

ANALISIS META TREN RISET EMPIRIS PEMASARAN PENDIDIKAN TINGGI TERINDEKS SCOPUS

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ABSTRACT

The lack of empirical research metadata on the evaluation of higher education marketing using 8P motivates this study. This study aims to describe the evaluation of higher education marketing research based on 8P from 2019-2022 using the Scopus database. This study uses a meta-analysis research type. The results of the content analysis show, namely: 1) empirical research on Higher Education Marketing based on the 8Ps has fluctuated from 2019 to 2022. The highest was in 2020 $n = 28$ (32%); 2) the type of manuscript is dominated by Article with $n = 64$ (73%); 3) research design and methods used are dominated by qualitative with $n = 23$ (26%); 4) the field of Higher Education Marketing based on the 8Ps in Indonesia is dominated by the field of promotion, namely $n = 70$ (80%). While the few are the price and place fields $n = 0$ (0%); 5) journal publishers are dominated by the Journal of Marketing for Higher Education $n = 13$; 6) authors are dominated by Emmanuel Mogaji having 2384 citations with $n = 4$. Further researchers can study the higher education marketing field, focusing on price and place, which are still little studied by researchers. In addition, explore research methods that are still little studied, such as content analysis and SWOT analysis. Keywords: Marketing Trends, Higher Education, Empirical Research, Scopus

ABSTRAK

Kurangnya metadata penelitian empiris tentang evaluasi pemasaran pendidikan tinggi menggunakan 8P menjadi motivasi dilakukannya penelitian ini. Penelitian ini bertujuan untuk mendeskripsikan evaluasi penelitian pemasaran pendidikan tinggi berdasarkan 8P dari tahun 2019-2022 menggunakan basis data Scopus. Penelitian ini menggunakan jenis penelitian meta-analisis. Hasil analisis isi menunjukkan, yaitu: 1) penelitian empiris tentang pemasaran pendidikan tinggi berdasarkan 8P mengalami fluktuatif mulai tahun 2019 sampai 2022. Tertinggi pada tahun 2020 $n = 28$ (32%); 2) type naskah didominasi oleh Article dengan $n = 64$ (73%); 3) desain penelitian dan metode yang digunakan didominasi oleh kualitatif dengan $n = 23$ (26%); 4) bidang pemasaran pendidikan tinggi berdasarkan 8P di Indonesia didominasi oleh bidang promotion, yaitu $n = 70$ (80%). Sementara yang sedikit adalah bidang price dan place $n = 0$ (0%); 5) penerbit jurnal didominasi oleh Journal of Marketing for Higher Education $n = 13$; 6) Author didominasi oleh Emmanuel Mogaji memiliki Citations 2384 dengan $n = 4$. Peneliti selanjutnya dapat mengkaji bidang Higher Education Marketing fokus pada price dan place yang masih sedikit dikaji oleh peneliti. Selain itu, mengeksplorasi metode penelitian yang masih sedikit dikaji seperti Analysis Content dan analysis SWOT. Kata Kunci: Tren Pemasaran, Pendidikan Tinggi, Riset Empiris, Scopus

PENDAHULUAN

Pemasaran menjadi aspek penting bagi manajemen pendidikan tinggi, terutama untuk negara-negara berbahasa Inggris. Perdagangan jasa pendidikan merupakan bisnis global yang berkembang pesat mengikuti tren sektor jasa lainnya. Ambil contoh Inggris: institusi pendidikan tinggi tidak hanya menjadi tempat utama untuk mengajarkan pengetahuan profesional dan menumbuhkan dan melatih bakat, tetapi juga merupakan “industri” yang sukses di antara berbagai industri di Inggris, dan di pasar internasional. Pendidikan tinggi di Inggris memiliki identitas yang khas dan jumlah mahasiswa internasional yang menarik pendidikan tinggi untuk belajar di Inggris memiliki posisi terdepan di pasar pendidikan tinggi internasional. Hal ini juga terjadi bahwa pendidikan tinggi di Inggris tmenjadi sektor ekspor utama dengan universitas Inggris mendirikan kampus di seluruh dunia (misalnya, The University of Liverpool membuka kampus Cina pada tahun 2006 (The University of Liverpool, n.d.), Universitas College London membuka kampus Qatar pada tahun 2010 (UCL, n.d.), dan Universitas Lancaster membukanya kampus Ghana pada tahun 2013 (Universitas Lancaster, 2019)). Oleh karena itu, pendapatan yang dihasilkan dari mahasiswa internasional memberikan kontribusi yang cukup besar bagi perekonomian Inggris (Q. Zhang, 2021)

Pemasaran strategi pemasaran membantu institusi pendidikan tinggi menonjol dan dapat bertahan dalam lingkungan yang kompetitif (Drummond, 2004). Jika “pendidikan” adalah sebuah produk, maka pelanggan harus dapat membelinya dengan uang (dan beberapa usaha). Ketika biaya meningkat, dapat dikatakan bahwa pertukaran moneter yang terlibat akan memperburuk kecenderungan yang dijelaskan di sini. Gelar dapat dilihat sebagai komoditas lain yang harus dibeli (Emery et al., 2001). Seorang siswa mungkin percaya bahwa jika membayar uang sekolah dan memperoleh hasil yang baik, maka kegagalan untuk mendapatkan pekerjaan yang diinginkan menunjukkan kontrak pelanggan/penyedia yang diharapkan.

Pemasaran terdiri dari aktivitas individu dan organisasi yang memfasilitasi dan mempercepat hubungan pertukaran yang memuaskan dalam lingkungan yang dinamis melalui penciptaan, distribusi, promosi, dan penetapan harga barang, jasa, dan ide (Dibb et al., 2012). Mühlbacher dan Leihls menyatakan bahwa pemasaran internasional adalah tentang menerapkan kemampuan pemasaran dan orientasi pemasaran untuk bisnis internasional (Mühlbacher et al., 2006).

Dengan demikian, pemahaman yang jelas tentang karakteristik pendidikan tinggi menjadi sangat penting dalam mengelola dan memasarkan institusi pendidikan tinggi. Mempersepsikan institusi pendidikan tinggi sebagai organisasi nirlaba murni dapat menyesatkan karena universitas memang mencari keuntungan yang menguntungkan dari mahasiswa internasional dan layanan tambahan lainnya yang diberikan kepada institusi yang berbeda (misalnya layanan konsultasi) (Binsardi & Ekwulugo, 2003). Meskipun universitas tidak mencari keuntungan, tetapi perlu dioperasikan, sehingga pendanaan dan kelangsungan hidup organisasi menjadi perhatian yang tak terelakkan

Melalui penelitian ini, penulis ingin mengevaluasi hasil penelitian Higher Education Marketing berdasarkan 8P (Barani & Menon, 2017). Dari hasil penelitian ini nanti akan diperoleh data penting berupa rumusan Higher

Education Marketing berdasarkan 8P apa saja yang sudah diteliti dan yang belum diteliti. Manfaat dari penelitian ini adalah menjadi sumber yang berharga bagi para pembaca dan komunitas profesional, hal ini sesuai dengan pendapat (Lenz, 2020).

METODE PENELITIAN

Penelitian ini menggunakan desain metaanalisis. Menurut Guzzo dkk (1987) meta analisis merupakan teknik telaah pustaka yang memiliki validitas yang tinggi. Menurut Sazali & Basit (2020) meta analisis dapat diartikan sebagai analisis terhadap analisis. Sebagai salah satu jenis penelitian, meta analisis merupakan kajian terhadap sejumlah hasil penelitian dalam suatu masalah yang serupa. Penelitian ini menggunakan Teknik dokumentasi untuk teknik pengumpulan data.

Subjek penelitian adalah dokumen penelitian yang telah dilakukan dan ditentukan secara purposive, yaitu penelitian dengan fokus pada kajian Higher Education Marketing berdasarkan 8P. Penentuan tersebut didasarkan pada kesesuaiannya dengan tema penelitian ini.

Semua naskah yang terpilih dalam analisis ini diterbitkan rentang tahun 2019 sampai 2022 oleh author dari beragam negara. Berikut kriteria pengumpulan data yang diterapkan dalam penelitian ini, yaitu: 1) Penulis melakukan pencarian di aplikasi Publish of Perish 8 dengan sumber data scopus menggunakan judul kata pencarian Higher Education Marketing berdasarkan 8P; 2) Data hasil pencarian pada publish or perish divalidasi. Cara validasinya dengan mengecek nama penulis, judul, tahun, dan penerbit; 3) Penulis hanya mengambil type naskah artikel, Book Chapter dan conference berjumlah 88 naskah.

Analisis konten Higher Education Marketing yang menghasilkan konten area dan pengkodean merujuk pada (Akbari et al., 2022; Vel et al., 2019). Penulis sudah mencari melalui publish or perish analisis konten Higher Education Marketing berdasarkan 8P namun masih tidak ditemukan. Meskipun berbeda dengan (Akbari et al., 2022; Vel et al., 2019) yang menganalisis The marketing power of tiktok dan internal marketing di Higher Education, ada klasifikasi yang dapat dijadikan panduan untuk penelitian Higher Education Marketing berdasarkan 8P. Area konten ini termasuk kepengarangan dan afiliasi penulis, metodologi penelitian, dan topik. Penting untuk disampaikan bahwa belum ada panduan klasifikasi untuk penelitian Higher Education Marketing berdasarkan 8P. Untuk memulainya, penulis pertama meninjau naskah dan membentuk kategori konten awal.

Sudah dipaparkan pada pendahuluan belum ada peneliti yang mengkaji meta penelitian Higher Education Marketing berdasarkan 8P di Indonesia, maka ada dua langkah yang peneliti lakukan untuk mengembangkan skema pengkodean. Pertama, Penulis secara induktif meninjau isi dari 88 naskah Higher Education Marketing berdasarkan 8P hasil pencarian pada aplikasi publish or perish mulai dari tahun 2019-2022 (Pencarian tanggal dan jam 2022-07-16 09:53:00 +0700). Kedua, disusun berdasarkan kebutuhan dan relevansi dengan tujuan penelitian. Studi dikodekan ke dalam sepuluh kategori konten, yaitu: 1) Program, 2) Price, 3) Place, 4) Promotion, 5) Profesor, 6) Proses, 7) Physical Evidence, 8) Placement (Barani & Menon, 2017).

Penulis menetapkan skema pengkodean 88 naskah ke dalam kategori konten metodologi penelitian: (a) kualitatif, (b) kuantitatif, atau (c) conceptual, (d) Research and Development, e) Action Research. Selain itu penulis juga mengklasifikasikan Leading publication. Statistik deskriptif digunakan untuk menganalisis penelitian analisis konten dari 88 naskah, title, year, publications dan type. Pada Table 1. Year of Higher Education Marketing Papers Base on Scopus 2019-2022; tabel 2. Type Papers 2019-2022; Table 3. Research Design of the 88 Higher Education Marketing (2019–2022); Table. 4 Content-Analysis Categories for Higher Education Marketing (2019–2022); Tabel 5. Leading Publication Journal Higher Education Marketing (2019–2022); Tabel 6. Leading Author Higher Education Marketing (2019 –2022).

Analisis data penelitian ini mengadopsi penelitian Sazali & Basit (2020) yaitu menggunakan analisis data kuantitatif dengan persentase dan analisis data kualitatif untuk data hasil kajian naratif dari penelitian yang ditemukan.

PEMBAHASAN

Proses analisis data seperti perhitungan statistik dan proses pengujian hipotesis tidak perlu disajikan. Hanya hasil analisis dan hasil pengujian hipotesis saja yang perlu dilaporkan.

Setelah 88 paper terkumpul, penulis melakukan pengecekan satu persatu dari 88 paper mulai dari penulis, judul, tahun, penerbit dan type. Pengecekan dilakukan dengan mengkonfirmasi antara referensi pada mendeley dan website penyedia paper. Dari 88 naskah sah untuk dijadikan data dalam penelitian ini. Tabel 1. Tahun artikel Pemasaran Pendidikan Tinggi Berdasarkan Scopus 2019-2022

No	Authors	Title	Years	Publication	Type
1	L.W. Wong (Wong, 2022)	Mobile social media marketing: a new marketing channel among digital natives in higher education?	2022	Journal of Marketing for Higher Education	Article
2	G.K.S. Ho (Ho & Law, 2022)	Marketing Strategies in the Decision-Making Process for Undergraduate Choice in Pursuit of Hospitality and Tourism Higher Education: The Case of Hong Kong	2022	Journal of Hospitality and Tourism Education	Article
3	Samer Elhajjar dan Laurent Yacoub (Elhajjar & Yacoub, 2022)	The impact of COVID-19 on marketing for higher education institutions in developing countries: the case of Lebanon	2022	Journal of Marketing for Higher Education	Article
4	Varsha Jain, Emmanuel Mogaji, Himani Sharma,	Inclusive Integrated Marketing Framework for Relationship Quality and Value Co-creation for Higher Education: An Abstract	2022	Developments in Marketing Science: Proceedings of the Academy of Marketing Science	Book Chapter

	Anantha Babbili (Jain et al., 2022a)				
5	Nigam Megha Umesh, Dr. Mredu Goyal, Dr. Sangeetha Noval (Umesh et al., 2022)	A Systematic Review on Evaluating the Influence of Social Media Marketing in Higher Education in Current Scenario & Future Implications using the PRISMA Model	2022	Mathematical Statistician and Engineering Applications	Article
6	Charitha Harshani Perera; Rajkishore Nayak (Perera et al., 2022)	The impact of social media marketing and brand credibility on higher education institutes' brand equity in emerging countries	2022	Journal of Marketing Communications	Article
7	Janire Gordon-Isasi; Lorea Narvaiza; Juan José Gibaja (Gordon- Isasi et al., 2022)	An exploratory approach of the association between integrated marketing communication and business performance in higher education institutions	2022	Journal of Marketing for Higher Education	Review
8	Daniela Spanjaard; Francine Garlin; Hossain Mohammed (Spanjaard et al., 2022)	Tell Me a Story! Blending Digital Storytelling Into Marketing Higher Education for Student Engagement	2022	Journal of Marketing Education	Article
9	Fernando Angulo- Ruiz; Albena Pergelova; Juraj Chebeň; Eladio Angulo-Altamirano (Angulo-Ruiz et al., 2022)	How do marketing activities influence organizational reputation in higher education institutions? An impression management perspective across eight countries	2022	International Marketing Review	Article
10	Abhishek Shukla; Kamini Bhasin, (Shukla & Bhasin, 2022)	Social media usage in higher education: Role in marketing and communication during COVID-19	2022	Transnational Marketing Journal	Article
11	Sidrah Asif; Johra Kayeser Fatima; Raechel Johns (Asif et al., 2022)	Role of internal marketing in Australian higher education sector: age, gender and job level as moderators	2022	Journal of Marketing for Higher Education	Article

12	Varsha Jain; Emmanuel Mogaji; Himani Sharma; Anantha S. Babbili (Jain et al., 2022b)	A multi-stakeholder perspective of relationship marketing in higher education institutions	2022	Journal of Marketing for Higher Education	Article
13	Ayşe Collinsl Hasan Şimşek; Aygi Takır (Collins et al., 2022)	Choosing a Higher Education destination: Marketing of where, why and how?	2022	Journal of Marketing for Higher Education	Article
14	Xinlan Chen; Cheng Zeng; Christiane Dalton-Puffer (Chen et al., 2022)	Learner repair during task-based peer interactions in an EMI classroom: a case study of a marketing class in a Chinese higher education setting	2022	Journal of Multilingual and Multicultural Development	Article
15	Zuocheng Zhang ; Sabine Tan ; Kay L. O'Halloran (Z. Zhang et al., 2022)	Managing higher education and neoliberal marketing discourses on Why Choose webpages for international students on Australian and British university websites	2022	Discourse and Communication	Article
16	Surej P John, Richard Walford, Joseph Purayidathil (John et al., 2022)	Factors Affecting the Adoption of SocialMedia in Marketing of Higher Education: An Empirical Analysis	2022	FIIB Business Review	Article
17	Ragil Pardiyono; Jaja Suteja ; Hermita Dyah Puspita (Pardiyono et al., 2022)	Dominant factors for the marketing of private higher education	2022	Decision Science Letters	Article
18	Chiara Hübscher; Susanne Hensel-Börner; Jörg Henseler (Hübscher et al., 2022)	Social marketing and higher education: partnering to achieve sustainable development goals	2022	Journal of Social Marketing	Article
19	Sandra Maria Correia Loureiro, Ricardo Godinho Bilro, Fernando José de Aires Angelino (Loureiro et al., 2021)	Virtual reality and gamification in marketing higher education: a review and research agenda	2021	Spanish Journal of Marketing - ESIC	Review

20	Steven W. Rayburn, Sidney Anderson & Jeremy J. Sierra (Rayburn et al., 2021)	Future Thinking Continuity Of Learning In Marketing: A Student Perspective On Crisis Management In Higher Education	2021	Marketing Education Review	Article
21	Janire Gordon-Isasi; Lorea Narvaiza; Juan José Gibaja (Gordon-Isasi et al., 2021)	Revisiting integrated marketing communication (IMC): a scale to assess IMC in higher education (HE)	2021	Journal of Marketing for Higher Education	Article
22	Artur Kisiolek, Oleh Karyy, Liubov Halkiv (Kisiolek et al., 2021a)	The utilization of Internet marketing communication tools by higher education institutions (on the example of Poland and Ukraine)	2021	International Journal of Educational Management	Article
23	Jorge Esparteiro Garcia, Joana Seixas Pereira & Álvaro Cairrão (Garcia et al., 2021)	Social Media Content Marketing Strategy for Higher Education: A Case Study Approach	2021	Smart Innovation, Systems and Technologies	Conference Paper
24	M. Polkinghorne (Polkinghorne et al., 2021)	An innovative framework for higher education to evaluate learning gain: a case study based upon the discipline of marketing	2021	Studies in Higher Education	Article
25	Fernanda Edileuza Riccomini; Claudia Brito Silva Cirani; Samara de Carvalho Pedro; Daniela Menezes Garzaro; Kambou Sie Kevin (Riccomini et al., 2021)	Innovation in educational marketing: a study applied to Brazilian private higher education institutions	2021	Journal of Marketing for Higher Education	Article
26	M.P. Espinosa-Velez (Espinosa-Velez, 2021)	Relational Marketing applied to higher education institutions in the field of Digital Society: Approach from a strategic perspective	2021	Iberian Conference on Information Systems and Technologies, CISTI	Conference Paper
27	Alvin Ramadhan; Muji Gunarto (Ramadhan & Gunarto, 2021)	Analysis of digital marketing strategies in the era of the COVID-19 pandemic in private higher education	2021	Proceedings of the International Conference on Industrial Engineering and Operations Management	Conference Paper

28	Dilnaz Muneeb, Shehnaz Tehseen, Muslim Amin, Fatima Kader, Khawaja Fawad Latif (Muneeb et al., 2021)	Internal marketing strategies in United Arab Emirates higher education	2021	Journal of Enterprise Information Management	Article
29	Fanny Y. Paladines-Galarza, Cristhian H. Aguirre-Guamán, Andrea V. Velásquez-Benavides (Galarza et al., 2021)	Marketing automation in higher education: Analysis of digital strategies from UTPL and Universidad Casa Grande.	2021	RISTI - Revista Iberica de Sistemas e Tecnologias de Informacao	Article
30	Inayatulloh; Indra Kusumadi Hartono; Muhammad Abrar Kasmin (Inayatulloh et al., 2021)	Electronic Marketing Model for Higher Education	2021	Proceedings of the International Conference on Industrial Engineering and Operations Management	Conference Paper
31	Svetlana G. Pyankova; Inna V. Mitrofanova; Olga T. Ergunova; Marina E. Buyanova (Pyankova et al., 2022)	Particularities Of Marketing Communications In The Field Of Internationalization Of Higher Education In The Russian Federation	2021	DETUROPE	Article
32	Artur Kisiołek ; Oleh Karyy; Liubov Halkiv (Kisiołek et al., 2021b)	Social media in marketing management of higher education institutions in the context of poland and ukraine	2021	Polish Journal of Management Studies	Article
33	Hardika Khusnuliawati, Dhian Riskiana Putri (Khusnuliawati & Putri, 2021)	Hybrid clustering based on multi-criteria segmentation for higher education marketing	2021	Telkomnika (Telecommunication Computing Electronics and Control)	Article
34	Jose luis Matarranz ; Jesus Garcia-Madariaga (Matarranz & Garcia-Madariaga, 2021)	Marketing vision for higher education institutions from the perspective of quality and perceived value in the post-covid-19 time	2021	Journal of Higher Education Theory and Practice	Article

35	Izhar Oplatka; Jane Hemsley-Brown (Oplatka & Hemsley-Brown, 2021)	A Systematic and Updated Review of the Literature on Higher Education Marketing 2005–2019	2021	International Series in Operations Research and Management Science	Book Chapter
36	Monica Khanna; Isaac Cherian Jacob; Anjali Chopra (Khanna et al., 2021)	Marketing of higher education institutes through the creation of positive learning experiences—analyzing the role of teachers' caring behaviors	2021	Journal of Marketing for Higher Education	Article
37	Dadang Dally ; Obsatar Sinaga ; Mohd Haizam Mohd Saudi (Dally et al., 2021)	The Impact Of 7p's Of Marketing on The Performance of The Higher Education Institutions	2021	Review of International Geographical Education Online	Article
38	Scott W. H. Barton (Barton, 2021)	Niche Marketing as a Valuable Strategy to Grow Enrollment at an Institution of Higher Education	2021	Journal of Continuing Higher Education	Article
39	Lien Thi Kim Nguyen, Tom M. Y. Lin, Hoang Phuong Lam (Nguyen et al., 2021)	The role of co-creating value and its outcomes in higher education marketing	2021	Sustainability (Switzerland)	Article
40	Vasiliy Starostin; Sima Musatova (Starostin & Musatova, 2021)	Producing Online-Courses for Higher Education: The Marketing Approach	2021	Lecture Notes in Networks and Systems	Book Chapter
41	Elizabeth Ndofirepi; Temitope Farinloye; Emmanuel Mogaji (Ndofirepi et al., 2020)	Marketing mix in a heterogenous higher education market: A case of Africa	2020	Routledge	Book Chapter
42	Weng Marc Lim ; Teck Weng Jee; Ernest Cyril De Run (Lim et al., 2020)	Strategic brand management for higher education institutions with graduate degree programs: empirical insights from the higher education marketing mix	2020	Journal of Strategic Marketing	Article
43	Kjersti Karijord Smørvik; May Kristin	Bridging marketing and higher education: resource integration, co-creation and student learning	2020	Journal of Marketing for Higher Education	Article

	Vespestad (Smørvik & Vespestad, 2020)				
44	Shane J. Ralston (Ralston, 2020)	Postdigital Prospects for Blockchain-Disrupted Higher Education: Beyond the Theater, Memes and Marketing Hype	2020	Postdigital Science and Education	Note
45	Jemma Helen Oeppen Hill (Oeppen Hill, 2020)	Logos, ethos, pathos and the marketing of higher education	2020	Journal of Marketing for Higher Education	Article
46	Ziyadin Sayabek; Askhat Serikbekuly (Ziyadin & Serikbek, 2020)	Internet-Marketing in the Sphere of Higher Education	2020	Lecture Notes in Networks and Systems	Book Chapter
47	Prashant Mahajan; Suresh Golahit (Mahajan & Golahit, 2019)	Service marketing mix as input and output of higher and technical education: A measurement model based on students' perceived experience	2020	Journal of Applied Research in Higher Education	Article
48	Artur Kisiólek; Oleh Karyy; Liubov Halkiv (Kisiólek et al., 2020)	Comparative analysis of the practice of internet use in the marketing activities of higher education institutions in Poland and Ukraine	2020	Comparative Economic Research	Article
49	Mark Anthony Camilleri (Camilleri, 2020)	Higher education marketing communications in the digital era	2020	Strategic Marketing of Higher Education in Africa	Book Chapter
50	Sandra Brkanlic; Javier Sánchez-García; Edgar Bresó Esteve; Ivana Brkić (Brkanlić et al., 2020)	Marketing mix instruments as factors of improvement of students' satisfaction in higher education institutions in Republic of Serbia and Spain	2020	Sustainability (Switzerland)	Article
51	E. Mogaji (Mogaji, 2020b)	Strategic marketing of higher education in Africa	2020	Strategic Marketing of Higher Education in Africa	Book
52	Hartiwi Prabowo; Ridho Bramulya Ikhsan; Yuniarty Yuniarty (Prabowo et al., 2020)	Student purchase intention in higher education sector: The role of social network marketing and student engagement	2020	Management Science Letters	Article

53	Paulo Fuchs, Carlos Raulino, Diogo Conceição, Samara Neiva, Wellyngton Silva de Amorim, Thiago Coelho Soares, Maurício Andrade de Lima, Carlos Rogerio Montenegro De Lima, João Coelho Soares, José Baltazar Salgueirinho Osório de Andrade Andrade Guerra (Fuchs et al., 2020)	Promoting sustainable development in higher education institutions: the use of the balanced scorecard as a strategic management system in support of green marketing	2020	International Journal of Sustainability in Higher Education	Article
54	Emmanuel Mogaji; Felix Maringe; Robert Ebo Hinson (Mogaji et al., 2020)	Conclusion: Emerging challenges, opportunities, and agenda for research, practice, and policy on marketing and brand communications of higher education institutions in Africa	2020	Strategic Marketing of Higher Education in Africa	Book Chapter
55	Neagu Trocmaer Ana Maria; Bujor Pavaloiu; Mateescu Liviu Mihail; Ioana-Raluca Guica (Maria et al., 2020)	The use of social media marketing in higher education enrolment, a romanian perspective	2020	eLearning and Software for Education Conference	Conference Paper
56	Christine Mwebesa, Felix Maringe (Mwebesa & Maringe, 2020)	An integrative model for marketing higher education in Africa: Branding beyond survival for posterity	2020	Routledge	Book Chapter
57	Wilhemina Odarkor Ofori, Evelyn Markwei, Nana Tuhifo Quagraine (Ofori et al., 2020)	Marketing intangibles: the case of library services in higher education institutions	2020	Library Hi Tech News	Article
58	S.P. John (John, 2020)	Role of Digital Relationships in the Marketing of Higher Education: An Exploratory Analysis from New Zealand	2020	Springer Proceedings in Business and Economics	Conference Paper

59	Teofana Dimitrova; Lyubomir Stoychev; Kiril Desev (Dimitrova et al., 2020)	Marketing communication practices in bulgarian higher education	2020	Ikonomicheski Izsledvania	Article
60	Otilia Chiramba, Felix Maringe (Chiramba, 2020)	Marketing higher education: Creating value for refugee students	2020	Understanding the Higher Education Market in Africa	Book Chapter
61	L. Nghipandulwa (Nghipandulwa, 2020)	Marketing higher education through work-readiness programmes	2020	Understanding the Higher Education Market in Africa	Book Chapter
62	Mian Muhammad Asim; Azmat Rasul (Asim & Rasul, 2020)	Networked Identities: Exploring the Role of Social Networking to Optimize Event Marketing by Higher Education Institutions in the Middle East	2020	Asia Pacific Media Educator	Article
63	Bruno Morgado Ferreira; José Luis Abrantes; Ana Seabra; Isabel Mateos Rubio (Ferreira et al., 2020)	Digital technology and ewom in the context of higher education: A study from Portugal and Spain	2020	Journal of Marketing for Higher Education	Article
64	E. Mogaji (Mogaji, 2020a)	Introduction: Higher education strategic marketing and brand communications in Africa	2020	Strategic Marketing of Higher Education in Africa	Book Chapter
65	S.P. Vululleh (Vululleh, 2020)	Digital marketing of higher education marketing in Africa: Challenges, prospects, and opportunities	2020	Strategic Marketing of Higher Education in Africa	Book Chapter
66	T. Kieu (Kieu, 2020)	Marketing higher education in Africa: Moving from research to practice	2020	Strategic Marketing of Higher Education in Africa	Book Chapter
67	C.J. Gómez Sierra (Sierra, 2020)	Impact through digital marketing tools in social networks and web analytics in higher education institutions	2020	IOP Conference Series: Materials Science and Engineering	Conference Paper

68	Päivikki Kuoppakangas; Kati Suomi; Jari Stenvall; Elias Pekkola' Jussi Kivistö; Tomi Kallio (Kuoppakangas et al., 2019)	Revisiting the five problems of public sector organisations and reputation management—the perspective of higher education practitioners and ex-academics	2019	International Review on Public and Nonprofit Marketing	Article
69	Umar Farooq Sahibzada, Cai Jianfeng, Fawad Latif, Zahid Shafait (Sahibzada et al., 2019)	Development and validation of a multidimensional instrument for measuring internal marketing in Chinese higher education	2019	Journal of Enterprise Information Management	Article
70	Grzegorz Mazurek; Pawel Korzynski; Anna Górska (Mazurek et al., 2019)	Social media in the marketing of higher education institutions in Poland: Preliminary empirical studies	2019	Entrepreneurial Business and Economics Review	Article
71	Ravina Ripoll; Estela Nuñez Barriopedro; Araceli Galiano; Luis Bayardo Tobar-Pesántez (Ripoll et al., 2019)	Towards a happy, creative and social higher education institution: The case of non-profit marketing and business creation subjects at the university of cadiz	2019	Journal of Entrepreneurship Education	Article
72	Mark Anthony Camilleri (Camilleri, 2019)	Higher education marketing: Opportunities and challenges in the digital Era	2019	Academia (Greece)	Article
73	Roger Pizarro Milian; Jessica Rizk (Pizarro Milian & Rizk, 2019)	Marketing Christian higher education in Canada: a 'nested' fields perspective	2019	Journal of Marketing for Higher Education	Article
74	Prakash Vel; Aakash Shah; Vijay Pereira (Vel et al., 2019)	Internal marketing in a higher education context – towards an enriched framework	2019	International Journal of Educational Management	Article
75	Elizabeth Knight (Knight, 2019)	Massification, marketisation and loss of differentiation in pre-entry marketing materials in UK higher education	2019	Social Sciences	Article

76	H. Prabowo, T. Sriwidadi (Prabowo & Sriwidadi, 2019)	The effect of marketing mix toward brand equity at higher education institutions: A case study in binus online learning Jakarta	2019	Pertanika Journal of Social Sciences and Humanities	Article
77	Emma Juaneda Ayensa; Cristina Olarte; Mónica Clavel San Emeterio (Juaneda-Ayensa et al., 2019)	Developing new “Professionals”: Service learning in marketing as an opportunity to innovate in higher education	2019	Studies in Educational Evaluation	Article
78	Melanie Walker Hardy, Hillary J Kener, Karen Arnovitz Grinzaid (Hardy et al., 2018)	Implementation of a Carrier Screening Program in a High-Risk Undergraduate Student Population Using Digital Marketing, Online Education, and Telehealth	2019	Public Health Genomics	Article
79	Araden Hatim Khudair, Khalidiy (Araden Hatim Khudair, 2019)	Impact of strategic planning practices on academic marketing in Iraqi higher education	2019	Academy of Strategic Management Journal	Article
80	YoungAh Lee (Lee, 2019)	Understanding parents’ view on US higher education marketing communication	2019	Educational Research for Policy and Practice	Article
81	Ragil Pardiyono, Rina Indrayani (Pardiyono & Indrayani, 2019)	Decision support system to choose private higher education based on marketing mix model criteria in Indonesia	2019	IOP Conference Series: Materials Science and Engineering	Conference Paper
82	Olga Zervina, Yulia Stukalina (Zervina & Stukalina, 2019)	Developing a marketing strategy for a higher education institution in the agenda of customer-driven education	2019	Lecture Notes in Networks and Systems	Book Chapter
83	Liaquat Ali and Baladi, Zameer Hussain and Arshad, Sadia and Nagar, Muhammad Ali Khan and Rustamani, Shahnawaz (Rahoo et al., 2018)	Use of Web 2.0 Tools for Marketing and Promotion of Library Services in Higher Education Institutes of Sindh	2019	2018 IEEE 5th International Conference on Engineering Technologies and Applied Sciences, ICETAS 2018	Conference Paper

84	Andriani Kusumawati (Kusumawati, 2019)	The use of digital marketing in higher education institutions (HEIs) in Indonesia: An exploratory analysis	2019	Proceedings of the 33rd International Business Information Management Association Conference, IBIMA 2019: Education Excellence and Innovation Management through Vision 2020	Conference Paper
85	Jajang Burhanudin, Dwi Kartini, Sucherly, Rita Komaladewi (Burhanudin et al., 2019)	Innovation, competitive advantage and marketing performance of vocational higher education in private polytechnics in Indonesia	2019	International Journal of Innovation, Creativity and Change	Article
86	Krishnamoorthy A, Srimathi H (A & H, 2019)	Digital marketing and strategic planning in higher education	2019	International Journal of Scientific and Technology Research	Article
87	F. Casadei (Casadei, 2019)	For a history of Marketing studies in Italy: Notes between publishing and higher education	2019	Economia Agro-Alimentare	Article
88	Melissa James, Gemma Derrick (James & Derrick, 2021)	Export marketing in higher education: an international comparison	2019	Journal of International Education in Business	Article

Sumber data: Analisis data

Urutan penyajian sesuai hasil laporan dari aplikasi publish or perish yaitu dimulai dari tahun (2022= 18 atau 20%), (2021 = 22 atau 25%), (2020 = 28 atau 32%), (2019 = 20 atau 23%) total 88 naskah.

Tabel 2. Tahun Pemasaran Perguruan Tinggi 88 Berdasarkan Scopus 2019-2022

No	Year	N	%
1	2022	18	20
2	2021	22	25
3	2020	28	32
4	2019	20	23
	Total	88	100

Sumber data: Analisis data

Tabel 3. menjelaskan frekuensi dan persentase jenis naskah 88 yang dinilai dalam penyelidikan ini. Terbanyak type penelitian adalah Article dengan jumlah 64 (73%), terbanyak kedua type Book Chapter dengan jumlah 14 (16%), terbanyak ketiga type Conference Paper berjumlah 10 (11%). Hal ini dapat dilihat pada tabel 2 di bawah ini:

Tabel 3. Artikel Scopus 2019-2022

No	Type	N	%
1	Article	64	73
2	Book Chapter	14	16
3	Conference Paper	10	11
	Total	88	100

Sumber data: Analisis data

Tabel 4 menjelaskan frekuensi dan persentase desain penelitian dan metode yang digunakan dalam 88 naskah yang analisis dalam penelitian ini. Sebagian besar studi penelitian bersifat kualitatif $n = 23$ (26%); kedua kuantitatif $n = 18$ (21%); ketiga survey $n = 16$ (18%), keempat conceptual $n = 12$ (14%); kelima Systematic Review $n = 6$ (7%).

Tabel 4. Desain Penelitian 88 Perguruan Tinggi Berbasis Pemasaran Scopus (2019 – 2022) (lihat tambahan data)

No	Metode Penelitian	Author	N	%
1	Qualitative	(Ho & Law, 2022); (Elhajjar & Yacoub, 2022); (Jain et al., 2022a); (Spanjaard et al., 2022); (Jain et al., 2022b); (Z. Zhang et al., 2022); (Rayburn et al., 2021); (Ramadhan & Gunarto, 2021); (Inayatulloh et al., 2021); (Pyankova et al., 2022); (Dally et al., 2021); (Barton, 2021); (Smørvik & Vespestad, 2020); (Mahajan & Golahit, 2019); (Ofori et al., 2020); (Pizarro Milian & Rizk, 2019); (Knight, 2019); (Juaneda-Ayensa et al., 2019); (Lee, 2019); (Kusumawati, 2019); (Chen et al., 2022); (James & Derrick, 2021); (Pardiyono & Indrayani, 2019);	23	26
2	Quantitative	(Perera et al., 2022); (Gordon-Isasi et al., 2022); (Khusnuliawati & Putri, 2021); (Khanna et al., 2021); (Nguyen et al., 2021); (Brkanlić et al., 2020); (Prabowo et al., 2020); (Maria et al., 2020); (Mazurek et al., 2019); (Dimitrova et al., 2020); (Asim & Rasul, 2020); (Ripoll et al., 2019); (Prabowo & Sriwidadi, 2019); (Pardiyono & Indrayani, 2019); (Rahoo et al., 2018); (Nghipandulwa, 2020); (Chiramba, 2020); (Collins et al., 2022)	18	21
3	Survei	(Wong, 2022); (Angulo-Ruiz et al., 2022); (Asif et al., 2022); (Collins et al., 2022); (John et al., 2022); (Pardiyono et al., 2022); (Kisiołek et al., 2021a); (Muneeb et al., 2021); (Kisiołek et al., 2021b); (Matarranz & Garcia-Madariaga, 2021); (Lim et al., 2020); (Kisiołek et al., 2020); (Hardy et al., 2018); (Araden Hatim Khudair, 2019); (Burhanudin et al., 2019);	16	18
4	Conceptual	(Ndofirepi et al., 2020); (Ralston, 2020); (Oeppen Hill, 2020); (Ziyadin & Serikbek, 2020); (Camilleri, 2020); (Fuchs et al., 2020); (Mogaji et al., 2020); (Mwebesa & Maringe, 2020); (James & Derrick, 2021); (Casadei, 2019); (Mogaji, 2020b); (Polkinghorne et al., 2021)	12	14
5	Case Studi	(Hübscher et al., 2022); (Garcia et al., 2021)' (Riccomini et al., 2021)'; (Galarza et al., 2021); (Starostin & Musatova, 2021);	5	6
6	Systematic Review	(Umesh et al., 2022); (Loureiro et al., 2021); (Oplatka & Hemsley-Brown, 2021); (John, 2020); (Zervina & Stukalina, 2019); (Espinosa-Velez, 2021)	6	7
7	Library Research	(Zervina & Stukalina, 2019); (A & H, 2019); (Fuchs et al., 2020)	3	3
8	Mix Methode	(Gordon-Isasi et al., 2021); (Sahibzada et al., 2019);	2	2
9	Analysis Content	(Shukla & Bhasin, 2022); (Vel et al., 2019);	2	2
10	Analysis SWAT	(Camilleri, 2019);	1	1
	Total		88	100

Sumber data: Analisis data

Tabel 5. menjelaskan tentang Content-Analysis Categories for Higher Education Marketing (2019 –2022).

<i>Content-Analysis Category</i>	<i>Author</i>	<i>n</i>	<i>%</i>
1. Program: It includes courses awarded and the subjects developed for the students	(Chen et al., 2022); (Polkinghorne et al., 2021); (Matarranz & Garcia-Madariaga, 2021); (Khanna et al., 2021); (Starostin & Musatova, 2021); (Smørvik & Vespestad, 2020); (Juaneda-Ayensa et al., 2019);	7	8
2. Price: It includes fees structure and exam fees and fees concessions and scholarships		0	0
3. Place: This P includes intermediaries like affiliated colleges, outlet location, transportation and exposure		0	0
4. Promotion: It includes advertising, publicity and media propagation, public relations with government, press meets and public awareness programs.	(Wong, 2022); (Ho & Law, 2022); (Elhajjar & Yacoub, 2022); (Umesh et al., 2022); (Perera et al., 2022); (Gordon-Isasi et al., 2022); (Spanjaard et al., 2022); (Pardiyono et al., 2022); (Angulo-Ruiz et al., 2022); (Shukla & Bhasin, 2022); (Z. Zhang et al., 2022); (John et al., 2022); (Hübscher et al., 2022); (Loureiro et al., 2021); (Gordon-Isasi et al., 2021); (Kisiołek et al., 2021a); (Kisiołek et al., 2021a); (Garcia et al., 2021); (Espinosa-Velez, 2021); (Ramadhan & Gunarto, 2021); (Muneeb et al., 2021); (Galarza et al., 2021); (Inayatulloh et al., 2021); (Pyankova et al., 2022); (Khusnuliawati & Putri, 2021); (Dally et al., 2021); (Barton, 2021); (Nguyen et al., 2021); (Ndofirepi et al., 2020); (Lim et al., 2020); (Ralston, 2020); (Oeppen Hill, 2020); (Ziyadin & Serikbek, 2020); (Mahajan & Golahit, 2019); (Kisiołek et al., 2020); (Mogaji, 2020b); (Prabowo et al., 2020); (Camilleri, 2020); (Brkanlić et al., 2020); (Fuchs et al., 2020); (Mogaji et al., 2020); (Maria et al., 2020); (Mwebesa & Maringe, 2020); (John, 2020); (Dimitrova et al., 2020); (Asim & Rasul, 2020); (Ferreira et al., 2020); (Vululleh, 2020); (Kieu, 2020); (Sierra, 2020); (Sahibzada et al., 2019); (Mazurek et al., 2019); (Ripoll et al., 2019); (Camilleri, 2019); (Pizarro Milian & Rizk, 2019); (Vel et al., 2019); (Knight, 2019); (Prabowo & Sriwidadi, 2019); (Araden Hatim Khudair, 2019); (Lee, 2019); (Pardiyono & Indrayani, 2019); (Zervina & Stukalina, 2019); (Rahoo et al., 2018); (Kusumawati, 2019); (Burhanudin et al., 2019); (A & H, 2019); (Casadei, 2019); (James & Derrick, 2021); (Kisiołek et al., 2021b); (Mogaji, 2020a); (Rayburn et al., 2021);	70	80
5. Professor: This P teachers, students and non-teaching staff motivation, team work and rewards.		1	1
6. Process: Flow of activities with standardized and customized, Number of steps both simple and complex activities inside the college reference points for performance.	(Jain et al., 2022a); (Asif et al., 2022); (Jain et al., 2022b); (Riccomini et al., 2021); (Kuoppakangas et al., 2019);	5	6
7. Physical Evidence: This P includes classrooms, buildings, equipment in the lab, dress code of students, calendars, visiting cards, ID cards	(Collins et al., 2022); (Ofori et al., 2020); (Chiramba, 2020);	3	3
8. Placement: Career guidance, Placement training and arranging recruitment drives	(Nghipandulwa, 2020); (Hardy et al., 2018);	2	2
Total		88	100

Sumber data: Analisis data

Berdasarkan hasil analisis isi terhadap 88 naskah Higher Education Marketing berdasarkan 8P, persentase perbidang yaitu: 1) Program $n = 7$ (8%), 2) Price $n = 0$ (0%), 3) Place $n = 0$ (0%), 4) Promotion $n = 70$ (80%), 5) Profesor $n = 1$ (1%), 6) Proses $n = 5$ (6%), 7) Physical Evidence $n = 3$ (3%), 8) Placement $n = 2$ (2%) (Barani & Menon, 2017).

Tabel 6 menjelaskan tentang Leading Publication Journal Higher Education Marketing (2019–2022). Terbanyak pertama ada dua penerbit jurnal $n = 13$, yaitu: Journal of Marketing for Higher Education. Terbanyak kedua penerbit jurnal $n = 2$, yaitu: jurnal Sustainability (Switzerland).

Tabel 6. Jurnal Publikasi Unggulan Pemasaran Pendidikan Tinggi (2019 –2022)

No	Publication Journal	Article
1	Journal of Marketing for Higher Education	13
2	Sustainability (Switzerland)	2

Sumber data: Analisis data

Tabel 7 menjelaskan tentang Leading Publication University Higher Education Marketing (2019 –2022). Terbanyak pertama Author $n = 4$, yaitu: Emmanuel Mogaji. Terbanyak kedua Author $n = 3$, yaitu: Artur Kisiolek, Oleh Karyy, Liubov Halkiv dan Kisiolek, Jain. Terbanyak ketiga Author $n = 2$, yaitu: Surej P John, Mark Anthony Camilleri, Hartiwi Prabowo, Gordon-Isasi.

Tabel 7. Leading Author Higher Education Marketing (2019 –2022)

No	Author	n
1	Emmanuel Mogaji	4
2	Artur Kisiolek, Oleh Karyy, Liubov Halkiv	3
2	Varsha Jain	3
3	Surej P John	2
3	Mark Anthony Camilleri	2
3	Hartiwi Prabowo	2
3	Janire Gordon-Isasi	2

Sumber data: Analisis data

Tujuan dari analisis konten ini adalah untuk mendeskripsikan tren dalam penelitian Higher Education Marketing berdasarkan 8P pada data base pengindeks scopus antara tahun 2019 sampai tahun 2022. Penelitian peneliti menghasilkan sejumlah temuan penting.

Pertama, hasil analisis menunjukkan bahwa penelitian empiris tentang Higher Education Marketing berdasarkan 8P mengalami fluktuatif mulai tahun 2019 sampai 2022. Tertinggi pada tahun 2020, yaitu $n = 28$ (32%). Dan terendah pada tahun 2022 dengan $n = 18$ (20%).

Kedua, terkait type naskah penulis menemukan dari $n = 88$ didominasi oleh pertama Article dengan jumlah 64 (73%); kedua type Book Chapter dengan jumlah 14 (16%), terbanyak ketiga type Conference Paper berjumlah 10 (11%). Type publikasi artikel menjadi pilihan terbanyak peneliti Higher Education

Marketing. Dengan demikian para peneliti berikutnya dapat mencari sumber atau referensi penelitian Higher Education Marketing dalam bentuk artikel.

Ketiga, desain penelitian dan metode yang digunakan dalam 88 naskah Higher Education Marketing berdasarkan 8P didominasi oleh kualitatif dengan $n = 23$ (26%); kedua kuantitatif $n = 18$ (21%); ketiga survey $n = 16$ (18%), keempat conceptual $n = 12$ (14%); kelima Systematic Review $n = 6$ (7%). Temuan ini menunjukkan bahwa mayoritas peneliti yang mengkaji Higher Education Marketing lebih berminat pada desain kualitatif, disusul dengan kuantitatif. Selain (Akbari et al., 2022; Vel et al., 2019) yang menggunakan pengkodean metodologi penelitian. Temuan desain penelitian Higher Education Marketing berdasarkan 8P ini menambah khazanah penelitian analisis konten dan yang pertama fokus pada Higher Education Marketing berdasarkan 8P.

Keempat, dari lima 8 analisis konten Higher Education Marketing (Barani & Menon, 2017) didominasi oleh Promotion $n = 70$ (80%), dan yang paling sedikit adalah Price $n = 0$ (0%) dan Place $n = 0$ (0%). Ini berarti peneliti dari 88 naskah lebih minat pada kajian promotion. Sedangkan, price dan place menjadi fokus yang tidak ada peminatnya. Dengan demikian, peneliti selanjutnya dapat mengeksplorasi kajian price dan place.

Kelima, peneliti Higher Education Marketing paling banyak menerbitkan artikel pada Journal of Marketing for Higher Education (Taylor and Francis Group, 2022) dengan $n = 13$ article. Kedua, jurnal Sustainability (Switzerland) dengan $n = 2$ article.

Keenam, Emmanuel Mogaji (google scholar, 2022b) menjadi yang terbanyak author dengan $n = 4$. Dia merupakan Senior Lecturer, University of Greenwich. Berdasarkan google cendikia Emmanuel Mogaji memiliki Citations 2384, h-index 24 dan i10-index 53. Author terbanyak kedua $n = 3$, yaitu: Artur Kisiolek (google scholar, 2022a), Oleh Karyy (Web of Science, 2022b), Liubov Halkiv (Web of Science, 2022a), Varsha Jain (google scholar, 2022f), Surej P John (google scholar, 2022e), Mark Anthony Camilleri (google scholar, 2022d), Hartiwi prabowo (google scholar, 2022c), Janire Gordon-Isasi (Researchgate, 2022). Dari penulis terbanyak yang ada, Emmanuel Mogaji menjadi author yang fokus mengkaji Higher Education Marketing hal ini terbukti dengan article dan book yang dia publikasikan mendapat banyak sitasi dari para peneliti.

Analisis isi ini mengandung batasan, yaitu hanya membatasi dari tahun 2022 sampai tahun 2019 saja. Temuan analisis isi ini menawarkan data untuk penelitian masa depan mengenai penelitian Higher Education Marketing berdasarkan 8P. Data ini dapat menjadi panduan bagi peneliti untuk memilih metode penelitian atau bidang dalam Higher Education Marketing berdasarkan 8P. Peneliti selanjutnya dapat mengkaji bidang Higher Education Marketing fokus pada price dan place yang masih sedikit dikaji oleh peneliti. Selain itu, mengeksplorasi metode penelitian yang masih sedikit dikaji seperti Analysis Content dan analysis SWOT.

PENUTUP

Analisis isi ini menunjukkan deskripsi tentang analisis isi terhadap penelitian Higher Education Marketing berdasarkan 8P mulai tahun 2019 sampai 2022 pada data base Scopus. Tren tahun, type naskah, desain penelitian, bidang konten analisis dan penerbit jurnal terbanyak dan author

terbanyak, dirangkum untuk memberikan konteks dan perbandingan dalam literatur dalam penelitian ini.

Temuan dari penelitian ini Analisis isi ini mengandung batasan, yaitu hanya membatasi dari tahun 2022 sampai tahun 2019 saja. Temuan analisis isi ini menawarkan data untuk penelitian masa depan mengenai penelitian Higher Education Marketing berdasarkan 8P. Data ini dapat menjadi panduan bagi peneliti untuk memilih metode penelitian atau bidang dalam Higher Education Marketing berdasarkan 8P.

Peneliti selanjutnya dapat mengkaji bidang Higher Education Marketing fokus pada price dan place yang masih sedikit dikaji oleh peneliti. Selain itu, mengeksplorasi metode penelitian yang masih sedikit dikaji seperti Analysis Content dan analysis swat. Memberikan arah pada penelitian masa depan mengkaji penelitian empiris Higher Education Marketing berdasarkan 8P fokus pada price dan place.

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