

## Marketing Strategies in Increasing Skill Interest in Rida Embroidery Ponorogo Course and Training Institutions

Nurrantika Aini<sup>1</sup>, Reni Mulazamah<sup>2</sup>, Siti Suliyah<sup>3</sup>, Tias Fajar Widowati<sup>4</sup>,  
Tita Seviana<sup>5</sup>, Tunjung Genarsih<sup>6</sup>

<sup>123456</sup>Institut Agama Islam Negeri Ponorogo; Indonesia

E-mail: [ginargin28@gmail.com](mailto:ginargin28@gmail.com)

### *Abstract (English)*

Marketing strategy is a centralized and comprehensive plan to achieve business goals through a marketing mix that includes product, pricing, location, and promotional strategies. The purpose of this study is to find out how LKP Rida Embroidery's marketing strategy in increasing public interest in attending courses and training. The research method used is field research with descriptive qualitative data analysis. Research shows that LKP Rida Embroidery uses a promotional strategy by conducting training in making deliveries and offerings, in addition to collaborating with schools. In addition, promotion uses social media such as Instagram, Facebook and direct promotion.

**Keywords; Interests, Marketing Strategy, Skills**



© 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY NC) license (<https://creativecommons.org/licenses/by-nc/4.0/>).

## INTRODUCTION

In the context of nation building, education is an important aspect that must be taken seriously by various parties, including the government, teachers and society. This is because there is a significant relationship between education, improving the quality of human resources and steps to achieve development goals (Triyono & Mufarohah, 2018). Various human efforts and steps to increase prosperity and welfare of life by implementing knowledge (Triwiyanto, 2014). According to Crow and Crow, all nations will declare the goal of education based on the value of life in order to advance the nation (Chomaidi & Salamah, 2018). Based on Law Number 2 of 1989, it is stated that education is a conscious effort to prepare students with training activities and guidance for their role in the future. (Chomaidi & Salamah, 2018, p. 6).

Currently, the world of education has a close relationship with the world of work, where the concept of national education refers to workforce preparation. So far we know three types of education, namely, formal, non-formal and family education (Haerullah & Elihami, 2020). Based on the National Education System Law, article 26 paragraph 2, it is stated that non-formal education plays a role in developing all the potential of students so that they master functional knowledge and skills as well as improving their professional attitude and personality. (Ministry of National Education, 2003). As graduates of formal and non-formal education in the world of work, the graduates produced

must be able to be placed in a job according to their field and education. An example of non-formal education is the Course and Training Institute or often called LKP.

Course and Training Institution is aa place to increase the knowledge, attitudes and skills of students so that they have the ability to work or have a business independently (Fauzi & Widiastuti, 2018). It is hoped that the existence of courses and training institutions can build a quality and skilled society, so that student graduates are able to work and can compete in an increasingly tough world of work. By attending training at this institution, job seekers are able to develop their skills according to the needs of the world of work and training participants can open businesses independently. Courses and training institutions play an important role in helping to overcome the increasing number of unemployed people, this can be seen from the increasing skills of the community so that the unemployment rate can be reduced.

Rida Embroidery is a course and training institution which provides opportunities for local communities to hone their skills in sewing, embroidery, training in making gifts and also provides job training and courses for those who want to learn and start sewing, embroidery and embroidery services. The institution is located at Anjasmoro Street No. 27, Bangunsari, District. Ponorogo, Ponorogo Regency, East Java. Besides that, Rida Embroidery also opened a boutique located on Jl. Raya Ngrupit, Ngrupit, Jenangan, Ponorogo (South of Campus II IAIN Ponorogo) which provides Wedding Gowns, Akad or Graduation Kebayas and Mukena.

The Rida Embroidery course and training institution was founded in 2001, starting with opening a home industry. As time went by, in 2005, training course institutions began to be established. The background to the establishment of this institution was due to the lack of labor at that time and confusion about how to find embroidery workers, which was very trendy at that time. Obstacles occur when finding labor is difficult, therefore Mrs Farida Widyastuti took the initiative to educate participants by opening embroidery and embroidery courses, with the aim of eventually recruiting these participants to become employees. This business was successful and developed and the community was enthusiastic about the existence of the Rida Embroidery course and training institute.

The presence of the Rida Embroidery course and training institution gives hope to the local community to help improve community skills so that the quality of graduates is able to compete. Through courses and training, prospective workers can develop their skills according to their needs or job placement and training participants can open businesses independently. P Job training not only increases participants' knowledge, but can also improve skills which will also increase work productivity.

To face increasingly tight business competition, courses and training institutions must have special strategies aimed at adapting to the educational business environment which is developing very rapidly at this time.(Ningrum, 2022). In order to encourage people's interest in taking courses and training, a good marketing strategy is needed. Technological developments are a good strategy to help in marketing strategies. According to Buchari Alma, the function of marketing in a course and training institution is to form a good image of the institution to encourage prospective students' interest in participating in training, so it is important for course institutions in developing various marketing mix strategies.(Buchari & Donni, 2014).

Kotler and Armstrongexplains: "Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return." Marketing is a company's process of building value and strong relationships with customers with the aim of extracting value back from customers(Kotler & Armstrong, 2001). Furthermore, Kotler and Armstrong stated that marketing strategy is the marketing logic that is implemented with the aim of ensuring that the business unit will achieve the marketing targets. The marketing strategy contains specific strategies for the target market, marketing mix, product positioning and level of marketing expenditure(Kotler & Armstrong, 2001). From this explanation, it can be concluded that companies need a strategy in carrying out marketing activities, where in preparing a strategy it is necessary to look at the situation and changes in the environment with the aim of making it easier for the company to maximize its marketing objectives.

To market productscourse and training institutionsRida Embroidery Ponorogo is included in the market group, namely the consumer market because the products offered are aimed at the entire community. Product positioning is how consumers define a product in terms of its attributes. The goal of market positioning is to establish a product's competitive advantage and communicate it to consumers. Incourse and training institutionsRida Embroidery product position is determined on the basis of attributes where this business offers prices for production that are relatively priced to suit the pockets of the local community and consumers. The moredevelopment of courses and training institutionsRida Embroidery requires strategic and special efforts to maintain its existence and increase interest in skills from the surrounding community.

This research aims to determine the marketing strategies implemented by the course and training institution Rida Bordir Ponorogo in increasing public interest. It is hoped that the results of this research will be able to provide an overview of marketing strategies for business owners and those who intend to build a similar business.

## **METHOD**

This type of research uses field research, where data search and data collection are carried out directly (Kartini, 1980). Field research is a method for finding something directly in a realistic manner. This research was carried out by taking data from the Rida Embroidery course and training institution. In this research, the data analysis used is descriptive qualitative. The data analyzed is in the form of words or results of interviews, observations and documentation (Sugiyono, 2016).

This research was carried out at LKP Rida Embroidery on Jalan Anjasmoro. This research started from September to October 2022. Data sources include primary and secondary data. Primary data comes from direct interviews with the owner of the Rida Bordir Rida Bordir course and training institution, namely Mrs. Farida Widyastutik, SE. Secondary data is obtained from journals or other scientific articles that are related to marketing strategies in increasing interest in skills.

## **RESULTS AND DISCUSSION**

### **Results**

#### **General description of the Rida Embroidery Course and Training Institute, Ponorogo**

Rida Embroidery is a course and training institution that provides opportunities for local people to hone their skills in sewing, embroidery, training in making gifts and also provides job training and courses for those who want to learn and start sewing, embroidery and embroidery services. The institution is located on Jalan Anjasmoro No. 27, Bangunsari, District. Ponorogo, Ponorogo Regency, East Java. Apart from that, Rida Embroidery also opened a boutique located on Jl. Raya Ngrupit, Ngrupit, Jenangan, Ponorogo (South of Campus II IAIN Ponorogo) which provides Wedding Gowns, Akad or Graduation Kebayas and Mukena. Currently, the Rida Embroidery Course and Training Institute has obtained A Accreditation with several achievements, including the title of Outstanding Instructor, 1st place in Ponorogo Regency, 3rd place in Fashion Instructor in East Java Province in 2019.

#### **Marketing Strategy in Increasing Interest in Skills at the Rida Embroidery Course and Training Institute, Ponorogo**

According to Tjiptono, strategy is a tool used to describe a business direction according to the chosen environment and becomes a guide for allocating resources and organization. (Tjiptono, 2015). Kenneth R. Andrews also said that strategy is a decision within a company to determine direction and goals which results in main policies to achieve goals (Manap, 2013) while Kotler stated that strategy is strategic thinking to achieve business targets (Kotler & Armstrong, 2001).

Stanton explained that marketing is a variety of business activities aimed at making plans, determining prices, promoting and distributing goods and services that are needed by buyers, both existing and potential buyers. (Kotler & Keller, 2013).

Based on several expressions regarding strategy and marketing above, it can be concluded that a company needs a strategy to carry out marketing activities, where in developing a strategy it is necessary to look at the situation and changes in the environment with the aim of making it easier for the company to maximize its marketing goals. The formulation of marketing strategies at the Rida Embroidery course and training institution applies the STP marketing model, namely segmenting, targeting and positioning. Rhenald Kasali said that segmentation is the process of dividing heterogeneous markets into Potential customers who have the same needs and characteristics where these customers have the same reaction in spending money. Segmentation also groups consumers who are spread across the market. Meanwhile, the aim of grouping customers is to be more focused on marketing targets. In this case segmentation has 2 main variables. The first segmentation is geographic segmentation. Geographic segmentation divides the market based on regions. The geographical segmentation of the Rida Embroidery course and training institution focuses more on the place where this LKP was established. The Rida Embroidery course and training institute is located on Jl. Anjasmoro No. 27 Ponorogo. Access to LKP is quite easy because it is located in the center of Ponorogo city. There are also several students who come from outside the city of Ponorogo. As stated by Mrs. Rida in the interview, there were students who came from Pacitan. While the second segmentation is demographic segmentation? Demographic segmentation divides the market based on specified variables, for example: age, type sex, income, and so on. The demographic segmentation of the Rida Embroidery course and training institution targets two variables, namely gender and age. Based on interviews, it was stated that the students taking part in the training consisted of women, teenagers who had graduated from high school, and also housewives aged 25 years.

Next is determining the target market by selecting the size or breadth of the segment based on the ability of the Course and Training Institution to enter that segment. The target market for the Rida Embroidery Course and Training Institute focuses on teenage girls and housewives. Meanwhile, the next stage is determining the target market. The stage of determining the target market can be interpreted as choosing what training program you have *embroidery course and training institutions can be represented in the minds of the participants. The aim is of course for participants to become more in-depth and interested in this program. The steps that LKP Rida Bordir needs to take are re-examining potential problems, identifying unique selling propositions, and developing marketing campaigns. Re-examine potential problems and obstacles from market segmentation to find out what problems are faced by the Rida Embroidery course and training institution, then you can design the right solution, for example regarding how the training program is used, whether it is in accordance with the target market that has been determined. Seeing that there are several types of training programs, they should be in accordance with the target market. Prospective participants can choose which program suits their wishes, because there are several types of training programs here. Apart from that, LKP Rida Embroidery is accredited and has an*

*institutional permit from the education department, which is the best offer from this institution. In step identify Unique Selling Proposition (USP) to position and highlight the institution's unique differences compared to others.* There are several questions that are usually raised, such as the question of why you should take part in a training program at Rida Embroidery course and training institute? *Why not others? Questions like this often arise. This can be used to identify factors or considerations from institutions as reasons that their programs are better than competitors.* The Rida Embroidery course and training institution has its own building, has quality services, affordable training and course fees and the availability of an internet network. However, the difference here is how to recruit employees, as Mrs. Rida said

*"I educate my own participants using the knowledge and skills that I have and then later I will appoint them as my employees. From every day I teach, I automatically know about the etiquette, morals, and character of my own participants."*

From this it can be seen that This course and training institution prioritizes character (ethics). Apart from this, this course and training institution also prioritizes worship where a prayer room is provided, all employees wear the hijab and listen to the recitation of the Koran every day. Because of this uniqueness, it is the advantage of the Rida Embroidery course and training institution. Next, develop marketing campaigns that are characterized by target market segmentation through attractive programs. The Rida Embroidery course and training institution has a regular and free registration program. Regular registration is usually for participants who really want to deepen their sewing knowledge, and usually most participants want to open a sewing service in their own home. And quite a few of those who are regulars want to be able to sew, but only for personal needs. The free program is more for those aged between 17-25 years with priority for Smart Indonesia Card (KIP) users.

LKP Rida Embroidery uses a 4P marketing mix strategy (Product, Price, Promotion, Place) in its business. Product is the first business marketing mix strategy. Where this product is a form of institutional offering to achieve its goals. There are several training programs here such as fashion design, delivery, embroidery, batik (on request). This course and training institution deliberately does not focus its programs on just one skill but provides several types so that many people are interested, so that prospective participants can choose the program they want. from several training programs. Of these programs, the most popular ones are fashion design and delivery. Apart from that, this institution collaborates with the companies SRITEK, GARMENTS, Ponorogo Boutiques to expand relationships and introduce their programs to the wider community.

The Rida Embroidery Course and Training Institute has service products including: creative sewing services where participants are taught how to sew using a machine or manually; embroidery and embroidery services to make embroidery on kebayas, clothes, mukenas and tablecloths. This embroidery uses a machine that is provided. While embroidery is done manually, this is usually an

order from the customer; gifts, invitations, souvenirs are usually made from mukena and fake money; Sewing/fashion making courses are held for a period of 3 months and a maximum of 5 months, starting from sewing from easy models to making your own clothes/mukena.

The next marketing mix is *Price* or price, namely the costs that must be incurred by prospective participants in participating in the training program at LKP Rida Embroidery. In determining the price, it is adjusted to the wishes of the prospective participant who wants to take part in what type of training. Next is Promotion which is used as an effort to market or introduce a product or service to the wider community, which is called a marketing strategy. The Rida Embroidery Ponorogo course and training institution markets its products using online and offline media, namely: Whatsapp, through the Whatsapp application, the Rida Embroidery course and training institution markets its products by uploading its products on WhatsApp status, WhatsApp groups, and sharing them with employees to help with the process. marketing with the WhatsApp application; Facebook, using the Facebook media of the Rida Bordir course and training institution, created an account with the name @LPK Rida Bordir, on the account The company uploads its products to use as a marketing strategy to attract consumers; Instagram, the Instagram application is also used as a medium for marketing products from Rida Embroidery courses and training institutions, namely by uploading their products on Instagram and carrying out promotions on Instagram stories. His Instagram account named @lpk.rida.bordir with 200 active account followers; Tik Tok, the Tik Tok application is one of the new promotional media that we have Rida Embroidery course and training institute. The media account is called @lpkridabordir, this account is a start-up from apprentices to help with the promotion process. With the Tik Tok account, the Rida Bordir Ponorogo course and training institution responded very well; Pamphlets, in marketing its products, the Rida Embroidery course and training institution uses pamphlets as a promotional medium. His party designed a pamphlet containing the products offered. Offline promotions are carried out using banners where the banner is placed in front of the business premises. Then a name sign was installed at the entrance to Jalan Anjasmoro. The Rida Embroidery course and training institute carries out marketing with this sign as a promotional medium for passing road users. Meanwhile, other media is word of mouth. The Rida Embroidery course and training institution carries out marketing using word of mouth media, namely by utilizing employees, training and course participants.

The final marketing mix is Place. The Rida Embroidery course and training institute is located on Jl. Anjasmoro No. 27 Ponorogo. This location has fairly easy access because it is located in the center of Ponorogo city. This makes it easier for participants to come to the training location both from within Ponorogo Regency and from outside Ponorogo Regency.

## **CLOSING**

From the results of the research and discussion previously explained, it is clear that companies need a strategy to carry out marketing activities, where in developing a strategy it is necessary to consider the situation and changes in the environment with the aim of making it easier for the company to maximize its marketing objectives. At the course and training institution, Rida Embroidery implements 2 types of marketing strategies, the first is the STP (Segmenting, Targeting, Positioning) marketing strategy. In segmenting, companies are required to divide/group markets according to consumer needs and characteristics. Next, targeting is setting targets for implementing the training program. Lastly, positioning is how to position the training in the minds of potential participants.

Furthermore, the Rida Embroidery courses and training institute uses the 4P marketing mix strategy (Product, Price, Promotion, Place). What is meant by product here is the types of training offered by the company, of which in this LKP there are several types such as fashion/sewing, delivery, embroidery and batik. Then the price, in determining the price, it is adjusted to the wishes of the prospective participants who want to take part in what type of training. Next is promotion, at LKP Rida Embroidery promotion is carried out in 2 types, both online in the form of wa, ig, tiktok and fb. Or offline by word of mouth, signboards and banners. Lastly, the training location is easy to reach for prospective participants because it is located in the city center of Ponorogo Regency.

## **REFERENCES**

- Buchari, A., & Donni. (2014). *Manajemen Bisnis Syariah*. Alfabeta.
- Chomaidi, & Salamah. (2018). *Pendidikan dan Pengajaran: Strategi Pembelajaran Sekolah*. PT Grasindo.
- Depdiknas. (2003). UU No 20 Tahun 2003 Tentang Sistem Pendidikan Nasional. [https://pmpk.kemdikbud.go.id/assets/docs/UU\\_2003\\_No\\_20\\_-\\_Sistem\\_Pendidikan\\_Nasional.pdf](https://pmpk.kemdikbud.go.id/assets/docs/UU_2003_No_20_-_Sistem_Pendidikan_Nasional.pdf)
- Fauzi, E. R., & Widiastuti, N. (2018). *Pendidikan dan Pengajaran: Strategi Pembelajaran Sekolah*. Jurnal COMN-EDU, 1.
- Haerullah, & Elihami. (2020). *Dimensi Perkembangan Pendidikan Formal dan Nonformal*. Jurnal Edukasi Nonformal, 1(1).
- Kartini, K. (1980). *Pengantar Metodologi Research Sosial*. Alumni.
- Kotler, & Keller. (2013). *Manajemen Pemasaran Edisi 13 Jilid 1*. Erlangga.
- Kotler, P., & Amstrong, G. (2001). *Prinsip-Prinsip Pemasaran, Edisi VIII*. Erlangga.
- Manap, A. (2013). *Revolusi Manajemen Pemasaran*. MItra Wacana Media.



- Ningrum, N. K. (2022). Strategi Keunggulan Bersaing Lembaga Pendidikan dan Pelatihan Magistra Utama Jember. LAN TABUR: Jurnal Ekonomi Sya'riah, 3(2).
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D (p. 2572). Alfabeta.
- Tjiptono, F. (2015). Strategi Pemasaran. Penerbit Andi.
- Triwiyanto, T. (2014). . Pengantar Pendidikan. PT Bumi Aksara.
- Triyono, U., & Mufarohah. (2018). Pengantar Pendidikan Bunga Rampai Pendidikan (Formal, Nono Formal, dan Informal). Penerbit Deepublish.

