

ANALYSIS OF SKYWALKERS ENGLISH LESSON MARKETING STRATEGY

Feriska Pratiwi¹, Angelika Jeana Rachel¹, Intan Rachma Firdaus¹, Hanzl Gustav Gloor¹

English Study Program, Faculty of Law and Business, Universitas Duta Bangsa, Indonesia

*Correspondence Email : feriskapратиwi@gmail.com

ABSTRACT

This study aims to determine the application of Skywalkers English Lesson marketing strategy to find the right marketing strategy in the marketing mix, including 4P (product, price, promotion, place) at Skywalkers English Lesson tutoring institution to reach the target market. Using a descriptive qualitative approach, it can answer the problems that researchers have found and analyze the phenomena that occur in Primagama accompanied by SWOT Analysis to review the strengths and opportunities owned by the organization and then utilize as much as possible to reduce the weaknesses and threats.

KEYWORDS

Tutoring, English, SWOT Analysis, Early Childhood



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

The declining level of student motivation and awareness of education in the modern era, which relies solely on school learning time, calls for an alternative platform for students to learn outside of school in a more enjoyable and engaging environment. Such an approach is expected to enhance students' motivation and yield better academic outcomes. In today's modern world, service-based businesses are more promising, easier to operate, and offer various opportunities for entrepreneurship, such as private tutoring services.

Tutoring has become a vital need for today's parents who seek the best education quality for their children, thereby creating a significant business opportunity in the education sector. Tutoring is a non-formal education conducted outside the school environment aimed at improving academic performance and helping students progress to the next level of education. In this context, consumers are crucial to the growth and sustainability of an organization. Understanding consumer behavior is essential to determine how and why they make purchasing decisions, which are influenced by both internal and external factors. This consumer-centric focus applies not only to business enterprises but also to non-profit organizations like tutoring institutions, which must offer creative and innovative service concepts to remain competitive.

Each organization, including tutoring institutions, must implement marketing strategies to reach its targeted goals. In line with the government's program to develop a high-quality and competitive human resource base, various institutions have been established to enhance students' English language skills.

English tutoring institutions aim to improve the public's English proficiency, both spoken and written, as it is a global communication medium. Meeting this demand requires individuals to develop their potential through additional learning platforms. Today, many institutions compete by offering diverse programs and learning methods. Highlighting the importance of entrepreneurship in education, this paper examines the factors influencing English course businesses and their contribution to business development. Thus, we aim to

build an English course business that supports public learning and contributes to education and career advancement, supported by scheduled lessons, a tailored curriculum, and achievable targets.

RESEARCH METHOD

This research is a descriptive qualitative study without hypotheses, meaning it does not aim to test specific hypotheses but rather to describe variables, phenomena, or conditions as they are. According to Sugiyono (2008), descriptive qualitative research is grounded in post-positivist philosophy and is typically used to investigate natural and objective conditions with the researcher acting as the key instrument. The unit of analysis in this study is the Skywalkers English Lesson tutoring institution, located at Jalan Makmur 2, Block G No. 28, Kertonatan, Kartasura, Sukoharjo, Central Java. Data were collected using a business observation technique to identify the potentials and challenges faced by Skywalkers English Lesson as an English tutoring service provider.

RESULT AND DISCUSSION

In implementing an effective marketing strategy, understanding consumer behavior is fundamental, as consumers are the core drivers of business sustainability. Without a stable and loyal customer base, no commercial organization can thrive. Studying consumer preferences, motivations, and decision-making patterns is essential for defining appropriate market segmentation. In the digital age, consumers are more informed than ever due to easy access to market data and product information. This empowers them to make rational, calculated, and optimal decisions regarding purchases (Kotler & Keller, 2016). Therefore, businesses must align their strategies with the evolving behaviors and expectations of consumers to stay relevant and competitive.

A well-formulated marketing strategy serves as a roadmap for an organization to respond proactively to competitive pressures and environmental dynamics. It provides direction for achieving marketing and business objectives amidst fluctuating market conditions. Before crafting a strategy, businesses must conduct a thorough assessment of the market landscape and critically evaluate their position within it. This strategic evaluation enables the identification of growth opportunities and potential challenges, allowing the organization to position itself effectively (Lamb, Hair, & McDaniel, 2018).

In the case of Skywalkers English Lesson, a SWOT analysis is used as a strategic tool to evaluate internal and external factors that influence marketing performance. This analytical approach is integrated with the 4P framework—Product, Price, Place, and Promotion—to enhance marketing outcomes. The use of SWOT allows the institution to formulate marketing strategies that capitalize on its strengths, address its weaknesses, exploit opportunities, and mitigate threats. This structured analysis aids in developing competitive advantages crucial for market success (Kotler & Armstrong, 2020).

The key findings of the SWOT analysis for Skywalkers English Lesson highlight several strengths, including a strategic and accessible location, competitive and affordable pricing, safe parking areas, child-friendly mentors, clean and well-maintained facilities, professional and enthusiastic staff, a curriculum that stays current, an engaging learning atmosphere, and active social media presence. These internal strengths offer a solid foundation for attracting and retaining students.

Conversely, some weaknesses were identified, such as the relative inexperience of the tutors—many of whom are still university students—and the institution’s status as a new and lesser-known entity in the local education market. Despite these limitations, the institution has significant external opportunities to explore. These include the growing demand for English proficiency in the professional world, the increasing necessity of TOEFL scores for admission into postgraduate programs, and the absence of similar tutoring centers in the immediate vicinity.

Finally, several external threats pose challenges to the institution’s growth. These include school-based private lesson programs, the rising number of similar tutoring institutions, and competitors with broader outreach and brand recognition. Nevertheless, by strategically applying SWOT analysis, Skywalkers English Lesson can strengthen its market position by maximizing its internal capabilities and external opportunities while addressing its limitations and preparing for external challenges (Kotler & Keller, 2016; Armstrong & Kotler, 2021). This strategic alignment will support the institution’s sustainability and long-term competitiveness in the education sector.

CONCLUSION

This study provides an in-depth understanding of the marketing strategy applied by Skywalkers English Lesson. The institution’s success is driven by its strategic location, affordable pricing, and effective use of social media promotion. However, it faces challenges related to tutor experience and competition. The SWOT analysis identifies areas for growth and improvement, helping the organization align its marketing strategies with market demands and consumer expectations to thrive in the English tutoring industry.

REFERENCES

- Armstrong, G., & Kotler, P. (2021). *Marketing: An Introduction* (14th ed.). Pearson.
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2018). *MKTG: Principles of Marketing* (12th ed.). Cengage Learning.
- Amrullah, A., 2015. Belajar Berbicara Bahasa Inggris Melalui Pendekatan Berbasis Tugas (Penelitian Tindakan di FKIP Universitas Mataram). *BAHTERA: Jurnal Pendidikan Bahasa dan Sastra*, 14(2), 129-141.
- Arif, R, A., Kriesna K, P., Jauharotul, M., 2022, Bimbingan Belajar Mahir Berbahasa Inggris Untuk Anak-Anak Usia Sekolah Dasar Melalui Vocabulary Building Dan Speaking, Vol. 6, No. 2, April 2022, Hal. 1296-1305
- Berto, M, W., Aryanto, M, Fadillah., 2016, Optimalisasi Strategi Pemasaran Lembaga Bimbingan Belajar Bahasa Inggris Menggunakan Metode Education Service Quality, VOL. 13 NO. 1, MEI 2016: 21-57
- Darmayanti, N. W. ., & Sueca, I. N. (2020). Pendampingan Bimbingan Belajar Di Rumah Bagi Siswa Sd Dusun Buruan Tampaksiring Untuk Menumbuhkan Motivasi Belajar Siswa. *SELAPARANG*

- Jurnal Pengabdian Masyarakat Berkemajuan, 3(2), 207. <https://doi.org/10.31764/jpmb.v3i2.2206>
- Fadhilaturrahmi, 2017, Lingkungan Belajar Efektif Bagi Siswa Sekolah Dasar. *Jurnal Basicedu Journal of Elementary Education*, Vol. 1 No. 2, 76-84.
- Farih, A., Ahmad, J., Eko, W., 2019, Pengaruh Promosi Melalui Media Sosial Terhadap Pengambilan Keputusan Kursus Bahasa Inggris Pare Dengan Viral Marketing Sebagai Variabel Intervening, Vol.4 (1) 2019, 41-60
- FIRLIANA, R., SUCIPTO, 2018, Perancangan Sistem Administrasi Peserta Kursus (Studi Kasus : Lembaga Kursus Bahasa Inggris ELLA), Vol. 02 No. 06 Tahun 2018 Inayati T, Prasetya H. 2018. Perumusan strategi dengan analisis swot pada usaha mikro kecil menengah. 217– 231.
- Jazuly, A., 2016, Peran Bahasa Inggris Pada Anak Usia Dini, Vol 6, No. 1, Mei 2016 Jokoulian, A., 2016, Teaching English as a foreign language today integrated approach versus communicative approach
- Kamalja, Mahesh, Faruk K. S, Gadilohar H. T. (2016). Modern Approaches and Methods in Teaching English language. *International Journal of Research & Innovation*, 4(3), 6-13.
- Kamlasi, I., 2009, Bimbingan Belajar Bahasa Inggris bagi Anak-anak Sekolah Dasar, Vol. 2 No. 1 Februari 2019, Hal. 260-267
- Laple, R., Putra, S., Hizbul, Wathan, M., Efendi, M., 2018, Perencanaan Strategis Sistem Informasi Untuk Meningkatkan Keunggulan Kompetitif Pada Lembaga Kursus Bahasa Inggris Pare, Vol. 3 No. 2 Juli 2018
- Lestiono, Muhammad, Indra, Djumali, Sri Hartono, 2018, Analisis Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Di Lembaga Kursus Bahasa Inggris Ielc Solo, Vol. 18 No. 2 Juni 2018: 314 – 322
- Maduwu, B. (2016). Pentingnya Pembelajaran Bahasa Inggris di Sekolah. *Jurnal Warta Edisi* : 50, 2.
- Maharani, P, D., Ni, Kadek, N, F., 2021, Peningkatan Kualitas Pembelajaran Bahasa Inggris Anak-Anak SD Secara Daring di Banjar Penamparan Padangsambian Denpasar, Vol.3(3): 60-69 Maming, K., & Maryam, S. (2017). *IbM Penguasaan Practical English dengan Memfasilitasi “a Self Study Book of English Daily Conversations and Words” Kepada Siswa-Siswi di Kelurahan Lapadde Kota Parepare*. *Jurnal Dedikasi Masyarakat*, 1(1), 31. <https://doi.org/10.31850/jdm.v1i1.228>
- Nurlaela, T., Sri, W., 2013. Pengaruh Viral Marketing Terhadap Keputusan Pembelian pada PT. “X”. *Jurnal Administrasi Bisnis (JAB)*. Vol. 25, No. 1.
- Rakhmanita, A., Desy, T, A., Herudini, 2020, Analisa SWOT untuk Perumusan Strategi Usaha Bimbingan Belajar Berskala UMKM, Vol. 4 No. 1 April 2020

- Renau Renau, M. L. (2016). A Review of the Traditional and Current Language Teaching methods. *International Journal of Innovation and Research in Educational Sciences*, 3(2), 82-88).
- Ristania, Novia dan Jerry S. Justianto. (2014). Analisis Pengaruh Harga, Promosi dan Viral Marketing Terhadap Keputusan Pembelian Pada “Online Shop” SNexian Melalui Facebook. *Jurnal of Business Strategy and Execution*, 2,131-161.
- Fadhilaturrahmi, 2017, Lingkungan Belajar Efektif Bagi Siswa Sekolah Dasar. *Jurnal Basicedu Journal of Elementary Education*, Vol. 1 No. 2, 76-84.
- Farih, A., Ahmad, J., Eko, W., 2019, Pengaruh Promosi Melalui Media Sosial Terhadap Pengambilan Keputusan Kursus Bahasa Inggris Pare Dengan Viral Marketing Sebagai Variabel Intervening, Vol.4 (1) 2019, 41-60
- FIRLIANA, R., SUCIPTO, 2018, Perancangan Sistem Administrasi Peserta Kursus (Studi Kasus : Lembaga Kursus Bahasa Inggris ELLA),Vol. 02 No. 06 Tahun 2018 Inayati T, Prasetya H. 2018. Perumusan strategi dengan analisis swot pada usaha mikro kecil menengah. 217– 231.
- Jazuly, A., 2016, Peran Bahasa Inggris Pada Anak Usia Dini, Vol 6, No. 1, Mei 2016 Jokoulian, A., 2016, Teaching English as a foreign language today integrated approach versus communicative approach
- Kamalja, Mahesh, Faruk K. S, Gadilohar H. T. (2016). Modern Approaches and Methods in Teaching English language. *International Journal of Research & Innovation*, 4(3), 6-13.
- Kamlasi, I., 2009, Bimbingan Belajar Bahasa Inggris bagi Anak-anak Sekolah Dasar, Vol. 2 No. 1 Februari 2019, Hal. 260-267
- Laple, R., Putra, S., Hizbul, Wathan, M., Efendi, M., 2018, Perencanaan Strategis Sistem Informasi Untuk Meningkatkan Keunggulan Kompetitif Pada Lembaga Kursus Bahasa Inggris Pare, Vol. 3 No. 2 Juli 2018
- Lestiono, Muhammad, Indra, Djumali, Sri Hartono, 2018, Analisis Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Di Lembaga Kursus Bahasa Inggris Ielc Solo, Vol. 18 No. 2 Juni 2018: 314 – 322
- Maduwu, B. (2016). Pentingnya Pembelajaran Bahasa Inggris di Sekolah. *Jurnal Warta Edisi* : 50, 2.
- Maharani, P, D., Ni, Kadek, N, F., 2021, Peningkatan Kualitas Pembelajaran Bahasa Inggris AnakAnak SD Secara Daring di Banjar Penamparan Padangsambian Denpasar, Vol.3(3): 60-69 Maming, K., & Maryam, S. (2017). *IbM Penguasaan Practical English dengan Memfasilitasi “a Self Study Book of English Daily Conversations and Words” Kepada Siswa-Siswi di Kelurahan Lapadde Kota Parepare*. *Jurnal Dedikasi Masyarakat*, 1(1), 31. <https://doi.org/10.31850/jdm.v1i1.228>

- Nurlaela, T., Sri, W., 2013. Pengaruh Viral Marketing Terhadap Keputusan Pembelian pada PT. "X". *Jurnal Administrasi Bisnis (JAB)*. Vol. 25, No. 1.
- Rakhmanita, A., Desy, T, A., Herudini, 2020, Analisa SWOT untuk Perumusan Strategi Usaha Bimbingan Belajar Berskala UMKM, Vol. 4 No. 1 April 2020
- Renau Renau, M. L. (2016). A Review of the Traditional and Current Language Teaching methods. *International Journal of Innovation and Research in Educational Sciences*, 3(2), 82-88).
- Ristania, Novia dan Jerry S. Justianto. (2014). Analisis Pengaruh Harga, Promosi dan Viral Marketing Terhadap Keputusan Pembelian Pada "Online Shop" SNexian Melalui Facebook. *Jurnal of Business Strategy and Execution*, 2,131-161.
- Ruminar, H., Prasetyaningrum, D. I., Maharddhika, R., & Prasetianto, M. (2023). Pelatihan dan Simulasi TOEFL sebagai Upaya Mencapai Nilai yang Ditargetkan. *Dhamakarya: Jurnal Aplikasi Untuk Masyarakat*, 12(1), 122–128.
- Septi, Romanika., Prita, Gusti, Juliani., Putrisari, Napitupulu., Besus, Maulana, Sulthon., 2021, Wirausaha Pendidikan Dalam Bidang Jasa Kursus Bahasa Inggris, Vol 2, No 1, Juli 2021, Hal 10-13
- Siswoyo, Fatma, Y., 2023, Kewirausahaan Dalam Bidang Pendidikan: Solusi Untuk Menjadi Pribadi Yang Mandiri Dalam Ekonomi, Vol.6 No 1 Tahun 2023
- Sitinjak, Daniel, Dido, Jantce TJ., 2 Maman, Jaka, Suwita, 2020, Analisa Dan Perancangan Sistem Informasi Administrasi Kursus Bahasa Inggris Pada Intensive English Course Di Ciledug Tangerang, Vol. 8 No.1, Juni 2020
- Surniandari, A., 2017, Viral Marketing sebagai Alternatif Strategi Pemasaran Produk Sariz. Vol IX No.1.
- Syahrudi, 2014, Strategi Pengembangan Bisnis Bimbingar Belajar Gama Ui Cabang Kranji - Bekasi, Vol. 1 No. 2 Desember 2014
- Travilta, Oktaria, E., Setiawan, R., Zainal, Abidin Pagar Alam No J., Lampung, B., Promosi Dan Kualitas Pelayanan Dalam Meningkatkan Jumlah Penerimaan Siswa Pada Lembaga Kursus Bahasa Inggris Language Exchange (Le) Kota Bandar Lampung., Vol. 14 No. 1 April 2023 Undang-Undang No 20 Tahun 2008 Tentang Usaha Mikro, Kecil M. 2008. Menengah., p 1–24.
- Warman, J., Mardian, V., Suryani, L., Fista, F., Irwan, I., 2019, Program Pelatihan Penigkatan Kemampuan Bahasa Inggris Anak-Anak Panti Asuhan Melalui Pemberdayaan Mahasiswa, Vol. 3 (Desember)
- Warman, J.S., 2019. THE IMPLEMENTATION AND EFFECTIVENESS OF INTEGRATED APPROACHES IN IMPROVING ENGLISH BASIC SKILLS FOR BEGINNERS. *JEELL*

- (Journal of English Education, Linguistics and Literature), 6(1), pp.1- 10. Wibawa, B.M, Sumarwan, U., & Dewi, F. (2014). Customer Satisfaction Analysis for Hydrovac Vaccine (Case Study on Catfish Farmers in Kabupaten Bogor). The International Journal of Business and Management. 2(11):1-9.
- Wilk, M. B. & Gnanadisikan, R. (1968). Probability Plotting Methods for The Analysis of Data. Biometrika. 55(1):1-17