam Negeri Datokarama Palu, Indonesia.

Financing management is important and the substance is carried out through planning, organizing, directing, coordinating, monitoring and controlling. This management is needed because it is impossible for an institution or organization to exist without strong financing. Thus the financial problem is a fairly basic problem because all activities are closely related to financial management. A good way of management is to prepare budget preparation/planning (budgeting), bookkeeping, (accounting), auditing and accountability (Komariyah Nur: 2018).

Marketing management for educational institutions is very necessary, especially in educational institutions. Along with the increasingly fierce competition between schools. Marketing management is needed for educational institutions in building a positive institutional image. If the educational institution has a good and quality image in the eyes of the community, it will be bigger and easier to overcome the competition between educational institutions. Likewise in the current era of digital/5.0 society where there is more and more competition in the field of education. One of the quality schools can be seen from good marketing. In this way, the community will evaluate the school favorably. Schools that have good values from the community will have a lot of interest and trust from the community, both the community around the school and the general public.

2. Literature Review

Financing management is a process in optimizing existing sources of funds, allocating available funds and distributing them as facilities or means of supporting the learning process so as to create an effective and efficient learning process. Therefore, the focus of education financing management is on how the existing sources of funds can be managed professionally so as to meet the needs of education. In this definition there are three key words in education financing management, namely optimizing funding sources, allocation and distribution. These three keywords ultimately become the function of the education financing itself.

Optimization of funding sources The function of financing management is how educational institutions are able to optimize the sources of education financing obtained. Allocation in education financing management is a financial decision. This is where the policy for the allocation of education funding is determined. Policies in determining this allocation must prioritize priority programs in an education process. Distribution is the process of distributing funds according to a predetermined allocation. (Sholehan:2022)

Based on the Ministry of National Education (2000) confirms that financial management is an act in carrying out financial management which includes the planning, implementation, accountability and reporting processes. Thus, financial management in schools can be interpreted as an activity in managing school finances starting from planning, bookkeeping, spending, supervision and accountability of school finances for which there will be evidence of reporting.

At each stage of the financing management process, the main concern is to achieve the school's vision and mission. The stages of education financing management are through the stages of planning for education financing, stages of financing implementation, and supervision of education financing.

There are several things that need to be the main concern in building and developing education according to Johns and Morphet in (Hasbi, 2021) that the things that need to be considered are the educational goals to be achieved, the priority of education development programs that emphasize quality and quantity aspects, efforts to increase equity. educational opportunities, the costs required and the allocation of resources and funds to be used for the provision of education (Hasbi:2021). Within the scope of education financing, budgeting is an activity or process of budgeting. The budget is an operational plan that is expressed quantitatively in the form of units of money that is used as a guide in the implementation of institutional activities within a certain period of time. In determining the unit costs of education, there are two approaches, namely the macro approach and the micro approach (Darmawan:2021).

The macro approach is based on the calculation of the total amount of education expenditure received from various sources of funds then divided by the number of students. The micro approach is based on cost calculations based on the allocation of expenditure per education component used by students. In the era of society 5.0, financing management should adapt to the

Conceptualizing Learning Experience of Students in Indonesian Vocational Education and Training (VET)

development of the digital era, namely everything related to financing is digitized, updated to facilitate the management of Islamic educational institutions. To carry out the financing management function effectively, we must pay attention to the principles that form the basis for its management. Among the principles of education financing management are accountability, transparency, integrity, consistency, effectiveness and efficiency (Bairizki:2021).

Marketing management in the context of Islamic education services is a social and managerial process to get what is needed and wanted through creating offers, exchanging products of value with other parties in the field of education. Basically, marketing in the world of education is to offer the quality and quality of school institutions and offer a comprehensive character formation. The function of marketing in Islamic educational institutions is to form a good image of the institution and attract the interest of a number of prospective new students. Therefore, marketing must also be oriented to consumers who in the context of education are called students. This is where the school needs to know how prospective students see the school they will choose (Abrori:2015).

In marketing educational services, it will run according to the wishes and expectations, there needs to be a careful preparation and pay attention to several things: First, planning as a first step that must be done before marketing is carried out. Planning what will be done in marketing in order to achieve the expected goals. Basically, the purpose of planning in education marketing is to cope with future changes, focus on goals, and achieve goals effectively and efficiently, and make it easier to control the marketing process for educational services. Second, Organizing is formed to create an organizational structure and regulate the division of work. This includes considering what tasks are to be done, who will do them, and to whom will report the results. So, here a clear structure is needed, so that if there is a deviation in the marketing process of educational services, there will be no throwing of responsibilities. In this organization, it is also a division of labor into smaller tasks and at the same time assigning these tasks according to the abilities of members. All of this is done in order to effectively achieve the goals of the school institution. Third, mobilization is the implementation of what was previously planned, and has a function by utilizing the preparations that have been made in school institutions. Regarding marketing implementation, planning a good strategy is only the first step towards successful marketing. Even though the institution has a good marketing strategy, it will be less meaningful if the school institution fails to implement it properly. Fourth, Control and Control. Control is an activity to ensure that all things are running as they should and monitor organizational performance. Controls must be carried out as early as possible to avoid protracted errors. Supervision in Islamic teachings is at least divided into two things. First, self-control that comes from monotheism and faith in Allah. A person who believes that Allah is definitely watching over His servants, then he will act with caution. Second, a supervision will be more effective if the monitoring system is also carried out from outside. The supervisory system may consist of a supervisory mechanism from the leader related to the completion of delegated tasks. Conformity between task completion and task planning (Munadhomah: 2022).

There are several things that need to be the main concern in building and developing education according to Johns and Morphet in (Hasbi, 2021) that the things that need to be considered are the educational goals to be achieved, the priority of education development programs that emphasize quality and quantity aspects, efforts to increase equity. educational opportunities, the costs required and the allocation of resources and funds to be used for the provision of education.

a. Intangible Educational Services Educational

services have a visible nature, causing customers of educational services to be unable to see, smell, touch, and feel the output of education before they consume it as a school subsystem. However, if service customers, if education service customers consume educational services or become school graduates, they can feel and see the educational outputs they have received.

b. Education services cannot be separated

Education services cannot be separated from the source, namely schools. This means that educational services are produced and consumed simultaneously at the same time. If students consume educational services, they can deal directly with education service providers. Educational services prioritize direct sales with a limited scale of operation. Educational service marketers can use strategies to work in larger groups, work faster, and train education service providers to build customer trust in education services.

c. Variability of educational services

Educational services have a variable nature because they are non-standard outputs, which have many variations in form, quality, and type depending on who, when and where educational services are produced

d. Educational services ownership (*ownership*)

This characteristic is the most challenging characteristic. Students pay tuition fees in advance, for which they initially do not get ownership of any educational investment.

e. Educational services are not durable (*perishability*)

Educational services are commodities that are not durable and cannot be stored. The non-durable nature means that educational services cannot be stored in warehouses or cannot be used as supplies (Wijaya, 2020).

The progress of the times to the era of the industrial revolution 5.0 allows for rapid changes in civilization, considering that the main goal of that era is to open barriers to access technology to all people of the world regardless of social status. Access to the economy, health and education will be easier in this era. Not only the industrial world is growing rapidly, but rapid developments also occur in the world of education. The development of technology has also colored a very big change in the world of education. The teaching and learning process that used to take place in classrooms has shifted to virtual spaces. There are various kinds of learning applications that can be accessed anywhere. The teaching and learning process can be carried out remotely.

The facts show that there is so high competition between educational institutions in Indonesia that educational institutions need good marketing management. A Efferi's 2014 research results reveal that the emergence of new educational institutions fosters the dynamics of competition between schools. Such intense competition can be addressed by the managers of educational institutions by improving or improving the ways of marketing education. (Efferi, 2014)

The results of ME Ariwibowo's 2017 research revealed that a good marketing strategy affects the acquisition of good market share, the use of technology in supporting marketing is a must. (Ariwibowo, 2019).

3. Methodology

This presentation uses a library research approach by tracing the literature relevant to the topic of discussion. The purpose of this article is to provide an in-depth explanation of financing management and marketing of Islamic education services in general, and especially in the era of digital/5.0 society based on the previous and the most recent references. So that a comprehensive and comprehensive understanding of financing management and marketing of Islamic education services is obtained in the digital era.

4. Results and Discussions

The Industrial Revolution 5.0 is known as the era of *society*. *Society* 5.0 is a society that can solve various challenges and social problems by utilizing various innovations that were born in the era of the industrial revolution 4.0 such as the Internet on Things (internet for everything), Artificial Intelligence, Big Data (large amounts of data), and robots to improve the quality of human life. Society 5.0 can also be interpreted as a concept of a human-centered and technology-based society.

The changing times from era 4.0 to 5.0 which also mainly affects the world of education, of course we cannot refuse. Like it or not, educational institutions must be ready to face new competition due to the changing times. Whether we realize it or not, there has been a shift in the learning process in the past year, precisely in 2020, where the implementation of learning has moved from manual classrooms to fully automated digital rooms.

Conceptualizing Learning Experience of Students in Indonesian Vocational Education and Training (VET)

Various online learning applications or platforms have emerged, such as Zoom Meeting, Google Meet, Learning House, Google Suite for Education, Smart Class, Office 365 for Education, Quipper School, Ruang Guru, Sekolahmu, and Zanius have emerged and become a trend in the management of education implemented. by online. The presence of various educational platforms is a sign that the era of society is in sight.

In terms of marketing education in the face of the era of society, there are four criteria that must be considered from the past until now. These four things in the world of marketing are known as the marketing mix. The four things are as follows:

a. Product

Product is something that is created or traded by educational institutions, in this case is educational services. Products owned by educational institutions must have certain advantages that distinguish them from other service products. The products offered are considered successful when they are in demand by consumers. In facing the era of society, educational institutions must think about educational products that can be accessed online via the internet, products can be in the form of artificial intelligence that can provide learning experiences through digital media.

b. Price

Grewal and Levy formulate the definition of price as the overall sacrifice that consumers are willing to make in order to get a product or service. Prices can be expressed in various terms such as contributions, tuition fees, wages, salaries, honoraria, and so on. Pricing is one of the most important decisions in marketing. Price is the only element of the marketing mix that generates income or income for educational institutions, while other elements only cause expenses. In addition, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly (Dwiyama, 2021). Price is a component that has a direct effect on profits earned by educational institutions. The set price level affects the quantity sold. In addition, the price also indirectly affects costs, because the quantity sold affects the costs incurred in relation to production efficiency.

c. Promotion

Things that need to be considered in promotion is the selection of the promotion mix, which consists of advertising, personal selling, sales promotion, public relations, word of mouth information, direct mail.

Marketers (managers of educational institutions) can choose suggestions that are deemed appropriate to promote their services. There are several factors that must be considered in promotion, among others: First indicate the target audience, Determine the purpose of the promotion, whether to inform, influence, or remind, The development of the conveyed message. This relates to message content, message structure, message style, and message source (Lupiyadi, 2001).

d. Distribution

In addition to the quality factor owned by educational institutions, in the future the distribution factor will also be the main choice in determining purchases. Distribution is the most important part in marketing education, especially in the era of society. Good distribution allows users of education services to access education more easily and more efficiently. For example, an educational institution that already has a website, then information about educational institutions can be accessed anywhere.

4. Conclusion

Financing management is a process in optimizing existing sources of funds, allocating available funds and distributing them as facilities or means of supporting the learning process so as to create an effective and efficient learning process. Therefore, the focus of education financing management is on how the existing sources of funds can be managed professionally so as to meet the needs of education. The progress of the times to the era of the industrial revolution 5.0 allows for rapid changes in civilization, considering that the main goal of that era is to open barriers to access technology to all people of the world regardless of social status. Access to the economy, health and education will be easier in this era. In terms of educational marketing in facing the era of society, there are four criteria, namely product, price, promotion, and distribution.

References

- A. Bairizki, *Manajemen Perubahan*, Bandung : Widina Bhakti Persada, 2021.
- Abrori, M. *Strategi pemasaran lembaga pendidikan untuk meningkatkan jumlah peserta didik di PG/TK Samarinda*. SYAMIL: Jurnal Pendidikan Agama Islam (Journal of Islamic Education), 2015.
- A, Efferi- Quality and Undefined 2014, "*Dinamika Persaingan Antar Lembaga Pendidikan*," journal.iainkudus.ac.id (n.d.),
- Ari Wibowo, ME - Scientific Journal Of Reflection: Economic and Undefined 2019, "*Strategi Pemasaran Lembaga Pendidikan Tinggi Swasta*," ojspustek.org 2, no. 2. 2019.
- Darmawan, I. P. A. (2021). *Total Quality Management Dalam Dunia Pendidikan" Model, Teknik Dan Impementasi"*. Bandung: Widina Bhakti Persada Bandung.
- Fajri DwiYama, *Pemasaran Pendidikan Menuju Era Revolusi Industri 5.0*, ADAARA : Jurnal Manajemen Pendidikan Islam Volume 11, No.1 Februari 2021.
- I, Hasbi. *Administrasi Pendidikan (Tinjauan Teori Dan Praktik)*, Bandung : Widina Bhakti Persada. 2021.
- Lupiyoadi, Rambat. *Manajemen Pemasaran Jasa Berbasis Kompetensi*, (Jakarta: Salemba Empat). 2001.
- Munaddhomah: *Jurnal Manajemen Pendidikan Islam* e-ISSN: 2775-2933 Volume 3, Issue. 1, 2022.
- Nur, Komariyah. *Konsep Manajemen Keuangan Pendidikan*. Jurnal Al-Afkar 4, no. 1 2018.
- Solehan, *Manajemen Pembiayaan Pendidikan dalam Meningkatkan Mutu Lembaga Pendidikan Islam*, Edumaspul - Jurnal Pendidikan (ISSN 2548-8201 (cetak); (ISSN 2580-0469 (online), 2022.