

PROCEEDING

International Seminar



Postgraduate programs, Lampung University



45th Anniversary of Lampung University

Bandar Lampung, Monday, 21 June 2010

PREFACE

Thank to the Almighty God who has blessed us so that we, the committee, can successfully organize an international seminar and completing this proceeding. Such international seminar is one of annual agendas of Lampung University which is organized Postgraduate Programs, Faculty of Education, University of Lampung. This seminar is attended by teachers, lecturers, practitioners, academicians researchers etc., from some countries, The United States of America, Cambodia, Malaysia, as well as participants from various provinces in Indonesia.

The theme for this International Seminar was *Globalization of Education: Professionalism of Teachers and Lecturers on Challenges and Opportunities*. June, 21, 2010. The objectives of this seminar are: (1) to contribute to develop Indonesian human resources in facing the global era. (2) to increase teachers and lecturers awareness in education, (3) to discuss some problems and strategies of education in the global era.

Thanks to the Keynote Speakers, John Wilhoit, Ph.D (University of Kentucky), Dr. Sue Churchill Ph.D (Auburn University), Dr. Ith Vuthyaina (National Polytechnic Institute of Cambodia /NPIC), Prof. AG Bambang Stiyadi, Ph.D, University of Lampung, to the speakers in the parallel session as well as to any whom without their contribution this proceeding would otherwise be realized.

Bandar Lampung, 21 Junei 2010

Committee

PROCEEDING INTERNATIONAL SEMINAR OF EDUCATION 2010

“GLOBALIZATION OF EDUCATION: PROFFESIONALISM OF LECTURERS AND TEACHERS ON CHALLENGES AND OPPORTUNITIES”

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**RESEARCH CENTER UNIVERSITY OF LAMPUNG
MONDAY; JUNE 21, 2010**

**PRESENTERS AT THE INTERNATIONAL SEMINAR
Bandarlampung, 21 June 2010**

No	Name	Topics
1.	John Wilhoit	Globalization of Education and Secondary Education: The Power of Perspective
2.	Sue Churchill	
3.	Ith Vuthy	Globalization of Education: Learning to Compete in a New World
4.	Bambang Setiyadi	Promoting Lampung University to be Top Ten University in the Globalization Era.
5.	Adelina Hashim	The Implementation of the Inhibiting Factors: Student Learning Activities Summary of Sources Based on Eye Social Science Lessons in the First High School in Bandar Lampung
6.	Agus Suyatna, I Dewa Putu Nyeneng, Joko Nugroho	The Comparison of Physics Learning Result of Senior High School Students Experimented by Using Computer Simulation and Hand on.
7.	Alben Ambarita	A Correlation Study Between Task Commitment, Interpersonal Communication and Self-Efficacy with Students' Independence in LPTK Lampung
8.	Andi Suhandi and Hikmat	The Effects of Cooperative Group Learning on the Physics Problem Solving Performance of Senior High Schools Students
9.	Anny Nurbasari	1 Strategy Reach For Excellence Compete in Industry Marketing Of Education Service.
10.	Ari Widodo, Riandi and Muhammad Nurul Hana'	Dual Mode In service Training: An Alternative Model For Teachers Professional Development (Pd) In Indonesia
11.	Basturi Hasan	Interlanguage in Error Analysis Study
12.	Budi Kadaryanto	The Role of Motivation in Bilingual Education
13.	Cucu Sutarsyah	Knowing Paradigm in Communicative Language Teaching
14.	Darsono Syamsiah Sri Anita	Increasing Students' Learning Activity and Outcome through Contextual Teaching and Learning Approach in Social Science Learning at the Fifth Grade (Va) Students Of SMP 5 West Metro
15.	Dwi Yulianti	Influence of Teaching Strategy (Guided Discovery and Conventional) with Design of Teaching Cooperative to Result Learn Chemistry
16.	Gunawan Sudarmanto	Cost of Education and School Autonomy in the Globalization Era
17.	Herpratiwi	Use of Different Sources of Learning by Teachers of

		Elementary Schools In Bandarlampung In 2010
18.	Herry Mulyono	Designing Computer Mediated Communication (CMC) to Teach Reading for Secondary High School
19.	Herry Yufrizal	The Role of Interaction in Second and Foreign Language Acquisition/Learning
20.	Indra Caniago, Keumala Hayati	The Acceptance of Using Video Teleconference Based Internet Protocol (IP) as Distance Learning
21.	Irawan Suntoro	Analysis of Perception of Principal Supervisory Competency Doing in School Supervision Education in SMA in Bandar Lampung
22.	Lilik Sabdaningtyas	Factors Supporting Decentralization Policy Implementation Performance in Schools
23.	Mariana, Liliarsari	Comparison of Three Variations of Multimedia: An Effort to Enhancing Critical Thinking Skills Pre-Service Teachers
24.	Muhammad Sukirlan	The Effect of Oral Communication Strategies Training in An English Foreign Language Class
25.	Mulyanto Widodo	The Role of Language in Developing Students' Characters in the Globalization Era
26.	Nina Kadaritna	The Implementation of Science Process Skill Approach For Improving Reaction Rate Concepts Mastery in Science Class Xi.2 Man 1 Bandarlampung Academic Year 2009-2010
27.	Pargito	Social Studies in Indonesia: Problems in Schools (A Case Study in Gedong Tataan Lampung)
28.	Riswanti Rini	Active Roles in the Implementation of the School Committee School-Based Management (MBS) in the Education Side of Elementary School, Junior High School, Senior High School, and State In Bandar Lampung
29.	Sardianto Markos Siahhaan	The Development Training Model Using Interactive Multimedia for Science Teachers of Junior High School
30.	Satria Prayoga & Ria Wierma Putri	The Implementation of National Examination Based on Decentralization of Education In Bandarlampung
31.	Siti Samhati	Speed Effective Reading Program: A Study in The Language and Literature Program, University of Lampung
32.	Sowiyah	Building Quality Education to Meet International Standard
33.	Susilawati, Johar Maknun, Dadi Rusdiana	Correlation of Assessment Performance On Learning Cycle 7E with Student Achievement of Light Refraction
34.	Suwarjo	Appreciation of Fiction Prose Learning (AFPL) Model Based on The Contextual Approach to Morality Educational for Fifth Grade Elementary School Students

		in Metro
35.	Ujang Suparman	RSNBI-Junior High School Students' Reading Comprehension Competence
36.	Undang Rosidin	The Analysis of Science Teacher of Junior High International Standard Pioneering School (RSBI) in Using ICT-Based Learning Media

STRATEGY REACH FOR EXCELLENCE COMPETE IN INDUSTRY MARKETING OF EDUCATION SERVICE

Anny Nurbasari
Maranatha Christian Universitas Kristen

Abtsract

Globalization is a sign of driver forces at all of life joint. One of higher education globalization manifestations expand infinite higher education market (borderless higher education market). Limited Fund Natural by nations expand, demand of increase of higher education will be excellent, and also progress of information technology is three factor pushing growth " borderless" in higher education market. This papers aim to explanation strategy reach for excellence compete to pass approach of management of industry marketing of education service, with method approach of descriptive study.

Competitiveness of higher education will develop, build higher education image by developing various marketing mix strategy effort which is *competitive distinctive* and of comparative competitive which is on its innings will affect at result of competition (competition areas) yielded, requiring a leader which qualification really both for can personate driving force.

Consequence Logical in arranging education world management, and adaptabilitas of appresiation to change of education have to accompany manage with ability in change managing supported by peripheral of adequate marketing management , by doing conducting continual quality improvement with innovation as break through where its management cannot traditionally however special claiming ability, which have is base of bottom up approach, and acceptable of accountable so that formulated education output in the form excellence curriculum have of comparative and competitive as according to good market demand at regional level and also international.

Keywords : *product, price, place, promotion, people, physical evidence, process.*

INTRODUCTION

In this last two decade have happened elementary change which influence business world, arrange education world management and arrange management commerce of world. A number of the change is friction of industrial economy *knowledge –based economy, from input-driven growth to innovation– driven growth, from scarcity of resources to abundance of knowledge (Thurow,1999), from diminishing returns to increasing returns, from stability to discontinuous change, and from perfecting the known to imperfectly seizing the unknown (Prahalad, 1998).*

To academician circle, considered to be world era of new phenomenon which is very draw to be studied, because earning careful carefully taking place process it of transformation global (Dkk,1999 D.Held) what look clear in the field of politics, domain of teritorial political, cultural, and economic. Market product integration and service, investment, organization and network base on science (knowledge network and competency of organization) clear progressively, internal and also intercompany goodness of company, until interracial scope. Product and service designed, to be made and marketed by totality angle of world pass abysmal and dynamic production link of boundary of Nation(Cross-Border chain value dynamic) and also pass by quickly company.

One of the manifestation higher globalization education to expanding infinite higher education market it (*borderless higher education market*). natural Fund limited by nations expand, demand increase of higher education will be excellent, and also progress of information technology is three factor pushing growth " borderless" market in higher education.

Its core, competitiveness a body is effort very determined by how that organization earn data transformation to be analysed so that become information, and information given by assessment (judgment) so that become idea, last of the idea given by context so that become science (knowledge). Of knowledge this is organizational competitiveness earn give shape. At finally, service and product yielded by a preeminent company will be convergent always at strategy being based on resource (resource- based) and knowledge (knowledge-based),(Martani Huseini 2004,55).

Approach of Resource-Based which is initiative by Selznick and developed by Hamel and of Prahalad in the end produce fruit concept of Distinctive Competencies peeping out concept of competence the Core Of (Core Competence). This Concept become competitiveness bases and make a[n body of]is effort goodness property of private sector and also public ownership which orienting and also profit of nonprofit the including College by offering curriculum base on interest.

This article aim to globalization phenomenon presentation and strategy compete to pass approach of Resources Based Strategy in persfpective of marketing of education service as perfect of Market Based Strategy, so that we can be careful of world era which full of challenge. And in turn, we earn to arrange to repeat strategy marketing of education service which orienting local excellence.

THEORETICAL EVALUATION.

In tipologi used by business activity economic in society divided into 3 sector. Primary sector include, cover all industry of ekstraksi result of agriculture and mining. sector of sekunder include, cover industry to process elementary materials become goods, building, product of manufactures and of utilities. Tertiary sector include, cover industrys to alter physical object form (physical services), situation of human being (human services) and symbolic object (*information and communication services*). In line with economics view, WTO specify education as one of industry of sector tertiary, because in essence activity is transformation one who is not knowledgeable and people have no skilled become knowledgeable people and one who have skillfully (Sofian Effendi,2005), expected will affect at the quality of human being.

Then question, what of size measure determining the quality of human being? There is various aspect able to provide an explanation of this like health aspect, education, liberty of speech and others. Among various this aspect, education assumed to have role most important in determining the quality of human being. Pass education, human being assumed will obtain, get knowledge, and with its knowledge of human being expected can develop, build existence of its life eminently.

STRATEGY MODEL

In general a set of education have target and to reaching it need strategy. Strategy represent a unity of wide plan and integrated connective between internal strength of organization with external environmental threat and opportunity of . Strategy designed to ascertain the target of organization can reach to pass correct implementation.

There are two model in compilation of strategy to reach the target of organization, that is model of market- strategy based and model of resource- strategy based. Each model explain condition which must study a[n] organization and chosen input which is used in choosing strategy. Patterned thinking in strategy model of *Market Based* (MD) and of *Resource Based* (RB) is intrinsically differentiated in some cases, but way of approach about dynamic aspect of competition (*the dynamic aspects of competition*) in the end will influence starting points compilation of device design strategy.

CONCEPT COMPETITIVENESS.

One of the consideration in choosing college to pass college performance, as expressed by Miller (1980:420) there is 10 (ten element) able to be made by yardstick that is: (1) *goal and objective* (2) *student learning* (3) *fakulty performance* (4) *academic program* (5) *institutional support service* (6) *administrative leadership* (7) *financial management* (8) *governing board* (9) *external relations* (10) *institutional self-improvement*. Therefore ten the element have to be managed and evaluated professionally in order to improving college competitiveness.

One of effort improve competitiveness college of Indonesia is its ability in conducting differentiation pass clear positioning in public eye to develop, build college image, by developing various marketing mix strategy effort (7P).

UNDERSTANDING OF MARKETING EDUCATION

Marketing in general viewed as by duty to create, to introducing, and delivering service and goods to consumer. Activity of marketing relate to to identify and fulfill requirement of human being and society.

According to Kotler and of Keller (2009:45), differentiating marketing definition socially and managerial. According to social definition, *“Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others”*.

Specially in marketing education of John R. cited by Silber is Buchari Alma (2003:53) please express that *“ In another sense, marketing ethics deal with avoiding the dubiously legitimated dishonesties of some commercial advertising and we should hope that institutions are supplied with the qualities of intellect and character as well.*

The congeniality contain esensi that ethics of marketing in the world of education [is] to offer quality of intellectual service and forming of character by totally. This matter because education in character more complex, which is executed fully responsible for, result of education of it relate far forwards, constructing life of citizen, generation router of see ilmiawan later on day, where grad which is with quality yielded in processing box black processed by certifiable educator energy pass college service which with quality, by developing marketing mix strategy (marketing mix) reliable.

MARKETING SERVICE EDUCATION STRATEGY

According to Kotler dan Keller (2009:62), *“Marketing mix is as the set of marketing tools the firm uses to pursue its marketing objectives”*. Marketing mix consist of variables able to be joined by college to influence request of service will its. The variables is supporting each other and influencing each other, where decision from one variable will influence other variable. On that account, college require to compile a marketing mix program into a co-ordinated program.

This marketing mix strategy consist of 7 P, that is Product (service of academic service and of socio cultural), Price (SPP, development contribution, money of practical and all costs component), Place (location), Promotion (media print and electronic), Physical Evidence (in the form of building appearance, laboratory, playing field, field of parked, garden, and others), People (behavioral of college head unsure), Process (process learn to teach student during lectures).

Have become awareness with that higher education represent one of [the] important pillar which expected can bring change a nation. World higher education do not can only become medium to make-up of the quality of human resource, but study process in campus is also expected can become very important means to alter society patterned thinking in going to its form civil society (civil society).

CLASSIFICATION SERVICE

According to Kotler (2007, 461), first, service differentiated as according to do that service base on human being (people based) or base equipments (equipment based). service have immeasurable Bases to equipments depended from do that service is conducted automatically or monitored by operator trained or not trained. service have Bases to human being differentiated to the do that service is conducted by trained worker, do not trained or professional. Both, Kotler also tell that do not all service need attendance of client in running

its activity. Third, service is also differentiated pursuant to what is that service as according to requirement of person or requirement of business. Finally, stock of service differ in its target (profit or non-profit) and in ownership (private or public).

SERVICE HIGHER EDUCATION.

Evaluated from the aspect of institute higher education, important characteristic which there are in it for example that its:

- 1) Higher education off[is including into pure service group (pure services) where gift of service which is to be supported by appliance work or medium of eye supporter. Like class room, chair, books and desk
- 2) given service require attendance of service user (student), become here customer/visit the education institute to get wanted service (though in its growth there is also offering program of distance learning, open university, long distance lectures and others).
- 3) Receiver of service is people, become to represent giving of service being based on people. So that pursuant to relation with service user (customer) is system high contact that is link gift of service with high customer and supplying of service continue to have interaction during process giving of service take place. To accept service, customer have to become the part of service system.
- 4) Relation with customer is pursuant to relationship member; customer have come to member institute the education, system giving of its service continually and regular as according to curriculum which have been specified.

According to Parasuraman, Zeithaml, and Berry in Beteson in Lovelock & Wright (2002:367) five element determining the quality of service, that is:" tangible, responsiveness, reliability, assurance, and empathy".

SOLUTION

Important of education him to Indonesia, decanted in opening of Constitution (UUD) State Republic Of Indonesia Year 1945 expressed that one of target of Unity State Republic Of Indonesia (NKRI) [is] to educate life of nation. In line with opening of that UUD, that constitution torso among others Section 20, Section 21, Section 28 C sentence (1), Section 31 related to education, please write down that Governmental move forward technology and science (IPTEK) by respect religion value and association of nation , and Section 32 also commend that government labour and carry out one system education of national to increase belief in God and fear to God Which Single The most and also august behavior in 5

order to educating life of nation which regulate. System education of the national have to can guarantee generalization of opportunity of education, make-up of quality and also education management efficiency and relevant to challenge as according to demand change of local life, national, and is global. For that, require to be conducted by renewal of education by plan is, directional, and continual.

If us correct reading result of international institute report regarding the problem of education, development of human being, and Indonesia competitiveness, hence concerned proper us. our Education index reside in sequence 7, index development of human being reside in sequence 6 and competitiveness index (index competitiveness) we reside in ranking 5 from 10 state of ASEAN. Escape to agree or do not of the size weared, that's assessment of international institute distinguish for like United Nations Development Program (UNDP). I hope this data can wear to race development of education at period to come.

Such Globalization reality bring a number of implication to development of HRD in Indonesia. One of the globalization demand is economic competitiveness. Economic competitiveness of form will when supported by reliable HRD. To create HRD with quality and rely on the needed to education. Cause in this case education considered to be mechanism institute of fundamental in developing knowledge and membership. Education represent activity of investment where development of economics very have importance.

Because however development of economics require the quality of preminent HRD of goodness in capacities domination of IPTEK and also mental attitude, so that can become or perpetrator of reliable development. In globalization framework, preparation of education need also to synergyc with competition demand. Therefore competitiveness dimension in HRD progressively become important factor so that strive to race the quality of HRD through education represent demand which must be placed forward.

Other argument which base on trust of public that passing formal education or school all individual can reach storey, level efficacy of economics relative quickly cause in education institute provide to with refer to instruction process capable to supply all its participant with peripheral of ability required by work farm in modern era.

Besides, a social expectation also symptom at one of the assumption that passing forging of skill chronically in a well established organization all its institute grad will have perfection of attitude, progressive personality and ability, creative and have high careful to catch economic potency in each, every situation and also condition. So that from hands and brain they will peep out new subsistence farms capable to guarantee prosperity of human being.

Some strategy to reach ability of have competition to be studied by in this handing out is (a). Improving program which with quality and have relevant with requirement of employment (Enhanced Program of Excellence and Relevance), (b). Improving management quality and efficiency (Enhanced Efficiency and Quality Management), (c). Guarantying the continuity of available of budget (Ensured Financial Viability), (d). Improving and cooperation (e). Extending market, by developing strategy marketing of education service.

Prof Satryo S. Brodjonegoro (2004), Director General of Dikti Depdiknas, in its article entitle Higher Education Reform Indonesia in express that to increase education competitiveness specially higher education in Indonesia have been formulated and executed to pass new policy which named by five pillar development of higher education in Indonesia, that is: (a). Pushing organizer of higher education to increase the quality of education, (b). Giving autonomy management of higher education, (c). Applying to organizer of higher education to pay attention aspect of accountable, (d). Executing accreditation to all organizer of higher education, and (e). evaluate routinely to be management of education walk is such as those which expected. 6

STRATEGY COMPETE TO GO TO RELIABLE COLLEGE IN ERA GLOBALIZATION.

Human resource (HR) represent one of the factor lock in economic reform, culture and politics, namely how to create HRD which with quality and have highly competitive skill and also in global emulation which during the time we disregard. Problem of this HRD cause development process which walk during the time less supported by adequate labour productivity. Now non its moment again Indonesia develop, build economics with foreign strength. However have Indonesian nation ought to real correctly and precisely exploit energy resource potency had (based resources) ably high HRD as strength in developing national economy.

Variable of framer Competitiveness, covering (Soekartawi,2007)

- a. Resource Education had and its exploiting, and product
- b. Quality institute education

a). Education resource had and its exploiting.

Resource aspect can be classified to become (1) resource of tangible, (2) resource of in-tangible, and (3) resource of very intangible.

In college, resource able to be seen (tangible) , for example: human being (lecturer, staff, student) and other supporter resource or facilities and basic facilities like laboratory, administration building, meeting room, lecturer workroom and employees, library room, lecturing room, technological of video and audio, and computer of internet, fund, IPR (intellect property rights), monopolistic rights and rights of exclusive licenses, finance and capacities. Meanwhile which is in-tangible is system/education program, curriculum, organizational and leadership, skilled of staff, quality of student, efficiency of[is expense of, and also ability work along. While resource of very intangible include, cover moral all civitas academica student eye reputation, reputation in eye of public investor eye reputation and which including College brands strong.

Important aspect which concerning resource of tangible HRD is skilled improvement and ability of HRD individually and also group. Various competence which related to both context development of this SDM cover: (1) competence attainment of target, (2) competence trouble-shooting (3) competence humanity interaction and (4) competence of teamwork. Asset Intangible become felt resource very costly because concerning domination of science, process collective study, and reputation. resource of In-Tangible this is same important with resource of tangible, although in a few situation can happened resource of in-tangible more uppermost. For example, perception about reputation and quality which are positive can lob the name of College in national eye and also is international. In this case perception, reputation and image become very costly asset.

b). Quality of product institute education.

There are some product institute education of which can weared as ability parameter compete, that is product which cannot be yielded by other institute, product which is difficult to be competed with by other institute, and product which relative is easy to competed with by other institute.

1). Product which cannot be yielded by other institute.

Institute higher education getting licenses exclusive will yield product which cannot the by other higher education institute. For example, Academy Police which is its license from Police Headquarter, Academy of ABRI or of Akabri which is its license from Headquarter of ABRI, and still of many other example.

2). Product which is difficult to be competed with by other institute.

Education institute often enthused many by student and its existence very respected by its competitor which caused by have competitiveness parameter which difficult relative competed with by other high institute. Competitiveness parameter which is difficult to be competed with by other high institute, for example: Institute higher education which have had strong strong Brands. For Example, University Indonesia (UI), beside university which many experience, also its collegiate is a lot take hold of pride of place like Minister, Director General, Ambassador, etcetera. Same thing with IPB, ITB, etcetera.

Institute higher education having education resource or typical product and differ (distinctive). For Example, University of Pelita Harapan and Construct Nusantara Jakarta which is distinctive-nya reside in information technology facility had and which is taught to student. Parameter can all kinds of and excellence in parameter this is in fact able to wear as interesting to draw new student to chosen education institute. parameter of Distinctive this can in form of: (a). information technology, (b). its grad is assisted to obtain, get work (channeled) its location, although only some month pertinent, at the same time obtain, get work to remain), (c). complete other education facility, (d). etcetera.

Institute higher education managed by leadership (strong leadership), compact teamwor also more than anything else if the education institute constructed or led by one who is recognized its its develop;build education, having reliable academic achievement, having devotion records track to high society. For example in IBI there is Dr. Kwiek Gie, University of Mercubuana there is Probosutedjo, University Pancasila there is Dr. Siswono, University Indonesia Esa Unggul there is Dr. Abdul Gafur, etcetera.

Recognized by Institute higher education is its reputation as erudite institute which distinguished [by] result of its research which influencing many policy, many books written by lecturer, special academic appreciation which many accepted, etcetera.

3) Product which is easy relative competed with by other institute.

If education institute reside in on course ,hence can be ascertained will face many competitor, and if do not seriously (full fight) managing of it, hence pittance or even there no student which will enlist.

Hereinafter, to yield product capable to compete is of course needed by ability (capability) in producing it. In consequence needed by stipulating to products what wanted, ability and resource what have to be prepared or is even owned. If a education institute have had ability of have competition to with other institute, hence furthermore is duty (a). Maintaining ability of have competition to which have owned of (within which relative long time/sustainable competitive advantage), and (b). Improving and searching kinds of other new competition.

IMPLEMENTATION OF MANAJERIAL STRATEGY MARKETING OF SERVICE EDUCATION.

1. PRODUCT

In higher education service, there is 3 (three) kinds of product which on the market at student, that is: (1) Instruction, (2) Research, (3) Public services. In Three Dharma Teacher clear contained in the form of instruction, research, and devotion of society. As especial product chief) college is learning, that is process learn to teach, with its peripheral product in the form of (1) Personal discovery self, (2) Career placement and choice, (3) Direct enjoyments and satisfaction (Bowen,1981:43).

According to Hamel and of Prahalad (1990), there is three component which distinguishing competencies core that is: (a). Having potency access of wide. For example, college grad

needed and hence quickly obtain, get work, result of its heavy research so that influence decision making [in] higher level other institute [of] its level, etcetera. (b). Having ability to increase more benefit to consumer of college product, and (c). Quality of its product difficult to compete with by other college. Every higher education head can determine curriculum / products what will be yielded having character .

Decree of Mendiknas number 045/U/2002. about Curriculum of is Core competence of College is a set smart action, full of responsible had by someone as condition to be assumed can by society in executing duties in certain work area".

Curriculum base on interest is curriculum which is on planning phase, especially in phase development of idea will influence by approach possibilities, interest can answer challenge which emerge. Its meaning, when developing or adopting idea of curriculum base on interest hence developer of curriculum have to recognize correctness is basis for philosophy, strength and weakness of approach of interest in replying challenge, and also the approach validity reach to future. Have to be seen that by interest have the character of to continue to expand as according to world demand work or profession world and also science world.

Curriculum is core of representing characteristic of especial interest, having the character of:

- a. Basis for reach grad interest
- b. Standard reference minimize quality of management of study program
- c. Go into effect national and internationally
- d. limber and acomodatif to very change quickly in period to come,
- e. Agreement with between college circle, profession society, and consumer of grad.

While institutional curriculum comprise supporter interest and also other interest which have the character of special and stick with especial interest. With curriculum base on interest hence system assessment of result learn shall change. Especial characteristic of change of its assessment is laying in execution of comprehensive going concern assessment and also, which include, cover aspects following:

- a. Assessment of result learn b. Assessment of process learn to teach c. Assessment of interest teach lecturer d. Assessment of curriculum relevant e. Assessment of energy support medium. and facility f. Assessment of program (acreditation)

Meanwhile strategy able to be used is to

- a. Articulating and standard of device assessment in higher education environment b. Developing ability of lecturer to conduct and exploit process of learning c. Developing ability of educative subyec to exploit result of assessment in improving effectiveness they learn d. Watching and assessing long-range impact to result and process learn.

Elementary change also happened in criterion pass and do not pass (mastering interest or do not). In this context do not each, every interest have to span 0 - 4 or E, D, C, B, and A, but approach of assessment having the character of mastery (Mastery-Based Evaluation) to replace approach of used scale at the moment.

To develop and implementation of KBK this better a number of component require to involve by intern and give its role of each as according to its capacities, for example: Vision and Mission leadership and institute which orienting and quality of accountable sensitive and also to market dynamics.

- a. Participation all academic person civitas (lecturer, student) in the form of " shared vision and mutual commitment " for the optimation of activity of study b. Climate and culture of

academic which is conducive for the process of continual development c. Involvement of society group of leader (stakeholders) and also. Society consumer of it self graduate.

Many way of able to be gone through to produce college product capable to have competition. For example, assigning value to add to its grad by giving certain skilled extra curricular for example ability of enterprenuer, ability use computer, other skilled or English-speaking ability. given added value can be immeasurable depended from requirement, but have non becoming public secret if grad of S-1 new pass, if they don't have ability added value use computer, English-speaking ability, and certain skilled, hence difficult for them for have competition to look for work.

2. PRICE

Price in education service context represent all expense of released by student to get education service by a college. There are some way of pricing of education service conducted by various education institute that is: (a) Unit of Pricing, money paid by student of a "unit" for example taken one modul, obtain, get certificate, diploma. Way of this is very flexible to student, depended ability of economics and is of intellectual (b) Two-Part pricing, in this case student pay for is same fee, for example for the money of development, later, then pay for again as according to amount of eye of lectures credit contract or of sks to be taken. (c) Term semester of pricing, payment specified during one semester, student may take eye of lectures maximum according to regulation. (d) Differential this matter pricing, of education institute price different as according to segment which him class it of regular, employees class, morning class, evening class, executive class. (e) Negotiated fees, stipulating of payment can be negotiated between old fellow side and institute, by considering ability, old fellow position job. (f) Quantity discount, education institute can price to be discounted special to them which enter by teaming, for example student candidate coming from certain area, or certain office. (g) Time discount, price specified pursuant to to student candidate which enlisting imposed by earlier of cheaper payment or get cutting from which enlisting is latter the than normal price. (h) Peak-Load pricing, this matter can institute education if student candidate which wish to enter becoming, many institute price depend on who can contribute superordinate. As long as the candidate fulfill pass criterion which have been specified.

In college price element have to consider to regarding pricing like SPP, expense of development,biaya of laboratory, voluntary contribution, giving of student toll, payment procedure, instalment condition and others. Price which on the market by higher education institute very influenced by quality of product which on the market, if quality of high product and have competitiveness, unique, rareness, differing, hence student candidate [do] not unwilling to overpay costlier or high, during still stay in boundary of extent them (Buchari Alma, 2004:383). High lower specified by price him college of guidance at: (1) quality of education service, (b) segment characteristic of customer ,(c) emulation situation.

3. PLACE/SERVICE LOCATION

According to Chau (1969), Planner of education of have importance to know aspects of demographic giving data concerning spreading of demography pursuant to gender and age, economic activity sector, and is geographical.

Research concerning spreading of resident pursuant to gender and age will enable planner of education to measure amount relative from school age resident, to become starting point and base each, every policy of education; spreading of resident pursuant to economic sector, including according to work or him living will enable to estimate, to come near (approximative) requirement of labour, thereby can specify targets education of technique, vocational, and college; and spreading of resident pursuant to geographic will enable to

estimate the expense of education, type choice, size measure, and campus location. Beside [the] mentioned above, analysis of geographically can be used to see to movement (movements) from one place to other place. This matter sliver its bearing with problem of transportation.

According to Banghart (1973: 146), expense of transportation will add expenditure of household. Thereby, campus location require to be selected which close to student residence or settlement, so that improve efficiency of is expense of education to family. Determination of location of college will influence student candidate preferency in taking choice it. College location require to consider regional environment where the location reside in (urban area, settlement area, or education area) all will affect at logical consequence to service of transportation accompanying it, is easy to accessed (either through physical and also by virtual), keep handy and strategic location of vehicle of public, will become fascination to student candidate. Available of situs a college, will facilitate student candidate to obtain, get needed information without having to come to physical location where the college reside in.

Marketing communications is used by medium is education institute in the effort to inform, to influencing, persuading and reminding customer of target/student candidate about college with all its, to develop, build to be dialogued by which is depicting "voice" brand and develop, build relation with consumer. Communications marketing of contribution can at brand equity by developing brand in memory and create college image. Communication marketing mix consist of eight (Kotler,2009:512) that is:

(1)Advertising;(2)SalesPromotion;(3)Event&Experiences;(4)Public Relation & Publicity;(5)Direct Marketing; (6)Interactive marketing;(7)Word-of-Mouth Marketing;(8) Personal Selling.

Marketing communications represent one of the efficacy determinant a marketing program. As super as any is quality of competency core had by a college, if society/student candidate have never heard it and they do not sure that quality of the competency core will be of benefit to them, hence they will never buy it.

Some communications mix marketing of which can [done/conducted] by college for example : (1) Advertising, with media print and or electronic, spot, billboard, (2) Sales promotion, like and exhibition of invitation, direct contact with student candidate. (3) Public Relations, (a) Relation with community, for example: meeting with society, becoming sponsor of conducted by activity is society like contest of football, basket, races and others, giving student toll, ready of medium/public facility, open house. (b) Relation with employees, advertisement acceptance of employees in this way institute education will more and more popular in the middle of society.; philosophy institute education, amendable in the form of mission and vision; internal media; special event of employees for example internal race of appreciation campus; Gift appreciation to lecturer, employees in the form of certain ceremony; ceremony in so many red-letter day, campus anniversary; new employees orientation. (c) Relation with mass media, for example news conference; repast; visit; souvenir; to factory of tour; loading of news routinely. (d) Relation with consumer, for example special event for the consumer of; exhibition; mail; direct sponsorship (e) Relation with Central Government, Local government, environment, for example visit fixed by on duty government; and or party institute education pay a visit to related/relevant to on duty braid tighter [relation/link]; entertainment performed [a] in order to giving entertainment amusement at certain.(f) Relation with Opinion Leaders, for example expense of seminar; sponsor; informal link; student toll at leader opinion (Buchari Alma, 2009;52).

Become liaison duty here assure to society what have been reached by higher education institute during the time, by giving facts for example, medium of good, lecturer which is to excitement, amount of student which have been permeated to work in various governance institute, and also big company quite a lot, student which is have good achievement to of national and international storey, level enough significant.

With gift of downright information and vision which is clear to be expected by end result the got is positive accepting or positive image of society to higher education institute. Expectation farther is this higher education institute will get student which is more and yield better grad in line with and expected goals.

Image institute is image from a organization totality. To form image institute is which are positive determined by various factor. Positive things able to improve image a[n institute for example good institute history or history, good management, good relation with other institute, can yield student ready to work, and care with environment. Considering positive image cannot buy but have to be strived, hence to create positive image of role of liaison very meaning.

Require to realize that by abundant promotion which disagree with existence of campus have negative corellation to student candidate fascination, its meaning of college which only signaling just promotion aspect without correcting strategy of academic, will affect at go down it of preference student candidate.

4. PEOPLE

Human resource being in college service grouped to become four , that is administration, officer and lecturer and all student as service user of college. Third first element require to have professional interest, because in course of forwarding of service to all student, they are corresponding directly with all student, so that satisfy its do not all student very depend on all human resource.

For that human resource recruitment to work and serve all student in college institute have to as careful as possible and as good as possible, because they to become tip of lance in forwarding of education service to all student. Human resource being to a college represent dominant factor, successfulness and efficacy a college determined by its human being human resource, one of the component able to improve college image related to lecturer is for example the lecturers often come up in conference forums outside campus either in home affairs and also beyond the sea, later, then write in media, and or write book.

5. PHISICAL EVIDENCE

In higher education service context, physical evidence represent a[n environment where interaction student and college can comfortably, and peaceful where in it there are elements of tangible capable to support communications or performance of service to be submitted like equipments of complete lecturing as education medium, and style of desain building which is esthetic, beautiful and functional as education institute, later, then supporter facility like library, religious service laboratory, medium, park, playing field, cafetaria, etcetera.

6. PROCESS

Process of is forwarding of service at education institute represent to with refer to natural by activity of student during education, like process learn to teach, tuition of minitesis, test, graduation etcetera. Process delivery of college service can be seen from two especial aspect, that is dimension of is quality of administration service and dimension off[is quality of lecturing service.

Quality of service in general can be seen and measured to pass dimension of tangible, reliability, responsiveness, and assurance of empathy to all student/consumer. As told above

that college which active in service very depend on quality of given service. Service consist of five dimension cover:

First of dimension of tangible, ability a college in showing its it to party of eksternal. Appearance and ability of medium of infrastructure physical and situation of vicinity environment is real evidence of service given by college. This evidence cover building physical facility, utilized equipments and supply (technology) and also appearance of its officer is including lecturers which with quality as according to its science area.

Second reliability represent ability of college to give service (Tridharma College) which have been promised in accurate figure, can be trusted and pledged, for example excellence of competitive competence core. Performance institute education have to as according to consumer expectation meaning accuracy of time, is same service for all student, without mistake, sympathetic attitude and high accuracy.

Third responsiveness, represent readiness of college especially its staff to assist and also give correct service according to requirement of student. This dimension emphasize at attitude from all staff institute education as suplyer of all one's ear service, precisely and quickly in service. Namely face request, question, student problem and sigh with forwarding of clear information. Letting student /consumer await without existence of a reason of clear cause negative perception in quality of service, for example at the (time) of registration to anticipate the happening of queue hence conducted by addition of officer serving student, and providing some chair for them.

Fourth of assurance. This dimension emphasize ability of college to awaken to feel self-confidence and trust all student that side institute education especially lecturer, administrator and its officer can fulfill requirement all its student to college product which with quality and competitive according to component which is commended in Three dharma College .

Fifth of empathy. That is giving heartfelt attention and have the character of individually passed to student by coping its comprehending . This dimension represent ability of education institute in treating all student as special individuals. Develop build the quality of service do not as easy as inverting palm. Service excellence require long process, seriousness and commitment of organizer of college pertinent.

Image of quality of service a suplayer of service determined by consumer is not supplier of service. Perception of consumer to quality of service represent assessment totally to the a yielded service product. There is two factor influencing the quality of service, that is expected service and felt service. If accepted service it to, hence quality of service of good perception and gratify. But on the contrary if which accepted is lower the than which is expected hence quality of service of ugly perception (Kotler, 2007).

Product and study program with quality which is made through a process which with quality will have a number of idiosyncrasy capable to improve satisfaction of customer (student) of usage of that service product. This matter will improve competitiveness and sale of products. And this means will improve also performance as well as market compartment so that the continuity of college life will be more awake. Kotler (2009) explicitly the quality of service have to start from consumer need and end at perception of consumer. Management is quality of service is a method how part of marketing use people and technology so that can plan, creating and realizing a worthwhile service package to consumer. There is two factor influencing enthusiasm buy consumer at service organization. First, attitude or founding of others. Its meaning of strength of founding of others can influence customer to decide alternative took a fancy to.

Both, situation that factor do not anticipate. Consumer form enthusiasm buy on the basis of factors like earnings of family, expected benefit and price. When consumer will act but situation that factor do not anticipate to happened, hence will alter behavior of its purchasing. From overall of activity conducted by a college, in the end estuary will at value to be given by consumer concerning felt satisfaction. Many expense and activity required to recruit new consumer start from advertisement, product exhibition and promotion. This phenomenon always happened at all of goods industry/this matter and service related to very tight emulation storey level in target market.

ARRANGING TO REPEAT STRATEGY MARKETING OF SERVICE EDUCATION WHICH ORIENTING LOCAL EXCELLENCE.

Development of education of national is a effort with aim to realize Indonesia society which with quality, go forward, self-supportingly, and modern. Development of education represent important shares of effort totally and seriously to increase nation prestige and standing. Efficacy in developing education will give big contribution [at] attainment of national development target as a whole. In context that way, development of that education include, cover various very dimension wide of covering social dimension, culture, economic, and political.

In global era this time, various nation in world have developed economy knowledge-based (KBE), requiring human being support with quality. In consequence, needed absolute education to utilize to sustain economic expansion base on knowledge - economy knowledge the for education (EKE). In this context, education institute must also function as centre of research and development, yielding products research into to exceed supporting KBE. Availability of certifiable human being which master Iptek very is determining of ability of nation in entering global interest and free market economics, which claim high competitiveness. Thereby, education expected can send Indonesian nation reach for excellence of competitive and excellence of comparability in global emulation.

Relate to global comitment, in order to education for going concern development. Global era of education shall consider (1) awareness and information; (2) knowledge system; (3) environmental management and protection; (4) justice and peace; (5) local local situation; (6) transformation; (7) diversity of cross cultural understanding and culture; (8) themes, issues pass by quickly sectorally; (9) health; (10) education of environment, and (11) partner (Kempen.2010 Renstra).

Settlement repeat strategy marketing of convergent education service at utilization of resource (resource based approach), at the same time develop, build to bounce and model of system thinking try and taft nation hotly and competition of cooperative intra and between education institute exist in home affairs and also beyond the sea pass marketing strategic of strong education service base on knowledge and skills, integrating between resources of tangible, in-tangible, very intangible and of HRD in spirit of " collective learning " started from macro level (government), as initiator, creator(Kotler,2009 chance) and also fasilitator (Porter,1995) till micro level as education institute.

Therefore, to anticipate globalization demand properly policy of match and link get place as a strategy integrating development of economics with education. But unhappily idea of link and match which its target to connect requirement of labour with education world not yet been supported by quality of or curriculum of core competency institute adequate education to create readily grad wear, owning leadership head have, high dedication, physical resilience and bounce and also ever become being serving and devoting to Allah. more important in this case is development strategy and industrialization 13

macroly which ought to base on resource based had, rich namely him of natural resource. If this strategy do not be created hence to happened is process repetition of failure because trapped to have its continuation depended to overseas debt, technology, and foreign management. Because natural resource which is created in micro framework only progressively strengthen process depended.

Indonesian have pre-eminent resource (comparative advantage) from result of mine and gas and petroleum, wood product, hortikultura, fauna and flora, and many again. Altogether represent asset of tangible becoming its form see cakal-bakal of marketing strategy of education service will by using model of Resource based approach. Excellence in the natural resources have to be allied with asset of in-tangible, like technology, cultural and reputation and also human resource with *superior skill and knowledge*, yielded by certifiable college with clear positioning by relate to marketing strategy of competitive education service. Only with third solidarity of its pass " collective learning " will be created by interest is core of macro storey, level (and also nation) of micro (institute education) in order to developing Strategic Routing.

This matter as according to strategic plan esensial of education of Indonesia commending that: education for the growth of, development, and/or development of have continuation (PUP3B), become to be expected by education yield human being have august behavior to which become blessing to universe. Human being like that fulfill its requirement by paying attention requirement of generation in this time and generations to come (continue intergenerasional). This paradigm invite human being to think of to to continue earth planet and continue the overall of universe.

Education have to grow the understanding of about is important of continues and balance of ecosystem, that is understanding of that human being is the part of ecosystem. Education have to give the understanding of about values is responsibilities of and social of natural to give picture at educative participant that them is the part of social system which must synergic with other human being and part of natural system which must synergic with nature along with all its contents. With that values hence will emerge critical understanding about environment (natural and social) and all form intervence to environment, ugly and good, including development. Pursuant to breakdown of above, hence idea exploiting higher education resource for competition to can shall be as follows (Soekartawi,2007):

(1) Enhanced Program Excellence and Relevance

All program to be executed to be to be laboured its represent best program and there its with requirement. Technical of him can be done the followings

- a. defining what its program and specify what its parameter
- b. making Log frame (Logical Framework
- c. specifying clearly its organizer (You are Who
- d. specifying what dreamed of (be to ought what?)

(2) Enhance Efficiency and Quality Management

Principles of Managerial efficient and effective and also which with quality require to comprehend by all organizer, including employees and lecturer institute the education. Its intention to be happened equality of congeniality between what meant by head is equal to what meant by employees and lecturer.

(3) Ensured Financial Viability

There is two matter which need to be paid attention when study fund, that is: (a) Fund which enough and available adequate and also when is any times needed. Head institute higher education claimed to can to look after fund. For college, source of fund can come from: (i). Student SPP, (ii). Society participation (voluntary contribution), (iii). Effort alone conducted by pertinent college pass research and is assorted of cooperation, (iv).

Donor from outside country. (b) Efficiency exploiting of Head college fund claimed to can to conduct efficiency usage of fund without having to lessen aspiration (goals) which is wants. Principal such as those which in document of SP4 (System Planning, Compilation of Budgeting and program) what is nowadays suggested by Departmental Directorate Higher Education of Education of National, perhaps can wear as reference.

(4) *strong Networking.*

In global era like this time, beside have to have ability master technology, specially information technology, and can anticipate change which quickly, is also claimed to can to create and improve network (networks) with other party having equality of vision, mission, and target to reach. This Networking can be executed with institute exist in home affairs, and also beyond the sea. Work teamly mutual profitting cooperation and will many its benefit, for example creating new innovation, executing efficiency principles, etcetera.

Program and college product have to be communicated inwroughtly and directional according to its market goals so that recognized by its consumer. Matter is important because however its goodness of product and program which on the market, if not recognized by wide of society as its consumer, hence the product and program will be recognized difficult. Its impact, college do not or less is getting of enthusiast and its product less can be marketed.

Various means can be gone through to extend market of executed program and yielded product, for example: (a) Many erudite publication which loaded by Journal, either in national storey, level and also international storey;level. (b) Many lecturer bringing erudite handing out which submitted by various erudite forum, what that seminar, training, guest college or other national level and also is international. (c) Many other erudite masterpiece and books which written by lecturer. (d) Many newss activity of college covered by various mass-media, good of media and also electronic print. (e) Many assigned lecturer in various other institute as employees seconded (loan energy). (f) Producing many book, erudite journal, or other information. (g) Strengthen dealt only with college website always its contents influencing and so on.

In autonomous era and decentralization, system education of national claimed to conduct various change, adjustment, and renewal in order to realizing democratic and otonomous education, which give attention at divercity and push society participation, without loss of national knowledge. In this context, government together with DPR-RI have compiled Law Number 20 Year 2003 about System Education of National as materialization of intention in doing education reform to answer various challenge in societal life, nation, and have state in global emulation era, by contemplating, understand and study various idea which have presentation above.

CONCLUSION AND SUGGESTION

Conclusion

Globalization or world era in the world of higher education which is happened to pass free market band it is true have to face gingerly by nations expand, do not aside from Indonesia. Long-Range Implication of the higher education globalization not yet fully earn in predicting, therefore anticipative polycys require to be designed with as careful as possible so that the globalization don't break high education sector. So that impact like that do not happened, Indonesia state require to formulate strategy marketing of reliable education service.

Therefore there must be paradigm shifting, so that development process can push to be formed its various membership which can process HRD and can be self-supporting progressively economic structure of nation. So that the vision even also happened in various area, hence there must be correct totally of policy of development in macro storey, level with have bases to area pluralitas. Thereby its expectation will be created by HRD capable to fight for requirement and reinforcement of local society.

Settlement repeat strategy marketing of convergent education service at utilization of *resource based (resource based approach)* , at the same time develop, build to bounce and model of system thinking try and taft nation hotly and competition of cooperation intra and between education institute exist in home affairs and also beyond the sea pass marketing strategic of strong education service base on knowledge and skills integrating between resources of tangible, in-tangible, very intangible and of HRD in spirit of " collective learning " started from level macro (government), as initiator, chance creator(Kotler,2009) and also fasilitator (Porter,1995) till level micro as education institute.

Study process in education institute is simply started from practice forming of *willing to read, willing to write, willing to say, willing to listen till willing to vision* . The challenge represent important factor in developing individual study and with to become a[n organization learning/nation capable to develop, build permanent competitiveness pass creation of interest is core competence.

Implicitly, education atona at dig of knowledge. Virtual of this matter do not only obtained from education but also pass research and development of ideas, because intrinsically, knowledge which is implementation is can't in human life of no advantage. Research aspect and development become one of the especial agenda if wishful Indonesian nation for parallel life with nations which have much more go forward. With limitation of capital of capital human being and, duty development of this research not possible to only laboured by government. Ought to, side institute education become tip of lance in effort activity of research and science of development.

SUGGESTION

One of effort improve competitiveness college of Indonesian is its ability in conducting differentiation through clear positioning in public eye to develop, build college image, by developing various strategy marketing mix effort (7P). This strategy marketing mix consist of 7 P, that is Product (service of academic and of service sosio cultural), Price (SPP, development contribution, money of workshop and all costs component), Place (location), Promotion (media print and electronic), Physical Evidence (in the form of building appearance, laboratory, library, playing field, field of parking, garden, cafetaria and others), People (behavioral all element of civitas academia college), Process (process learn to teach student during lecture).

Indonesian have pre-eminent resource (comparative advantage) from result of mine, gas and petroleum, wood product, holtikultura, fauna and flora, and many again. Altogether represent asset of tangible becoming its form see of strategy marketing of education service will by using model of Resource approach based. Excellence in the natural resources have to be allied with asset of in-tangible, like technology, cultural and reputation and also human resource with knowledge and skill superior, yielded by certifiable college with clear positioning by relate to strategy marketing of competitive education service. Only with third solidarity of through " collective learning " will be created by interest off[is core of macro storey, level (and also state) of micro (institu education) in order to developing Strategic Routing.

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