STRATEGI MARKETING DAN BRANDING PTAI

BIYANTO
IAIN Surabaya, Jln. Jenderal Ahmad Yani No. 117, Tlp. 031 8410298, fax. 031 8413300, kode pos 60237

Abstrak:

This article discusses the importance of marketing and branding for Islamic Institute of Higher Education. Marketing and branding are often misunderstood by many leaders of Islamic Institute of Higher Education as unimportant. In fact, they regarded as a shame. Because of the kyai or ustaz who considered by public to have authority in Islamic sciences usually be visited Muslim society. But, in the really, the condition have changed quickly. Institute of Higher Education influenced by industrial perspective. Its result Institute of Higher Education must be industrialize. The government also legislated the law about Badan Hukum Pendidikan (BHP). Considering public opinion the law would bring Education Institute in the free market area. So, Institute of Higher Education must be managed as industrialization or business. On this context Islamic Institute of Higher Education must place marketing and branding as important aspect.

Kata Kunci: marketing, branding, dan PTAI