

## EDUCATIONAL INNOVATION FOR THE FUTURE THROUGH FUN TUTORS TUTORING PROGRAM

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### ABSTRACT

*Fun Tutors is a tutoring business specialised for elementary school students and kindergarten children. This journal describes the Fun Tutors business concept as an innovative approach to future education. Fun Tutors is a type of tutoring that brings together education and entrepreneurship to create an innovative learning environment with engaging and fun learning. This journal examines the challenges and opportunities for the implementation of Fun Tutors Business in education, using a qualitative approach and direct observation. The findings observed problems with learning in education and problems with existing tutoring centres so as to change to more innovative teaching methods to prepare students for the demands of the future, and create tutoring centres that have effective and innovative methods. The feasibility analysis of the market and marketing aspects of Fun Tutors tutoring shows a very good prospect for the development of the tutoring business. Bimbel Fun Tutors has experienced teachers and experts in their fields. And the result of financial analysis using payback period shows that Fun Tutors tutoring takes 2 months and 8 days to return its capital.*

### KEYWORDS

Tutoring, Students, Education, Teachers.



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## INTRODUCTION

Education is the world's greatest investment. Every citizen has the right to education according to Indonesian law. In accordance with the preamble to the 1945 Constitution of the Republic of Indonesia, the government aims to educate the nation. Through education, the quality of human resources (HR) will increase, allowing our nation's HR quality to compete with neighboring countries such as Singapore and Malaysia. Education is not limited to certain subjects; it encompasses every aspect of human growth and produces various educational outcomes. Students unconsciously shape their thinking as they learn, which in turn develops their potential (Rozak et al., 2018). According to the Online KBBI, the word "education" comes from the verb "to learn" which means to give and maintain knowledge. This keyword clarifies that the purpose of education is to teach students (Lubis, 2021).

In Indonesia, education is categorized into several types, including formal and non-formal education. Formal education encompasses all forms of government-affiliated, structured, and tiered learning processes, starting from elementary school through junior high,

high school, vocational institutions, and up to postgraduate levels. On the other hand, non-formal education refers to various training programs designed to enhance public knowledge and skills, generally functioning as a complement and support to the formal education system.

Every student deserves a satisfying academic education. However, not all students can fully grasp the material being taught due to differences in abilities, emotions, mental states, talents, and interests. Each student absorbs material at a different pace, with some learning quickly and others needing more time. This condition is influenced by many factors, including aspirations, student conditions, family environment, school surroundings, and the community. Fun Tutors exists to assist students in the learning process. It is a tutoring business focused on kindergarten and elementary school students, offering literacy and numeracy classes, English lessons, and general subjects for grades 1–6.

## **RESEARCH METHOD**

This study seeks to address several key issues: identifying effective teaching methods to enhance student comprehension, exploring competitive marketing strategies for tutoring centers, optimizing the efficiency of tutoring programs in terms of time management, teacher performance, and student involvement, and improving evaluation techniques to better assess student abilities. To investigate these concerns, a qualitative approach was employed through field research, which included direct observation of the subjects and interviews with the instructors involved in the program.

## **RESULT AND DISCUSSION**

### **Market and Marketing Feasibility Analysis**

The increasing demand for early education support highlights a significant market opportunity for tutoring services like Fun Tutors. Many parents, especially those with tight schedules or limited teaching skills, seek additional educational support for their children. They are particularly concerned with ensuring their children, whether in kindergarten or elementary school, can read fluently, engage confidently in social situations, and understand school materials effectively. Fun Tutors meets this need by offering structured and engaging lessons tailored to enhance literacy and academic performance in young learners, making it a preferred choice for parents aiming to support their children's holistic development.

In terms of competition, several established tutoring centers are already operating in the area. However, Fun Tutors differentiates itself by delivering high-quality educational services that focus on personalized instruction and child-friendly approaches. The center prioritizes a nurturing and interactive learning environment, allowing students to thrive academically and socially. These strengths position Fun Tutors as a competitive alternative to other institutions, particularly for parents who value both effectiveness and a caring learning atmosphere.

The target market for Fun Tutors includes children from kindergarten through elementary school, spanning various backgrounds within the general public. The inclusivity of the service ensures that it caters to a broad demographic, from families seeking remedial education to those aiming to enrich their children's academic progress. Fun Tutors embraces diversity and encourages learning in a fun, accessible, and community-driven setting, making it appealing to a wide range of potential clients within the Surakarta area.

The marketing strategy follows a well-structured marketing mix. The product consists of tailored tutoring sessions for kindergarten and elementary students, offered at two pricing tiers: IDR 120,000 for literacy-focused lessons and IDR 180,000 for general subjects, each

delivered in 12 sessions per month. A one-time registration fee of IDR 50,000 applies. The location at Jl. Parang Kesit no. 9, Sondakan, Laweyan, Surakarta, is both strategic and easy to access. Promotional efforts include first-month discounts, printed brochures distributed in busy public areas, and a strong digital presence through Instagram, TikTok, and WhatsApp. Financially, the business is sound, with an initial capital requirement of IDR 8,300,000 covering operational costs such as equipment, space rental, and transportation. With a projected enrollment of 40 students and compensation of IDR 800,000 per month for each of the four instructors, the calculated revenue stream enables a swift return on investment, with the payback period estimated at just 2 months and 8 days.

### CONCLUSION

In the current era of intense academic competition, tutoring centers have become essential support systems in a child's educational journey. They serve not only to enhance students' comprehension of academic material but also to encourage independent learning, strengthen critical thinking skills, and develop disciplined study habits. While tutoring provides structured guidance and reinforcement, it is important to recognize that it should complement rather than dominate a child's learning experience. Parents and educators must work collaboratively to ensure that tutoring is balanced with creative exploration, extracurricular activities, and personal interests, enabling students to grow holistically and maintain enthusiasm for learning.

Based on the market and marketing feasibility analysis, Fun Tutors demonstrates strong potential for success in the education sector. The institution is supported by a team of qualified and dedicated instructors who bring experience and professionalism to their teaching methods. Its financial outlook is also favorable, with a modest startup cost and a quick return on investment—achieving break-even in just 2 months and 8 days. This efficiency in financial planning, combined with a growing demand for quality tutoring services, positions Fun Tutors as a promising and sustainable educational business that is well-aligned with the needs of today's learners and their families.

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