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JL. Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : [humanisproceedings@gmail.com](mailto:humanisproceedings@gmail.com)



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## Analysis of Marketing Strategies in Increasing the Number of Students at the Practical Education Center (PEC) Pondok Petir

Sri Retnaning Sampurnaningsih<sup>1)</sup>;  
Fili Amalia<sup>2)</sup>; Iwan Setiawan<sup>3)</sup>; Muhammad Wahyudi<sup>4)</sup>; and Kristina Natalina S<sup>5)</sup>

Universitas Pamulang, Kota Tangerang Selatan, Banten 15310

E-mail: <sup>a)</sup>[dosen01366@unpam.ac.id](mailto:dosen01366@unpam.ac.id);

<sup>b)</sup>[Amaliafili22@gmail.com](mailto:Amaliafili22@gmail.com); <sup>c)</sup>[aa.iwan.setiawan@gmail.com](mailto:aa.iwan.setiawan@gmail.com); <sup>d)</sup>[omaralimuharram@gmail.com](mailto:omaralimuharram@gmail.com);

<sup>e)</sup>[kristinakalit@gmail.com](mailto:kristinakalit@gmail.com)

**Abstract:** Development of education in Indonesia today, makes business competition in education more dynamic. More and more educational institutions are standing demand that management be more ingenious in determining the right marketing strategy in order to win the competition facing it. This study uses a qualitative descriptive approach by implementing the SWOT Analysis method. Data collection techniques in this study use three techniques: observation, Interview and documentation. The results of research already conducted by the author showed that the marketing promotion strategy of the institutional course practical education center (PEC) Pondok Petir is 1. Offline marketing strategy using brochures, submission of proposals to other institutions such as schools and from mouth to mouth. 2. Online marketing strategy by using existing social media such as VLOG Instagram Stories. 3. Marketing strategy with word of mouth and quality of service by limiting the number of students in classroom at the institutional course practical education center (PEC) Pondok Petir can increase consumers every year.

**Keywords:** Course Institution, Marketing strategy

### INTRODUCTION

A good marketing strategy can boost sales and seize market share, especially in the service sector. If that is the case, then it is certain that the company will gain a lot of consumers and maximize profits. However, if the marketing strategy is implemented incorrectly or inappropriately then it will reduce revenue and make the consumer move to another company of the same services. Therefore, service providers must interact effectively to create superior value and benefits when the service is provided. This is due to the different characteristics of the goods in which the production of operations to consumption is an inseparable network and involves the consumer and the service provider directly, in other words there is a direct interaction between the two.

The Practical Education Center (PEC) was first established by H. Pujiyono. S.Pd and is located at Jl Raya Kosambi 62-D Kosambi West, Kosambi, Tangerang, Banten. Postal code:

15213 Telephone number: (021) 5456751, which is now the largest Central Office. PEC has a vision of being the best, largest, favorite educational institution with outputs of students with good skills, champions and students who are mentally champions or have good emotional intelligence (EQ).

Practical Education Center (PEC) Pondok Petir which belongs to the PEC Pamulang Division was established in May 2023, as a non-formal educational institution or educational mentoring institution that provides educational services located in Pondok Petir of course has a purpose to be able to live and thrive.

This goal can only be achieved if the marketing part has a good strategy to be able to use the opportunities or opportunities present in marketing, so that its position or position can be maintained and at the same time enhanced. That's what happened after he did this research, where the aim of this research was to find out the marketing strategy applied by the Practical Education Center (PEC) Pondok Petir.

Below is a table showing the number of students at PEC Lightning Cottage from the start of opening in May 2023 until November 2023:

**PEC PONDOK PETIR  
Summary Data Number of Students Per Month**

NO	PERIOD	NUMBER OF STUDENTS	STUDENTS TARGET
1	May 2023	23	100
2	June 2023	40	100
3	July 2023	100	100
4	August 2023	116	150
5	September 2023	129	150
6	October 2023	121	150
7	November 2023	117	150

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Supriyono (in Kurniawan, 2019) Management is a process of planning, organizing, directing and controlling the activities of the organization in order to the objectives of the organisation itself. According to Herry (in kurniawan, 2019), management is a form of coordinating / organizing an activity / work in an efficient and effective way through others, that is, by planning and conducting the organizational / company activities.

According to Dr. Ahujae (in Kurniawan, 2019), the concept of management is "the parties that offer/provide services for areas related to these types of management". According to Kotler (in Afandi, 2020) The main characteristics of services that greatly influence marketing design for such services are intangibility, inseparability, variability, and durability. (perishability). Therefore, for service marketing there is marketing that includes: product, price, place, promotion, people, process, physical evidence. (fasilitas fisik). Each of these marketing mixtures interacts with each other and they must be developed by the company, so that they support each other in achieving a good matching possibility.

According to Minarti (in Afandi, 2020) every educational institution is guided to have a strategy in the marketing of educational services to win competence between educational institutions as well as to increase the acceleration of quality improvement of management of an educational establishment. Marketing is often adopted from the American Marketing Association according to Kotler & Keller (in Afandi, 2020) which defines it as follows: marketing is an organizational function and a set of processes to create, communicate and deliver value to customers and manage customer relationships that can all benefit the organization.

According to Adam (in, 2020) marketing is also understood as human activity directed at

meeting and satisfying needs and desires through the process of exchange. Marketing strategy is a way or tactic in marketing something so that the objective we're targeting can be attracted to what we've marketed.

Marketing mix is a strategy mixing marketing activities, in order to find the maximum combination to bring the most satisfactory results Buchari Alma (in Afandi, 2020) Marketing strategy is a means of achieving marketing goals and generally relates to the 4P, other areas: product, price, place, and promotion (promotion). The general deployment strategy is now developed into a specific sub-target, each of which is supported by a strategy and a statement of action to be taken in more detail.

Many organizations use various strategies to increase market share, one of which is through quality strategies. In the marketing strategy, consumers are the long-term goals of the company. The purpose of marketing is to meet and satisfy the needs and wishes of consumers.

## METHODS

This research has been carried out at PEC Pondok Petir located at Jl. Kramat No.105, Pondok Petir, Kec. Bojongsari, Kota Depok, West Java 16517. The research process was carried out over a period of four months, from September to December 2023. This research uses qualitative descriptive research method which is a method of research that is carried out naturally according to the conditions that occur in the field without the presence of engineering.

Here's a SWOT analysis for bimbel institutions and English courses PEC Pondok Petir by analyzing the evolution of the number of students from May 2023 to November 2023:

### Strengths:

1. Increased number of students The month-on-month growth in the number of pupils reflects the institution's attractiveness and success in retaining and attracting more pupils, even though they are still below the target.
2. Good Teaching Quality and Power of English teachers at PEC Pondok Petir have good competence, and the administrative staff at PEC Pondok Petir provide the best service. So the growth of the number of students, can be considered that the institute provides quality learning services, thus satisfying students and parents.

### Weaknesses:

1. Inconsistent growth Although there is an increase, growth has not reached the target in a few months, indicating the presence of obstacles or weakness in marketing strategies or institutional policies.
2. Capacity constraints
3. Not All Students Choose Annual Course/Bimbel Package Most students do not take an annual course/bimbel package but a monthly one, so fluctuations in the number of students will most likely occur at any time if the student does not continue the course.

**Opportunities:**

1. Opportunity for Objective Enhancement: The resulting growth provides an opportunity to more ambitious goals by expanding market share.
2. Collaboration with the School: The opportunity to establish collaboration with local schools can increase public visibility and confidence.

**Threats:**

1. Increased competition: With growth, more intense competition may arise with similar institutions in the surrounding area as well as internal competition between the branch of PEC Jabodetabek or PEC that is closest to Pondok Petir branch.
2. Changes in market trends or preferences Changed trends and preferences in the market related to learning English can be a threat. For example, the popularity of online learning methods or self-learning platforms can reduce interest in face-to-face courses.

We divide the data sources into two categories:

1. Primary Data Sources Primary data sources in this study include:
  - a. Head of PEC Pondok Petir;
  - b. Tutor of PEC Pondok Petir;
  - c. Parents of students of PEC Pondok Petir.

2. Secondary Data Sources

The secondary data referred to in this case are data from the Practical Education Center (PEC) educational guidance agency. The data sources are for example from the Profile of Practical Education Center, photos of learning activities and other documents related to the focus of research.

As for the method of determining the number of samples to be taken using Slovin's formula with the following formula:  $n = \frac{N}{1+N(e)^2}$

**Description:**

n = sample size/number of respondents

N = population size

e = percentage relaxation of error severity, Sampling is still tolerable; e=0.1 So

$$\begin{aligned}
 n &= \frac{117}{1+117(0,1)^2} \\
 &= \frac{117}{1+ (1,17)} \\
 &= \frac{117}{2,17} = 53,92 \approx 54
 \end{aligned}$$

After calculating using the Slovin formula (Sugiyono, 2011) we get a sample of 54 Samples.

The data processing and analysis techniques for this study consist of stages such as:

1. Validity test of the prepared questionnaire;
2. Reliability test of prepared quizzer;
3. Statistical regression analysis, the purpose of this test is to test the influence of variables X to Y at a 95% confidence rate.

## RESULT AND DISCUSSION

The researchers conducted observations to the research site and distributed the questionnaire presented in the form of a google form. Here are the results of the Likert Scale questionnaire:

1. The English language teachers at PEC Pondok Petir have good competence.
2. The administrative staff at the PEC Pondok Petir provides the best service.
3. The students who have studied English at PEC Pondok Petir have good English language skills.
4. The learning outcomes at PEC Pondok Petir can support formal school learning.
5. The English learning materials at PEC are in accordance with the formal school curriculum.
6. The learning facilities at PES Pondok Petir are already in line with the needs.
7. The teaching facilities in PEC Pondok Petir are well awake.
8. The learning environment at PEC Pondok Petir is in good and comfortable condition.
9. The building condition at PECH Pondok Petir is in a good and decent condition.
10. Access to PEC Pondok Petir is easy to access on the Internet.
11. It has a suitable parking facility at PEC Pondok Petir.
12. The traffic in front of each PEC Pondok Petir has never suffered any injuries.
13. The classroom provided in the PEC Pondok Petir is convenient to use.
14. Information about PEC Pondok Petir is easy to obtain.
15. I know PEC Pondok Petir from social media.
16. I know the PEC Pondok Petir from the internet.
17. I know a friend of mine about PEC Pondok Petir.
18. I know of PEC Pondok Petir on the school side.
19. Information about PEC Pondok Petir is easy to understand.
20. PEC Pondok Petir is a competent English language training agency.
21. The tuition fee at PEC Pondok Petir is affordable.
22. The payment method in PEC Pondok Petir is very simple.
23. The other supporting faculties at PEC Pondok Petir are wellined and kept up.
24. PEC Pondok Petir is responsible for the safety of each student well.

NUMBER OF QUESTIONERS	TOTAL SCORES	MAXIMUM POINTS	PERCENTS
1	237	270	87,78%
2	235	270	87,04%
3	233	270	86,30%
4	230	270	85,19%
5	229	270	84,81%
6	221	270	81,85%
7	226	270	83,70%
8	220	270	81,48%
9	222	270	82,22%
10	235	270	87,04%
11	199	270	73,70%
12	219	270	81,11%
13	232	270	85,93%
14	210	270	77,78%
15	228	270	84,44%
16	181	270	67,04%
17	175	270	64,81%
18	185	270	68,52%
19	191	270	70,74%



20	221	270	81,85%
21	226	270	83,70%
22	226	270	83,70%
23	227	270	84,07%
24	221	270	81,85%
25	231	270	85,56%
<b>TOTAL</b>			<b>2022,22%</b>
<b>PERCENTS AVERAGE</b>			<b>80,89%</b>

LIKERT SCALE SCORES	
SCORE	DESCRIPTION
5	Strongly Agree
4	Agree
3	Neither Agree Nor Disagree
2	Disagree
1	Strongly Disagree

PRESENTATION TABLE	
INTERVAL	CATEGORY
00,00% - 19,99%	Very Less
20,00% - 39,99%	Less
40,00% - 59,99%	Enough
60,00% - 79,99%	Good
80,00% - 100,00%	Very Good

Average presentation results 80.89% are in the **very good** category

### VALIDITY TEST SUMMARY

NUMBER OF QUESTIONERS	R-COUNT	R TABLE Significations 0,05 (df=N-2)	VALID
1	0,46094	0,2681	<b>VALID</b>
2	0,51948	0,2681	<b>VALID</b>
3	0,66597	0,2681	<b>VALID</b>
4	0,48256	0,2681	<b>VALID</b>
5	0,63163	0,2681	<b>VALID</b>
6	0,59807	0,2681	<b>VALID</b>
7	0,67280	0,2681	<b>VALID</b>
8	0,67804	0,2681	<b>VALID</b>
9	0,62381	0,2681	<b>VALID</b>
10	0,34893	0,2681	<b>VALID</b>
11	0,46555	0,2681	<b>VALID</b>
12	0,51578	0,2681	<b>VALID</b>
13	0,60064	0,2681	<b>VALID</b>
14	0,58732	0,2681	<b>VALID</b>
15	0,65092	0,2681	<b>VALID</b>
16	0,44916	0,2681	<b>VALID</b>
17	0,41137	0,2681	<b>VALID</b>
18	0,52948	0,2681	<b>VALID</b>

19	0,50724	0,2681	VALID
20	0,45083	0,2681	VALID
21	0,55383	0,2681	VALID
22	0,56388	0,2681	VALID
23	0,43907	0,2681	VALID
24	0,63339	0,2681	VALID
25	0,60996	0,2681	VALID

### SUMMARY OF RELIEVABILITY TESTS

NUMBER OF QUESTIONERS	DETAILS VARIAN
1	0,242138
2	0,232355
3	0,257512
4	0,195667
5	0,186233
6	0,274284
7	0,266946
8	0,220825
9	0,176101
10	0,270091
11	0,295248
12	0,279874
13	0,212439
14	0,364780
15	0,213836
16	0,798393
17	0,639064
18	0,966108
19	1,045772
20	0,312020
21	0,153739
22	0,266946
23	0,165269
24	0,085604
25	0,242138
<b>NUMBER OF VARIANTS</b>	<b>8,36</b>

The total variance of 54 respondents with 25 questionnaires was 5,460.

$$\text{Cronbach Alfa formula : } r_{11} = \frac{k}{k-1} \left( 1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Description :

R11 = Reliability of instruments

N = A lot of questions

$\sum \sigma_b^2$  = Number of Detailed Variants

$\sigma_t^2$  = Total Variance

$$r_{11} = \frac{25}{25-1} \left(1 - \frac{8,36}{5,460}\right)$$

$$= \frac{25}{24} \left(1 - \frac{8,36}{5,460}\right)$$

$$= 1,04 \approx 1$$

### GUILFORD RELIABILITY COEFFICIENT

RELIABILITY COEFFICIENT	CRITERIA
>0,90	Very High
0,70 - 0,90	High
0,40 - 0,70	Moderate
0,20 - 0,40	Low
R11<0,20	Very Low

The reliability coefficient (r11) is 1, then it is under the criterion **Very High** Reliable.

### CALCULATING LINEAR REGRESSION EQUATIONS

MONTH	NUMBER OF STUDENTS (Y)	TARGET STUDENTS (X)	X <sup>2</sup>	Y <sup>2</sup>	XY
May 2023	23	100	10.000	529	2.300
June 2023	40	100	10.000	1.600	4.000
July 2023	100	100	10.000	10.000	10.000
August 2023	116	150	22.500	13.456	17.400
September 2023	129	150	22.500	16.641	19.350
October 2023	121	150	22.500	14.641	18.150
November 2023	117	150	22.500	13.689	17.550
<b>TOTAL (Σ)</b>	<b>646</b>	<b>900</b>	<b>120.000</b>	<b>70.556</b>	<b>88.750</b>

$$a = \frac{(\sum Y)(\sum X^2) - (\sum X)(\sum XY)}{n \sum X^2 - (\sum X)^2} = \frac{(646)(120.000) - (900)(88.750)}{(7 \times 120.000) - (900)^2} = -78,5$$

$$b = \frac{n \sum XY - (\sum X)(\sum Y)}{n \sum X^2 - (\sum X)^2} = \frac{(7 \times 88.750) - (900)(646)}{(7 \times 120.000) - (900)^2} = 1,328666666$$

Linear Regression Equations **Y = a + b X**

$$\mathbf{Y = -78,5 + 1,328666666X}$$

### CONCLUSIONS

With the implementation of recommendations and recommendations for improvement, it is expected that PEC Pondok Petir will be able to provide better service and maintain its reputation as a competent and qualified English language training institution. After conducting research at the Institute of English Course and Bimbel PEC Pondok Petir, the researchers draw some of the following conclusions:

1. Growth of the number of students:



The number of pupils PEC Pondok Petir experienced a significant increase from May to November 2023. It reflects the institute's success in attracting the interest of prospective students.

2. Regression analysis:

Based on the regression equation formula ( $Y = -78,5 + 1,328666666X$ ), it can be concluded that the growth of the number of students (Y) is positively correlated with the target number of students (X).

3. Results of the questionnaire:

Generally speaking, the survey results showed a high level of satisfaction of respondents to the PEC Pondok Petir, especially in terms of teachers' competence, administrative service, and students' English-language skills.

4. Learning Facilities and Environments:

The learning facilities and environments at PEC Pondok Petir are rated fairly well, but there are some aspects that need to be taken into account such as the classroom which needs to be improved.

5. Source of information:

Although the majority of respondents know about PEC Pondok Petir through social media, the internet, and friend recommendations, there is still potential to increase the visibility of the institution, especially through online marketing strategies.

6. Cost and Safety:

The sustainability of PEC Pondok Petir as a competent English language training institution must be upheld through an affordable cost policy and improved student safety.

From the above-mentioned conclusions, the Researchers recommend several things to the Lighthouse PEC Management for improvement suggestions as follows:

1. Enhancing the Classroom: Increasing the comfort of the classroom to support a better learning experience.
2. Development of Marketing Strategy: Optimizing online marketing and enhancing collaboration with formal schools to increase the visibility and attractiveness of the institution.
3. Monitoring Facilities: Performing routine maintenance of foster facilities and learning facilities to ensure their quality sustainability.
4. Evaluation of Payment Methods: Ensure the smoothness and ease of payment methods to improve student and parent satisfaction.

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