

Implementation Strategy of Fun English Education in Approach SWOT Analysis

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Abstract

This study aims to determine the marketing strategy for the development of Fun English Education Course Institutions and find the right marketing strategy in implementing marketing mix which includes 4P (product, promotion, place, people) at Fun English Education Course Institutions to achieve targets using the SWOT Analysis approach. The method used is descriptive qualitative which can answer the problems that have been found by researchers and analyze the phenomena that occur in Fun English Education accompanied by a SWOT analysis to review the strengths and opportunities that the institution has and then make maximum use of it to overcome the weaknesses and threats that arise. After carrying out a SWOT analysis and formulating a new strategy, it turns out that Fun English Education in terms of development still has marketing strategy constraints from various sectors. For this reason, Fun English Education needs to maintain the strategy that has been successfully implemented and develop a more varied product differentiation and prioritize promotional activities to various schools on certain activities.

Keywords: Implementation Strategy, Analysis Swot, Fun English Education

1 Introduction

Entering the era of the Economic Asean Community (EAC) has also drastically increased the need for competency improvement for the people of Indonesia in general and for South Sulawesi in particular, especially the need for improving international language skills in order to be able to compete in the national and international industry.

In this global era, more and more developments are taking place in various lines of life in this country, including in the economic field. One of them is the growing development of free trade which is also followed by the increasing number of foreign companies established in Indonesia. Therefore, international languages such as English have become very widespread in use, of course this also applies to prospective business people (entrepreneurs) and even job seekers. It is a must for them to be able to master English in order to be able to keep up with the times in this globalization era.

English is one of the most common international languages and is widely used by people around the world to be able to communicate internationally. Therefore, fulfilling the need for English language competence for our society is an obligation in the present. English is no longer something important, but something that must be owned by our society to be able to compete in the world of work and industry both nationally and internationally. Can we imagine what will happen in five (5) to ten (10) years then if our generation does not have these competencies. This is of course a challenge for every individual who is struggling in the world of education to be able to answer the challenges of today's world.

The strategy is very important in developing Fun English Education seeing the potential of Pinrang city which is very supportive for students who must be able to speak English from an early age and there are many favorite schools with a large number of students, Fun English Education designs a long and short term strategy in making a program as attractive as possible so that students are interested in participating in the Fun English Education program, for example by providing special offers for students who excel or guarantees for those who want English courses

According to (David, 2012) strategy is a common means with long-term goals to be achieved by the company, whereas according to (Kotler, 2008) strategy is a managerial process to develop and maintain harmony between company goals, company resources, and market opportunities that are constantly changing, with the aim of shaping and adjusting the company's business and products produced, so as to achieve profitable profits and growth rates.

SWOT analysis can be used to see which strategy is appropriate for a company based on the condition of the company. The scope of this SWOT analysis is in the form of the company's internal environment and the company's external environment. Internally, it can describe the company's

strengths and weaknesses such as resources, market share, products, and financial performance within the company. Externally, it can describe the opportunities and threats that will be faced by the company such as market information, customers and competitors, economic conditions, technology, and government regulations.

According to (Rangkuti, 1998) SWOT analysis is the systematic identification of various factors to formulate corporate strategy. This analysis is based on logic that can maximize Strengths and Opportunities but simultaneously minimize Weaknesses and Threats. can be part of the transformation of the nation's next generation who have competence and competitiveness both nationally and internationally, moreover the values that are promoted by this institution are social values. By prioritizing equal distribution of education in a cheap and affordable way, we believe that in the future this institution will be the main choice for Indonesian people in general and South Sulawesi in particular.

Changes in the pattern of education that are so fast, successive and globalization in all fields including the field of education, have led to very tight competition in the field of the education services business. Non-formal institutions such as English language course institutions must always be ready for changes issued by the government in the field of education, and must also be ready to compete not only with similar English course institutions, but also schools that offer courses. improve the quality of national education, therefore it is necessary to have an institution that can help facilitate students and the general public from an early age in the process of learning English, namely Speaking. There are many English Language Course Institutions in

Pinrang, such as Britain English Course, Lotus, Smart Education, Foreign English, and many more. Various programs are offered by the English Language Course Institute including Public Speaking, English For Kids, Conversation Class, and others. However, not all Course Institutions provide intensive courses

Table 1. English program of function English

No	Programs	Numbers of classes	Price
1.	English for Kids	15	Rp.350.000.,
2.	English for Children	15	Rp.350.000.,
3.	English for teens (SMP & SMU)	15	Rp.350.000

Source : Fun English Education

Table 2. Number of Students Achievements Over the Last 3 Years

No.	Tahun Ajaran	Jumlah	Target
1.	2019 - 2020	150	225
2.	2020 - 2021	112	225
3.	2021 - 2022	85	225

Source : Fun English Education

By looking at current conditions and data on the decline in the number of students taking English class 2019 there were 150 students from 2019 which were 150 and to achieve an ideal number of students totaling 225 students, a better marketing strategy was needed.

Fun English Education in running a business must be able to analyze and anticipate environmental changes, both from the internal environment that can still be controlled and from the external environment that is difficult to control.

The influence of these two environmental analyzes is very large in the process of formulating and selecting strategies that can be implemented for the development of the company. Analysis of the internal and external environment provides identification of strengths and weaknesses as well as opportunities and threats. and Given the Importance of business strategy for the development and sustainability of a business for companies, in this case especially Course Institutions Fun English Education

Based on the background description above, the following problems can be identified:

1. How is the 4P marketing strategy implemented by the Function English Education Course Institute to increase the number of students?
2. How should the 4P marketing strategy be implemented to increase the number of students at

2. Literature Review

1. Strategic Management

Management strategy raised by experts. According to (David, 2012) strategic management can be defined as the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals. More (David, 2012) said that the strategic management process consists of three stages, namely:

a. Strategy formulas

Strategy formulation is the stage of determining activities related to achieving goals. Strategy formulation can also be interpreted as a series of processes involved in creating or determining organizational strategy. Strategy formulation includes preparing strategies, selecting strategies, determining strategies to be used to develop vision and mission, identifying opportunities and threats, determining internal strengths and weaknesses, and setting long-term goals.

b. Strategy implementation

Strategy implementation is a method used to operationalize or execute strategy in an organization. This stage is the stage where the strategy that has been formulated is then implemented. The main difference between strategy formulation and strategy implementation goes hand in hand with the comparison between content and process. The strategy formulation phase determines the content of the strategy, while the strategy implementation phase focuses on how the strategy is achieved. Strategy implementation requires companies to set annual goals, establish policies, allocate resources, change existing organizational structures, restructure and redesign, revise incentive plans and reward employees, minimize resistance to change, develop a culture that supports strategy, adapt production processes or operations, develop an effective human resources function, and if necessary reduce the size of the company.

c. Strategy evaluation

Strategy evaluation is the final stage in strategic management. Strategy evaluation relates to assessing the overall impact and appropriateness of the overall strategy. Strategy evaluation is an effort to ensure that a predetermined strategy is implemented properly and achieves company goals.

There are three basic strategy evaluation activities, namely: reviewing the external and internal factors that form the basis of the current strategy, measuring performance, and taking corrective action

2. Business Strategy

The following is a definition of Business Strategy According to Experts

- a. According to (David, 2012) Strategy is a joint means with long-term goals to be achieved. Strategy will maximize competitive advantage and minimize competitive limitations. In contrast to David's opinion which states that strategy will maximize competitive advantage
- b. According to Hamel and Prahalad in (Rangkuti, 1998) strategy is an action that is incremental (always increasing) and continuous, and is carried out based on the point of view of what customers expect in the future. Strategy almost always starts from "what can happen" and not from "what happened". The occurrence of new market innovation speeds and changes in consumer patterns require core competencies (core competencies). Companies need to look for core competencies in the business they do.

Based on the definitions from the experts above, it can be concluded that business strategy is an activity that is usually carried out by business people to gain competitive advantage. Each actor has a variety of different methods, structures and systematics. The company's business strategy includes geographic expansion, diversification, acquisitions, product development, market penetration, know-how, divestiture, liquidation and joint ventures

3. SWOT analysis

The following is an explanation of SWOT (Rangkuti, 1998), namely:

a. Strengths

Strengths are resources, skills, or other advantages related to the company's competitors and market needs that can be served by the company that is expected to serve. Fun English Education Strength is a special competition that gives companies a competitive advantage in the market

b. Weakness

Weaknesses are limitations or deficiencies in resources, skills, and capabilities that effectively hinder company performance. These limitations can be in the form of facilities, financial resources, management capabilities and marketing skills which can be a source of company weakness.

c. Opportunities

Opportunities are important profitable situations in a corporate environment. Important trends are a source of opportunities, such as technological changes and increased relationships between companies and buyers or suppliers are a picture of opportunities for companies.

d. Threats

Threats are important unfavorable situations in a company's environment. Threats are major distractions to a company's current or desired position. The existence of new or revised government regulations can pose a threat to the company's success.

In making a plan we must evaluate external factors as well as internal factors. Analysis of the factors must produce the strengths (strength) possessed by an organization, as well as knowing the weaknesses (weaknesses) that exist in that organization. Analysis of external factors must be able to find out the opportunities that are open to the organization and also be able to find out the threats (threat) experienced by the organization. Analysis to find out strengths, weaknesses, opportunities and threats is often called a SWOT analysis which stands for these four things (Rangkuti, 1998)

According to (Rangkuti, 1998) the matrix of strengths, weaknesses, opportunities and threats is an important matching tool that helps managers develop four types of strategies: SO Strategy (Strengths-Opportunities), WO Strategy (Weakness Opportunities), ST Strategy Strengths-Threats), and WT (Weakness-Threats) Strategy. One of the methods or analytical tools used to compile the factors of a company's strategy is the SWOT Matrix. This matrix is considered capable of clearly describing how the external opportunities and threats faced by the company must be adjusted to the strengths and weaknesses it has. This can produce four possible strategic alternatives.

Table 3. SWOT Matrix

IFAS EFAS	Strengths (S) List 5-10 internal factors	Weakness (W) List 5-10 Factors external
Opportunity 5-10 external opportunity factors	Strategy (SO) Create a strategy that uses power for take advantage of opportunities	Strategy (WO) Make strategy here capitalize on opportunities and overcome threats
Threat (T) factors external threat	Strategy (ST) Create a strategy use force to overcome threats	Strategy (WT) Make which strategy minimize weakness and avoid threats

Source: Rangkuti 1998

4. Marketing Strategy

The definition of strategy for the well-known business world is from Chandler (1962) in (Sistianto, 2003) namely strategy is the determination of the long-term goals and objectives of an enterprise and the adoption of actions and the allocation of resources needed to achieve these goals. Further clarified by Sidik (2000) in (Sistianto, 2003) that strategy is a multi-dimensional concept that includes all the necessary critical activities of company driven by the company's environment.

Marketing strategy is the study of marketing and strategy through analysis, choice and implementation of strategies applied in business or industry. Jain (1990) in (Handoko, 2002) states that essentially there are three factors known as the 3 strategic 3c's that need to be considered in making a marketing strategy, namely: Consumer, Competition and Company. The marketing strategy carried out by a company must be able to differentiate itself effectively from its competitors and allocate its special strengths to provide good value to consumers. A good marketing strategy is marked by changes in the level of competition in the industry where the company is located due to several factors (Kotler, 2008):

- Threat of new suppliers entering the industry.
- Threat of substitute products or services in the market.
- Bargaining power of suppliers.
- Bargaining power of buyers.
- The level of competition among companies or existing competitors.

There are forces that influence the competition known as "the five forces - model of

competition". What is important to note is how the company identifies its strengths and weaknesses, and identifies opportunities and threats that exist in its industry. The SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) provides an overview of the company's strategies that must be implemented. Another factor that is no less important is the company's ability and willingness to answer and resolve problems, fix problems, improve business environment, such as economic, social, political and technological developments. Stra (Kotler, 2008) a good marketing strategy is characterized by:

- a. Clear market definition.
- b. Match between company strengths and market needs
- c. Superior performance, relative to the competition in the key success factors of a business or company. Harper, Arville & Jean Claude (2000) in (Sistianto, 2003) said that the success of a company is determined by 2 aspects of strategic compatibility. First, the marketing strategy must match the needs and constraints of the market environment. Second, the company must be able to effectively implement its strategy. If the company is unable to implement its chosen strategy effectively or the strategy is not suitable for the situation it faces, various problems will arise.

Marketing strategy can focus on competition and consumer needs. A marketing strategy can arise by following developments such as:

- a. The speed of market changes that can create opportunities for companies and threats for others.
- b. Top management put emphasis on market development while now competing very strongly. What needs to be considered in formulating a marketing strategy is simple, unique, design, creative, assertive, articulate and can be implemented (Mitzberg, 1990 in (Sistianto, 2003)

5. Implementation of Marketing Mix

According to (Kotler, 2008) several alternatives that may be carried out by companies are implementing this strategy in the marketing mix which includes product, price, distribution or location and promotion whereas according to Lupiyoadi and Hamdani plus people are as follows:

- a. Product policy
The company will always try to develop the products it produces both in terms of packaging design, quality, size and image of the product to match the integrity and demand of consumers or the market.
- b. Pricing policy
In selling its products, the company can adhere to pricing policies.
- c. Distribution Policy / Location
The selection of distribution channels to be used for launching the resulting products is based on the premise that the distribution channels created will show the smooth flow of products to consumers, so that consumers will have no difficulty in finding these goods when they are needed. In other words, giving careful attention to the distribution sector will make potential fields developed with cost savings and improve customer satisfaction.
- d. Promotion Policy
Sales promotion policies derived from marketing objectives can be developed through the main marketing communication objectives for the product in question. The specific goals of a sales promotion will vary according to the type of target market it is intended for. Against consumers
The goal of sales promotion is to encourage more usage or purchases the size of the product units offered.
- e. People
Selection of reliable human resources can be seen from the quality, level of education and experiences they have as well as the ability to communicate. Customer Value As Competitive Advantage

3. Research Methods

This study uses a descriptive qualitative method, which is a technique by collecting data, classifying, analyzing, and then interpreting it so as to provide an alternative description of the problems encountered. The approach used by this researcher is mega marketing (product, place, promotion, people,). The type of data used in this study are:

1. Qualitative data, namely research by thinking inductively, capturing various facts or social phenomena through field observations, then analyzing them and trying to theorize based on what is observed.
2. Quantitative data is data in the form of numbers that are calculated and have certain units and can be appreciated mathematically, in the form of numbers.

Data was collected using Library Research (literary research) which is carried out by collecting some data by reading and browsing the literature in the form of books, magazines, and scientific writings related to the problem to be discussed. Field Research (Field research), namely qualitative research observing and participating directly, namely as follows: Observation, Interview, Documentation.

To identify the theories used in this study, the operational definitions of the variables put forward are:

1. Marketing management is the activity of maximally regulating marketing functions so that the activities of exchanging or conveying goods or services from producers to consumers can run smoothly and satisfactorily.
2. The marketing concept is a philosophy or assumption that is believed by the company as the basis of each of its activities in satisfying the needs and desires of consumers.
3. Marketing strategy is a fundamental pattern, in which there is marketing planning, resource direction, and interaction with markets, competitors, consumers, and so on.
4. Mega marketing is a combination of several variables which are the core of marketing namely product, price, promotion, place, people.

Data analysis techniques used in this study include:

1. Data reduction

In this study the researcher will select data related to the problem and summarize important data found in the field in accordance with the main theoretical studies to make it easier for researchers to determine the right strategy in further data collection.

2. Data that has been reduced from the results of data collection through interviews and to get good strategy results, researchers use SWOT analysis (Strength, Weakness, Opportunity, Threat). through three stages of analysis, namely:

- a. Data collection stage (external and internal)
- b. Analysis phase (SWOT Matrix, Internal external Matrix)
- c. Level of decision making.

4. Results and Discussion

There are many marketing strategies that can be carried out by the institution to carry out development as described in the theoretical study. One of them is the application of the 4P marketing mix (product, place, promotion, people).

The institutional development strategy of the Function English Education Course which will be described, analyzed and interpreted one by one and the formulation of a new strategy is prepared as follows:

1. Product

Function English Education has educational programs tailored to the needs of students. Before providing programs at Function English education, Function English Education first conducted a survey to the area around Pinrang to find out how much students need tutoring.

2. Promotion (Promotion)

Promotion is the most important part of marketing, various ways of marketing products have been carried out and Function English Education carries out promotions in the following ways:

- a. Holding UAS trial tests, UAN at the elementary, middle and high school levels
- b. Distribution of flyers at the golden moment (class increase, acceptance of class report card)
- c. Conduct marketing outreach events to classes that have been approved by the school (principal).
- d. Using Function English Education Pinrang students as marketing by entrusting vouchers to their friends.
- e. Collaborate with schools/colleges

3. Place

Function English Education is located at Jalan Salo No.999 Pinrang South Sulawesi, the place is strategic because it is located in an area near the Pinrang city government and many schools such as; Al Salam Sharia Kindergarten, SMP Negeri 4 Pinrang and SMK Negeri 2 Pinrang and SDN 247 Pinrang.

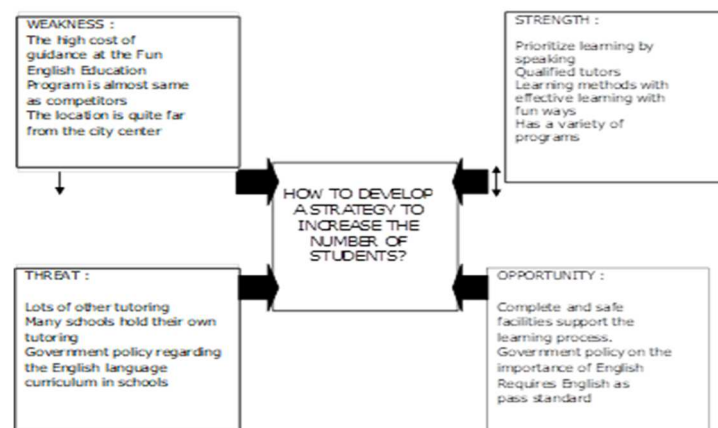
4. People

The workforce in Function English Education includes: Tentors, academic finance staff, administrative officers and so on.

- a. The process for selecting a tutor conducted by Function English Education is as follows:
 - 1) Written test.
 - 2) Micro teaching, namely the assessment of teaching in class by senior tutors.
 - 3) Interview.
 - 4) Class observation, namely observing senior tutors teaching in class.
 - 5) Internship.
- b. Function English Education staff also receive separate training according to their fields and are also taught how to serve consumers, while branch administration officers are required to be friendly and friendly with students, tutors and prospective students must also have other skills such as operating computers and bookkeeping. .

The results of data research using a SWOT analysis of the objectives research, a SWOT matrix was created and the formulation of a Function English Education development strategy to address the weaknesses and threats possessed by Function English Education by adjusting the strengths and opportunities possessed by Function English Education. The formulation of the development strategy can be seen in the following table:

Tabel 4. Matrix SWOT Function English Education



Based on this analysis shows that the performance of the institution can be determined by a combination of internal and external factors. The combination of these two factors is shown in the SWOT analysis result diagram as follows:

1. SO Strategy (Support Growth Strategy)

Namely by utilizing all strengths and taking advantage of opportunities as much as possible. Utilizing all the strengths and qualities of the Function English Education Institution by improving product quality, improving services, collaborating with schools to provide guidance according to the school schedule, collaborating with Try outs for final grade students, promoting more intensively, making study hours according to student needs , and utilize various social media tools for promotion.

2. ST Strategy (Supporting Diversification Strategy)

Strategy by utilizing all the strengths of the institution to overcome threats, namely collaborating with schools when taking report cards, conducting outreach to end-grade students such as 6 SD, 9 SMP, 12 SMA to introduce tricks on how to quickly answer National Examination questions, carry out periodic innovations to maintain product quality and maintain the image of Function English Education as an Institution Good education in achievement through improving the quality of its products.

3. WO Strategy (Support Turn-Around Strategy)

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses, namely developing employee capabilities in participating in training from the English Education Function, developing the provision of tutors at Function English Education as a substitute for absent tutors and recruiting new employees to serve as Marketing Staff.

4. WT Strategy (Supporting Defensive Strategy)

This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats, namely:

- a. Conduct periodic evaluations of the products produced, Provide superior tutors and conduct training for tutors to master and have tricks in teaching especially Mathematics and Physics.
- b. Add discount discounts to students ranked 6 to 10. Marketing strategy is a set of tactics for

marketing that can be controlled including product, price, place, promotion, people (human resources). 4P combined by the company to increase the number of students by Function English Education. The elements of this marketing strategy are interrelated, blended, organized and used appropriately so that Function English Education can achieve its goals effectively while satisfying the needs and wants of its students. Responding to the marketing strategy carried out by Function English Education, the management of marketing strategies that should be carried out by service companies is with several corrective actions that need to be studied which can later increase the number of students such as improving the 4P marketing strategy and analyzing it with SWOT. The author's suggestion for operational research objects is that the Function English Education development strategy in the 4Ps that is implemented should be able to maximize the 4Ps and be analyzed with SWOT to increase by developing products owned by Function English Education, plans that are comprehensively integrated and unified in the field of marketing that provide a guide on the activities that Function English Education will carry out to achieve the Institution's goal of increasing the number of students.

5. Conclusion

Based on the results of the analysis and discussion, the conclusions put forward as the background of this research are:

- The more programs, the more alternatives students have to choose from, besides that the more suitability of students, including the suitability of time.
- In Pinrang Regency apart from the name factor, a good tutor, price is the most important factor, so the establishment of the 2 in 1 and 3 in 1 programs will increase students' interest in taking part in the next program.
- The establishment of a problem solving program will increase students' interest in learning so that they can increase students' academic grades.
- The addition of the outbound program which is a product differentiation is hoped that students will not get bored participating in the learning process in the Fun English Education environment.
- Large financial support for promotion and supported by good quality tutors, varied products and affordable prices will be able to increase the number of students. 6. From the data obtained there was a decrease in students from last year, this was due to this because this year junior and senior high schools held additional tutoring at school and all students focused on the national exams held by the school and the emergence of many other institutions as well difficult study hours for students set study schedules at Fun English Education

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