

Marketing Communication Strategy of PT. Cyber Edu Inkor in Promoting Cyber Learning Programs

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Abstract

The technology market is getting more advanced from time to time, especially in the world of education, which is known as cyber education or Cyber Learning. One of them is PT. Cyber Edu Inkor is a service or product company that runs cyber education programs for the advancement of education, because there are still people in Indonesia who have not received education evenly. The presence of PT. Cyber Edu Inkor himself explained that there are many ways to make digital-based learning so that it can be accessed by the wider community, using one of the technologies. The purpose of this study to analyze PT. Cyber Edu Inkor promotes the cyber learning program through various stages in implementing marketing communication strategies through the implementation of the 7P Promotional Mix including: product, price, place, promotion, people, physical evidence, and process. Besides that, PT. Cyber Edu Inkor implements a strategy through the stages of Business to Business (B2B) marketing by selling its products/services from one company to another. The method used is a qualitative research method, namely conducting virtual interviews via zoom and supported by documentation. The result of this research is PT. Cyber Edu Inkor has been successful in promoting the cyber learning program well through the implementation of the 7P promotion mix and Business to Business (B2B) marketing so that cyber education in Indonesia is currently developing rapidly in line with the expectations of the establishment of the company. The method used is a qualitative research method, namely conducting virtual interviews via zoom and supported by documentation. The result of this research is PT. Cyber Edu Inkor has been successful in promoting the cyber learning program well through the implementation of the 7P promotion mix and Business to Business (B2B) marketing so that cyber education in Indonesia is currently developing rapidly in line with the expectations of the establishment of the company. The method used is a qualitative research method, namely conducting virtual interviews via zoom and supported by documentation. The result of this research is PT. Cyber Edu Inkor has been successful in promoting the cyber learning program well through the implementation of the 7P promotion mix and Business to Business (B2B) marketing so that cyber education in Indonesia is currently developing rapidly in line with the expectations of the establishment of the company.

Keywords: Strategy, Marketing Communication, Promotion, Cyber Learning

INTRODUCTION

Technological developments in the world of education are increasingly advanced, human intelligence makes all activities or work easier. Currently treading the Digital Era 4.0 and welcoming 5.0 where the development of information technology is growing rapidly, especially in the world of education. For educators and students in the learning process can be more flexible to find information via the internet. Utilizing technology to the fullest in this digitalization era is an important part in the world of education from the aspect of life.

As explained by Nur Alif and Heri Kurnia in the AoEJ Journal: Academy of Education Journal Vol. 13 No. 1 of 2022 that instead the learning process is carried out in a network called online learning, namely a learning method that takes place remotely using social media network media (Astini, 2020). Online learning models require skills and innovation from teachers in using technology (Astini, 2020). The online learning process also requires educators to create appropriate and fun learning models and methods, so that learning materials can reach students and can be understood by students (Yulianingsih et al., 2020). Students are also expected to be able to access network applications used in learning such as Google Classroom,

Education can create support for convenience and services for human life in a sustainable manner, so that it will make Human Resources (HR) who have high competitiveness, superiority, and quality to eventually become the nation's hope generation.

The Gross Enrollment Rate (GER) is a basic indicator that can be used to see access to education, especially for the university population.

A high Gross Enrollment Rate (GER) can indicate that there is a high level of college participation in a certain population. According to the Central Statistics Agency (BPS) for the National Socio-Economic Survey (Susenas) that the largest Gross Participation rate (GER) is in the female group, which is 32.21 percent in 2020, and the smallest is in the male group, which is 29.55. percent, or it can be interpreted that women are superior in participating in higher education (BPS Susenas, 2020). And every year there is a change in the gross enrollment rate which is higher than the previous year in higher education. Based on the type of area, The Gross Enrollment Rate (GER) at the Higher Education Level (PT) in urban areas shows lower results when compared to those in rural areas (BPS Susenas, 2020). In urban areas, the availability of tertiary institutions is very large, while in rural areas, the availability of tertiary institutions is still very minimal, and the cost of education is relatively high so that it can be a factor inhibiting students from continuing their education to higher education.

There are also economic factors that become an obstacle for someone not to continue to college level, especially choosing to work. Seeing this phenomenon that occurs in the world of education in Indonesia, there is a need for improvements in teaching and learning activities, so that education in Indonesia is growing even better, the teaching and learning system will also affect the quality of the students themselves, so that there are various ways to integrate cyber technology, both physically and non-physically towards learning, so that there are no social gaps in the world of education in this digitalization era.

Seeing the phenomena that occur in the world of education in Indonesia, there is a need for improvements in teaching and learning activities, so that education in Indonesia is growing even better. According to Harris (2008;58) quoted from Kriyantono, Marketing Public Relations is defined as a process of planning, executing, and evaluating programs that encourage or encourage purchase and customer satisfaction through credible communication in conveying information and creating an impression that identifies the company and its products with needs, wants, concerns, and interests of consumers.

Meanwhile, according to Rosady (2008; 245), Marketing Public Relations is the process of planning and evaluating programs that encourage purchases and customer satisfaction through communication that contains information that can be trusted, and an impression that describes the company and its products according to customer needs. According to Bambang Warsita (2011; 136), Cyber Learning (Siber Education) or also commonly referred to as e-Learning (electronic learning) there are several expert opinions. The development of internet technology provides a new feel for the distance learning system that is even

more open. Web-based learning system known as electronic learning (e-learning), and web-based training or commonly called web-based education and others.

While Setiawardhani explained, in the Scientific Journal Pend. Economy. Vol. 1 No. 2 that electronic learning or e-Learning has started since the 1970s, various kinds of words are used to express opinions or ideas about electronic learning, including: Internet-enabled learning, on-line learning, web-based learning, or virtual learning.

The presence of PT. Cyber Edu Inkor is a company that is concerned with global cyber education (cyber learning) trying to carry out marketing strategies through promotions so that it can make people care about the world of education. The company shares an educational approach using digital methods, also known as cyber education. Learning Management System (LMS) products through cyber education programs designed by PT. Cyber Edu Inkor can reach all regions in Indonesia. The primary target to be achieved using the development of cyber education is to achieve one big mission, namely: "Great Indonesia Through Cyber Education or Great Indonesia Through Cyber Education" through the Cyber Learning program. Cyber Learning is one of the choices in the latest personal computer-based learning. The availability of internet technology facilities and personal computers is an opportunity to create the latest learning and knowledge sharing community. So we need a way to promote in Marketing Communication (marketing communication) to attract buyers.

A form of marketing communication that is familiar and often used by a company is a promotional strategy. This type of promotional strategy used can be applied in the form of advertising, sales promotion, public relations, and publicity as well as other things that can help. However, it will not be enough to be able to increase student interest in the era of digitalization, prospective students and also parents must have a critical, on quality or use in the world of education, which is purchased from a university. To be able to promote the Cyber Learning Program, PT. Cyber Edu Inkor requires Marketing Communication activities, namely marketing activities, not only on offers but on existing media, with the confidence of customers or consumers.

As explained by Yustina Chrismardani in the Journal of NeO-Bis Volume 2 No. 8 December 2014 that marketing communication plays a very important role in product marketing, because marketing communication has the ability to arouse the interest of everyone who is the target of being moved to make a purchase. With a well-planned marketing communication strategy that includes the use of effective communication techniques and media, the desired information and influence from the implementation of a marketing communication strategy carried out by a company will be achieved.

RESEARCH METHODS

The method used is descriptive qualitative research method. By observing, interviewing, or reviewing documents. This qualitative method is used for several reasons. First, adapting qualitative methods is easier when dealing with multiple realities. Second, this method presents directly the nature of the relationship between the researcher and the respondent. Third, this method is more sensitive and more adaptable to the many sharpening of the joint influence on the patterns of values encountered. In this study, describes a phenomenon regarding implementing Marketing Communication Strategy (Moleong, 2006) in the Cyber Learning program, with the rapid development of technology in the world of education.

Data collection was carried out in several ways, namely by interview and documentation. In this study the author will conduct a structured interview technique with several informants involved in order to obtain complete and clear data or information. Informants are the people who know the most or are directly involved with the focus of the problem so that researchers can summarize very important information on the focus of research (Sugiyono, 2011).

Key informant and informants can provide information to researchers in providing supporting evidence for any required information. Key Informants, namely as Digital Marketing Manager of PT. Cyber Edu Inkor, and Informants are Product Development Managers who carry out Marketing Communication Strategies at PT. Cyber Edu Inkor in promoting the Cyber Learning program.

RESULT AND DISCUSSION

Marketing communication (marketing communication) describes two main elements. in the form of communication and marketing, communication is a process, which is between understanding and thinking that will be conveyed by individuals, or individuals and organizations. While what is meant by marketing is the existence of a set of activities, which between organizations and other companies can provide understanding or exchange between them and customers.

So that the marketing communication strategy is a system or strategy carried out by the company in disseminating information, persuading or influencing, and increasing sales of the company and its products or services so that they are willing to buy, accept, or use the services or products offered by the company. Therefore PT. Cyber Edu Inkor needs to implement a marketing communication strategy that aims to promote the Cyber Learning Program. The types of products sold by PT. Cyber Edu Inkor is a Learning Management System which includes cyber education (cyber learning). Efforts to promote this Cyber Learning program need to be supported by a marketing communication strategy in order to compete with other digital-based educational service or product companies.

PT. Cyber Edu Inkor has a set of tools or programs that the company can control. In service or product companies, this tool is called the marketing mix. Related to this, PT. Cyber Edu Inkor uses the following seven marketing mixes:

1. First, the product, where PT. Cyber Edu Inkor has Learning Management System (LMS) products, all of which are in the form of education packaged in a modern way through digital, with various variations in terms of content, according to customer needs and requests. The author focuses on the products contained in PT. Cyber Edu Inkor is a cyber learning program (cyber education).
2. Prices are all products or services carried out by PT. Cyber Edu Inkor is very suitable for its quality and service to customers. Products or services offered by PT. Cyber Edu Inkor is also very diverse and has its own characteristics and quality, according to the needs of its customers, so in pricing there is only the end result for the system, the rest according to the needs that will be added.
3. Place (place), PT. Cyber Edu Inkor sells products/services in the form of cyber education programs (cyber learning) that are intended for other businesses, not consumers, by implementing Business to Business (B2B), by collaborating with educational institutions such as schools, universities, tutoring, and the like. other fields of education
4. Promotion (promotion), PT. Cyber Edu Inkor is promoting with networking networks, through the closest existing relations, the plan is to try the application of Business to Customer (B2C), because if you only rely on Business to Business (B2B) products or services from PT. Cyber Edu Inkor will not develop.
5. People (people), PT. Cyber Edu Inkor strives for all its Human Resources to carry out its strategy to success. PT. Cyber Edu Inkor also conducts training and development for all its employees, and provides benefits if the company succeeds in collaborating with other companies or government institutions.
6. Physical evidence: PT. Cyber Edu Inkor has facilities or facilities in the form of a studio with complete equipment in it, which is used to produce cyber education (cyber learning) for companies that work with it, this is a part that supports service/product companies in promoting Cyber Learning programs at PT. Cyber Edu Inkor.
7. Process (process): PT. Cyber Edu Inkor in this case carries out a mechanism in providing services or products through the website to view information and work developments at the company, and also processes through the telemarketing team to find out more information about services/products in the form of cyber education (cyber learning) available at PT. . Cyber Edu Inkor.

The seven marketing mixes carried out are to maintain customer trust in the Cyber Education program (Cyber Learning). PT. Cyber Edu Inkor presents more appropriate and good content for its customers, and always communicates well with the Multimedia team about its visualization, and Web Developers around its website, in order to minimize communication errors between the two parties, to keep the customer or consumers themselves to be more loyal to the company.

PT. Cyber Edu Inkor, does not carry out activities such as events and other activities, because PT. Cyber Edu Inkor is not looking for a retail base market, because it is still in the project base position, and has a direct personal approach to companies. However, for the retail base plan, PT. Cyber Edu Inkor will perform only not yet active to run at this time. To carry out the initial activities, PT. Cyber Edu Inkor has investors where the President Director himself, in the form of the company there are investors, private or other people, because PT. Cyber Edu Inkor is a collaboration between a Korean company and an Indonesian company.

PT. Cyber Edu Inkor is still running an exclusive promotion with networking networks, and does not use various media, such as social media and other things, still uses telemarketing assistance which already has a customer database. In the future, in this promotional activity, PT. Cyber Edu Inkor will improve the existing system, considering that in promoting a product/service it will not develop if it is only limited to the closest relationship (networking), it is necessary to have other media assistance such as social media, advertisements, and so on.

Considering that in the current digitalization era, the development of social media is growing rapidly, almost all levels of society use it for their daily needs, this is a very big opportunity to promote this cyber education program widely, so that education in Indonesia can be used equally, by anyone, anytime, and anywhere, with the hope that education in Indonesia can compete with developed countries out there.

PT. Cyber Edu Inkor ensures that the learning methods contained in the cyber learning program are quite effective, because the customers who use the services/products are right on target, because they are in accordance with the needs of their own customers. Considering that cyber learning products are very good for the future, because the goal is for cyber education to be widely spread by anyone and anywhere, because they don't have to come to a certain place to study as long as the consumer has a cellphone and internet to access it, and in this era of digitalization now, everyone can learn easily at home without having to spend a lot of money for tuition and school fees, and for the material it can be ascertained that it can be used for field practice, very different from on campus,

CONCLUSION

PT. Cyber Edu Inkor ensures that the learning methods contained in the cyber learning program are very effective, because the customers who use the services or products are right on target. Because it is in accordance with the needs of its own customers. Considering that cyber learning products are very good for the future, so that the goals of cyber education are widely spread by anyone and anywhere, and do not have to come to a certain place to study as long as the consumer has a cellphone and internet to access it, especially in the current digitalization era. , everyone can study easily at home without having to spend a lot of money for tuition and school fees, and for the material it can be ascertained that it can be used for field practice, very different from on campus, too many theories are learned.

Considering that in the current digitalization era, the development of social media is growing rapidly, almost all levels of society use it for their daily needs, this is a very big opportunity to promote this cyber education program widely, so that education in Indonesia can be used equally, by anyone, anytime, and anywhere, with the hope that education in Indonesia can compete with developed countries out there. Promotions by PT. Cyber Edu Inkor for its cyber education program (cyber learning) by using a Learning Management System (LMS) product that can be customized according to customer needs and implementing the marketing strategy with a Business to Business (B2B) marketing strategy to educational institutions, such as schools, universities , bimbbel and the like.

However, because it is still implementing networking or Business to Business (B2B) of course PT. In the future, Cyber Edu Inkor will try to implement a Business to Customer (B2C) strategy so that products or services from the cyber education program (cyber learning) can be directly consumed by consumers individually, no longer only focusing on customers (companies).

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