



Research Article

Innovation And Promotion Of Business Units And Educational Institutions

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Received : January 10, 2025
Accepted : March 05, 2026

Revised : February 23, 2025
Available online : April 07, 2026

How to Cite: Muhti Al Umam, Dumyati, Rahmat Fajar Al-Qusyairi JNZ, & Holilur Rahman. (2026). Innovation And Promotion Of Business Units And Educational Institutions. *Regulate: Jurnal Ilmu Pendidikan, Hukum Dan Bisnis*, 3(1), 1-8. <https://doi.org/10.61166/regulate.v3i1.12>

Abstract. Innovation and promotion are two important aspects in the development of business units and educational institutions. Innovation can help improve the quality of the product or service offered, while promotion can help introduce the product or service to the wider community. Innovation in business units and educational institutions involves the development of new ideas, methods, or approaches that can improve the quality, efficiency, and relevance of the products or services offered. Innovation can include the development of new technologies, changes in the teaching process, the development of more relevant curricula, or the use of innovative learning methods. The objectives of this research are 1) to find out the meaning of innovation of business units and educational institutions, 2) to find out the meaning of promotion of business units and educational institutions. The type of research used in this study is library research with a qualitative research method that is descriptive in an effort to uncover a problem or event as it is. Product innovation is an effort carried out by a company to create new products that aim to adapt to consumer tastes and can increase sales. Meanwhile,

educational innovation is a new and qualitative change that is different from the previous one, and is deliberately sought to improve the ability to achieve certain goals in education.

Keywords: Innovation, Promotion, Educational institutions.

Abstrak. Inovasi dan promosi merupakan dua aspek penting dalam pengembangan unit bisnis dan lembaga pendidikan. Inovasi dapat membantu meningkatkan kualitas produk atau jasa yang ditawarkan, sedangkan promosi dapat membantu memperkenalkan produk atau jasa tersebut kepada masyarakat luas. Inovasi dalam unit bisnis dan lembaga pendidikan melibatkan pengembangan ide, metode, atau pendekatan baru yang dapat meningkatkan kualitas, efisiensi, dan relevansi produk atau jasa yang ditawarkan. Inovasi dapat mencakup pengembangan teknologi baru, perubahan dalam proses pengajaran, pengembangan kurikulum yang lebih relevan, atau penggunaan metode pembelajaran inovatif. Tujuan penelitian ini adalah 1) untuk mengetahui makna inovasi unit bisnis dan lembaga pendidikan, 2) untuk mengetahui makna promosi unit bisnis dan lembaga pendidikan. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kepustakaan dengan metode penelitian kualitatif yang deskriptif dalam upaya mengungkap suatu masalah atau peristiwa sebagaimana adanya. Inovasi produk adalah upaya yang dilakukan oleh suatu perusahaan untuk menciptakan produk baru yang bertujuan untuk beradaptasi dengan selera konsumen dan dapat meningkatkan penjualan. Sementara itu, inovasi pendidikan adalah perubahan baru dan kualitatif yang berbeda dari sebelumnya, dan secara sengaja diupayakan untuk meningkatkan kemampuan mencapai tujuan tertentu dalam pendidikan.

Kata Kunci: Inovasi, Promosi, Lembaga pendidikan.

INTRODUCTION

In the context of business units and educational institutions, innovation can include the development of innovative teaching methods, the use of new technology in the learning process, or the development of new products that can improve the quality of services. Innovation can also involve changes in marketing strategies or the management of business units or educational institutions.

Usually, education and the economy are two sides of the same currency that cannot be separated. The two are interrelated and interdependent. To build a good education, a healthy economy is needed and a healthy economy will be easily achieved through educated people.¹

The education in Law No. 20 of 2003 concerning the national education system is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble morals and skills necessary for themselves and society.² To realize education as mentioned above, of course, it requires adequate facilities and other components. Efforts to meet the needs of all components of education certainly require financing. Sufficient financing will be obtained from a stable and healthy economic system.

An economic system is a system used by a country to allocate its resources to both individuals and organizations in the country. Another opinion states that the economy is a form of system that functions to regulate and establish cooperation in

¹ Soraya, Andien Amirani, and A. Ulasan Jurnal-jurnal. "Pendidikan dan Perekonomian."

² Undang-Undang No. 20 Tahun 2003 Tentang Sistem Pendidikan Nasional

the economic field through human and institutional relationships. Because the economy is a system, of course, to drive the system, skilled personnel are needed who can be produced from quality educational activities.³

Innovation and promotion are two important aspects in the development of business units and educational institutions. Innovation can help improve the quality of the product or service offered, while promotion can help introduce the product or service to the wider community. Innovation in business units and educational institutions involves the development of new ideas, methods, or approaches that can improve the quality, efficiency, and relevance of the products or services offered. Innovation can include the development of new technologies, changes in the teaching process, the development of more relevant curricula, or the use of innovative learning methods. One example of innovation in educational institutions is the use of information and communication technology (ICT) in the learning process. By using ICT, educational institutions can improve the accessibility, efficiency, and interactivity of learning. Another example is the development of educational programs that focus on specific skills or the development of skills relevant to the needs of the job market.

Promotion is an effort to introduce and market products or services offered by business units or educational institutions. Promotion can be done through various means, such as advertisements, exhibitions, socialization activities, or marketing campaigns. In the context of a business unit, promotion can involve marketing activities such as advertising in the mass media, sales promotions, or branding activities to build a positive image of a product or service. Meanwhile, in educational institutions, promotion can involve socialization activities of educational programs, educational exhibitions, or cooperation with other parties to expand the reach and increase public awareness of the educational programs offered.

Based on the information found, it can be concluded that innovation and promotion have an important role in the development of business units and educational institutions. Innovation helps improve the quality of the product or service offered, while promotion helps introduce the product or service to the wider community. Some examples of innovations in business units and educational institutions include the development of innovative teaching methods, the use of technology in online learning, or the development of new products that can improve the quality of services. Meanwhile, promotion can be done through social media, community activities, or through various other ways to increase public awareness of the products or services offered.

RESEARCH METHODS

The type of research used in this study is library research with a qualitative research method that is descriptive in an effort to uncover a problem or event as it is. The results of the study are emphasized on an objective description of the actual state of the object being studied. Library research is a series of activities related to the

³ Rahardjo, M. Dawam. "Menuju Sistem Perekonomian Indonesia." (2009).

method of collecting library data, reading and recording and processing research materials.⁴

With the intention that the various data collected came from several books, journals, articles, papers and other research results that are relevant to the focus of this research.

RESULTS AND DISCUSSION

Definition of Innovation in Business Units and Educational Institutions

a. Definition of Innovation

According to Sutarno, innovation is the transformation of knowledge into new products, processes and services, the act of using something new. However, according to Vontana, innovation is an economic and social success thanks to the introduction of new ways or new combinations of old ways of transforming inputs into outputs that create a major change in the relationship between the use value and the price offered to consumers or users, communities, societies and the environment.

Meanwhile, according to Kusumo, innovation is defined as a company's mechanism to adapt in a dynamic environment, therefore companies are required to be able to create new thoughts, new ideas and offer innovative products and improved services that satisfy customers.⁵

On the other hand, innovation products, according to Lukas and Ferrel, are defined as the process of using new technology into a product so that the product has added value. Innovation can be done on goods, services, or ideas that are accepted by someone as something new, so that an idea may have appeared in the past, but it can be considered innovative for consumers who are new to it. Often people think that by innovating something, someone has made positive changes that lead to progress. This opinion is true, but for some consumers this change (in any form) is something that is difficult to accept.

Based on the definition of product innovation above, it can be concluded that what is meant by product innovation is an effort run by a company to create new products that aim to adjust to consumer tastes and can increase sales. Thus, it can be said that the increase in the number of goods offered to consumers and supported by the flow of information about products that are easy to obtain, causes them to be more selective in buying an item, both in quality, pattern design, color and price. Product innovation aims to maintain the survival of the company, because existing products are vulnerable to changes in consumer needs and tastes, technology, shorter product life cycles, as well as increasing domestic and foreign competition. Product innovation must be carried out through the results of market research, so that it can produce products that are in accordance with consumer tastes.

⁴ Mestika Zed, *Metode Penelitian Kepustakaan*, (Yogyakarta: Yayasan Obor Indonesia, 2004), hlm.3.

⁵ Kusumo. *Perilaku Konsumen (Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran)*. Jakarta: Kencana, 2018, hal 22.

b. Definition of Educational Innovation

According to S. Wojowasito and Santoso S. Hamijoyo quoted by Udin Syaefudin Sa'ud in his book Educational Innovation said that the word Innovation (in United Kingdom) is often translated as everything new or renewal, but there are those who make the word Innovation into the word Indonesia, namely Innovation. Innovation is also sometimes used to declare inventions, because new things are the result of inventions. The word discovery is also often used to translate the word from the United Kingdom Discovery and Invention.⁶

There is also a connection between the meaning of Innovation and Modernization, because both talk about renewal efforts, to broaden horizons and clarify the meaning of Educational Innovation, so it is necessary to talk first about the meaning of Discovery, Invention, and Innovation before talking about the meaning of Educational Innovation. Discovery, Invention, and Innovation can be interpreted in Indonesian "discovery", the meaning of the three words contains the meaning of the discovery of something new, Either the item itself has existed for a long time and is only known or it is really new in the sense that it did not exist before. Similarly, it may be that the new thing is held with the intention of achieving a certain goal.

It can be concluded that educational innovation is a new change, and qualitatively different from what (existed before), and is deliberately sought to improve the ability to achieve certain goals in education.

Definition of Promotion of Business Units and Educational Institutions

Promotions are another factor that influences purchase decisions. Promotion is an important factor that must be carried out by a company. With promotion, a company can provide information to consumers about the products it creates. According to Kotler and Keller (2008) in Ernawati, D. (2019) Promotion is various ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold.

Meanwhile, according to Arianty (2013) in Jiwuk, P. M. (2020), Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality, to increase marketing activities in terms of marketing goods or services from a company, it is not enough to only develop products, use distribution channels and fixed price channels, but also supported by promotional activities. After looking at the definitions above, promotion is the activity of communicating or informing the benefits of a product or service to potential consumers to encourage and persuade prospective consumers to be able to buy the product or service.⁷

In the context of a school, promotion is defined as a systematic processing of the exchange of values that are deliberately carried out to promote the missions of

⁶ Udin Syaefudin Sa'ud, Inovasi Pendidikan (Bandung: Alfabeta, 2012), hal 2.

⁷ Andini Lulu Oktavia, "Pengaruh Promosi Dan Inovasi Produk Terhadap Keputusan Pembelian Di Distro Starcross Bandar Lampung" (Skripsi, Informatics & Business Institute Darmajaya Bandar Lampung, 2020), 15-16.

the school or school based on the satisfaction of real needs, both for stakeholders and the social community in general.⁸

Promotion is also defined as human activities that are directed to meet and satisfy needs and desires through an exchange process. If the strategy is associated with promotion, then the promotion strategy is interpreted as decision-making regarding the promotion factors that can be controlled to achieve the goals that have been determined. The main goal is for the company to be able to see objectively internal and external conditions, so that the company can anticipate changes in the external environment. In this case, the functions of management, consumers, distributors, and competitors can be clearly distinguished. Strategic planning is important to gain a competitive advantage and have a product that is in accordance with the wishes of consumers with optimal support from existing resources. Promotion strategy is the design, implementation, and control of plans to influence exchanges in order to achieve organizational goals.⁹

The relationship between promotion and planning is the core of strategic promotion. Strategic promotion is a process to develop and maintain strategic alignment between the objectives and capabilities of the institution, as well as changes in promotion opportunities. Strategic promotion includes activities to develop a clear mission, support the goals and objectives of the institution, logical strategies, and appropriate implementation.

In practice, many schools still focus on short-term promotion issues and use traditional approaches to implement educational promotion. Educational promotion should use strategic management concepts that focus on long-term promotion issues and contemporary management approaches in the application of educational promotion concepts. Educational promsi must build the future perspective of the school well, therefore, education promotion must have a forward-looking and backward mindset, so as to prepare school employees and students to welcome the future of their school. Every organization needs goals or objectives, policies, programs, and strategic decisions. Quinn analyzes the functions of strategy and formulates the 5P formula for strategy, including plan which means accompanying the continuity of expected organizational actions, ploy (way) means taking a position to deceive competitors, pattern (pattern) means where the strategy must be in harmony with the behavior of the organization, position where the self-oriented organization will occupy a special location in the market or field, Perspective is the way the organization sees its role and position.¹⁰

From the definition above, it can be concluded that the success of a company cannot be separated from its name of good promotion. Good promotion cannot be separated by using a promotion strategy. If a good promotion strategy runs optimally, then a company will achieve success. Likewise, in the world of education, a good promotion strategy is also needed, so that an educational institution thinks about and

⁸ Muhaimin, Manajemen Pendidikan, (Jakarta: Kencana, 2010), hal 86.

⁹ J.Paul Peter, & Jerry C.Olson.. Perilaku Konsumen & Strategi Pemasaran, (Jakarta: Salemba Empat. 2013). 12

¹⁰ Wijaya, Davis, Pemasaran Jasa Pendidikan, (Jakarta: Salemba Empat 2012), hal 54.

provides good service. Good service will make the number of students increase in an educational institution and feel satisfied and comfortable in the environment of the educational institution.

CONCLUSION

Product innovation is an effort carried out by a company to create new products that aim to adapt to consumer tastes and can increase sales. Thus, it can be said that the increase in the number of goods offered to consumers and supported by the flow of information about products that are easy to obtain, causes them to be more selective in buying an item, both in quality, pattern design, color and price. Product innovation aims to maintain the survival of the company, because existing products are vulnerable to changes in consumer needs and tastes, technology, shorter product life cycles, as well as increasing domestic and foreign competition. Product innovation must be carried out through the results of market research, so that it can produce products that are in accordance with consumer tastes.

Meanwhile, educational innovation is a new and qualitative change that is different from the previous one, and is deliberately sought to improve the ability to achieve certain goals in education.

The success of a company cannot be separated from its name of good promotion. Good promotion cannot be separated by using a promotion strategy. If a good promotion strategy runs optimally, then a company will achieve success. Likewise, in the world of education, a good promotion strategy is also needed, so that an educational institution thinks about and provides good service. Good service will make the number of students increase in an educational institution and feel satisfied and comfortable in the environment of the educational institution.

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