



## THE ROLE OF COMMUNICATION AND MARKETING STRATEGY IN REALIZING THE EDUCATIONAL MISSION

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INFO ARTIKEL	ABSTRAK
<p>Diterima: 30 Oktober 2023 Direvisi: 20 November 2023 Diterima: 28 November 2023 Tersedia online: 30 November 2023</p> <p>Kata Kunci : Komunikasi, Strategi Pemasaran, Yayasan Kazeto Putra Perkasa</p> <p>Keywords : <i>Communication, Marketing Strategy, Business</i></p>	<p>Yayasan Kazeto Putra Perkasa adalah lembaga pendidikan yang berkomitmen untuk memberikan dampak positif kepada masyarakat melalui program pendidikan dan bantuan kemanusiaan. Untuk mewujudkan suatu misi yang berasal dari visi Yayasan Kazeto Putra Perkasa itu sendiri, maka dibuatlah jurnal ini untuk mengetahui peran komunikasi dan strategi pemasaran apa yang dipakai Yayasan Kazeto Putra Perkasa pada era kompetitif sekarang. Mengembangkan pemasaran yang kuat, taktik media sosial yang inovatif, dan strategi untuk membangun hubungan yang baik dengan para pemangku kepentingan, termasuk mitra yayasan. Selain itu, jurnal ini membahas tindakan konkret yang diambil selama proses mewujudkan misi Pendidikan Yayasan Kazeto Putra Perkasa, serta hasil yang dicapai dalam meningkatkan persepsi yayasan dan mendapatkan dukungan dari berbagai pihak. Tujuan dari penelitian ini adalah untuk mendeskripsikan peran komunikasi dan strategi pemasaran yang digunakan Yayasan Kazeto Putra Perkasa dalam mempromosikan pelayanan pendidikannya kepada masyarakat. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif kualitatif yang mana pada metode ini mengilustrasikan serta menggambarkan suatu peristiwa yang terjadi. Dalam pengumpulan data wawancara dan studi pustaka adalah metode yang digunakan sebagai kelengkapan teori dan juga konsep dalam penelitian ini. Melalui pendekatan terintegrasi ini telah memungkinkan Yayasan Kazeto Putra Perkasa untuk memperkuat posisinya sebagai penggerak perubahan yang signifikan dalam meningkatkan kesejahteraan sosial dan pendidikan, berdampak lebih besar pada masyarakat yang membutuhkan.</p> <p><b>ABSTRACT</b></p> <p><i>Kazeto Putra Perkasa Foundation is an educational institution committed to providing a positive impact on society through educational programs and humanitarian assistance. To realize a mission that originates from the vision of the Kazeto Putra Perkasa Foundation itself, this journal was created to find out the role of communication and marketing strategies used by the Kazeto Putra Perkasa Foundation in the current competitive era. Develop strong marketing, innovative social media tactics, and strategies to build strong relationships with stakeholders, including foundation partners. In addition, this journal discusses concrete actions taken during the process of realizing the educational mission of the Kazeto Putra Perkasa Foundation, as well as the results achieved in improving the perception of the foundation and gaining support from various parties. The purpose of this research is to describe the role of communication and marketing strategies used by the Kazeto Putra Perkasa Foundation in promoting its educational services to the community.</i></p> <p><i>The method used in this research is qualitative descriptive research, which illustrates and describes an event that occurred. In collecting data, interviews and literature studies are the methods used to complete the theory and concepts in this research.</i></p> <p><i>This integrated approach has enabled the Kazeto Putra Perkasa Foundation to strengthen its position as a driver of significant change in improving social welfare and education, having a greater impact on communities in need.</i></p>

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## 1. Introduction

Education is one of the many steps that humans can take to increase the potential abilities and skills of individuals so that they benefit themselves, their families and the community, especially those around them. Education for humans is an important thing that they must obtain from early childhood until the end of their lives.

Based on current conditions, there is a lot of competition between each company. Starting from industrial companies, trading companies, service companies, and others. These companies are expected to be able to maintain their position in the current business world, especially in the current era of globalization, many are competing to show the best performance, because current economic conditions are very competitive. Companies that cannot maintain their position in society will eventually lose and fall and may even go bankrupt due to not being able to maintain the company and lack of strategy. Therefore, in line with the increasingly rapid growth and changes in the economy and ongoing business activities in the current era of globalization, entrepreneurs need a strategy, appropriate and innovative marketing concept to be able to maintain the survival of their company and achieve the goals they want to achieve, especially in attracting attention. from consumers.

This is closely related to the opinion of an American writer, consultant and marketing professor, namely Philip Kotler, namely, marketing is a coordinated effort that is market-focused and customer-oriented with the aim of providing customer satisfaction as the key to achieving organizational goals (Kotler, 1992: 22 ). In the same way, an organization operating in the service sector also needs a strong and innovative plan to achieve its goals. This is especially important considering that current competition between formal and non-formal educational institutions in getting new students has grown rapidly.

The reason behind the many alternative forms of education that vary according to the times, among them is the fact that conventional methods treat students "similarly", this is not appropriate for handling the diversity of students who have many differences, especially character, intelligence, background. , physical, mental development as well as interests and talents. The school environment is also an important aspect that parents need to pay attention to when determining their children's school. Because, this will affect the child's growth and development. A comfortable and healthy environment plays an important role in a child's development. When children are at school, factors such as a conducive atmosphere, cleanliness, and physical comfort can have an impact on their overall well-being. Schools also have environmental influences that can be said to be negative, such as those faced by many children who choose the public school route, such as brawls, drugs and so on.

One alternative education option is homeschooling. Considering that education is now a very important need, many people no longer hesitate to get an education that meets their expectations even though it requires quite high costs compared to regular schools, because education is considered a long-

term investment in the future for their children. and in the end, educational institutions such as homeschooling grow and develop following the times because of the increasing demands for education desired by society. These institutions are another alternative for those who want non-formal education with educational standards that are considered better and in line with the expectations of those who want it.

This causes homeschooling institutions to compete with each other as they all try to get as many students as possible and show that they can be trusted to provide high-quality educational facilities and services. Kazeto Putra Perkasa Foundation is one of many institutions that also provides educational services. In this case, as a non-official educational institution, the Kazeto Putra Perkasa Foundation uses marketing communication strategies to attract its target customers. Kazeto Putra Perkasa Foundation is a home school or homeschooling located in South Tangerang and several branches in other areas. With a child-friendly and creative community classroom design. This aims to support educational facilities that are safe, comfortable and artistic according to the needs sought. So this will further fuel the enthusiasm of pupils and students in maximizing the achievement of teaching and learning activities calmly and comfortably in class.

A company must have strategies that are always updated and creative, such as advertising, promotions and marketing itself, to survive in this intense competition. In the end, this strategy is what determines the success of the Kazeto Putra Perkasa Foundation's goals and is also a publicity effort to inform the public. Apart from that, the Kazeto Putra Perkasa Foundation also continues to strive to have the right place in society so that it can be well received. This home school is still relatively new, but it is hoped that it can provide high quality education to the community. The goal is to create brand awareness and maintain the brand's position in the minds of consumers. Therefore, to attract customers, the Kazeto Putra Perkasa Foundation must increase its promotional campaign on a large scale. In the end, a number of promotional activities are combined into a branding strategy that is integrated and innovative and always updated.

Therefore, research on the role of communication and implementation of marketing strategies included in educational services implemented by the Kazeto Putra Perkasa Foundation in relation to the progress and development of an educational institution in the current era of globalization is interesting research to study.

## 2. Literature Review

### 2.1. Communication

Communication is something that cannot be separated from human life. Likewise in the context of institutions, including educational institutions. The communication process plays a very important role in the success and development of education. The sustainability of an educational institution really depends on how they communicate their message to the community or people they are appointed to. Through the messages conveyed, various important information can be received, including persuasive efforts to strengthen the image and reputation of educational institutions in the eyes of the public. Thus, an educational institution needs effective communication to convey their message to the public.

According to Harold D. Laswell, the best way to explain the communication process is to answer the question "who says what in which channel in whom with what effect?" (Morrison and Andy Corry, 2009: 61). The definition proposed by Harold D. Laswell emphasizes the importance of impact in the communication process. By referring to these two definitions, we can conclude that communication is a process in which messages are conveyed by the communicator to the communicant through certain media, and this produces a special impact.

Communication has the main goal of creating mutual understanding, which means people can understand each other. However, through communication, there is the potential to create change starting from changing attitudes, behavior, and even social change. Therefore, it is very important that the message conveyed by the communicator is well understood by the communicant in order to have the desired impact on the communicant.

#### 2.1.1. Communication Strategy

Communication strategy is defined in several ways according to several experts, according to Onong Uchjana Effendy, as a combination of communication management and planning with specific objectives (Effendy, 2003: 301). A communicator can find the most effective approach by using communication strategies. Apart from that, Onong said that the communication strategy has two main objectives. The first is to convey messages that are informative, persuasive and instructive, and the second is to overcome the gaps that arise as a negative result of mass media.

There is another opinion in his book "Communication Planning and Strategy", Hafied Cangara (2013: 108) states that determining strategies in communication planning can be based on the main elements of communication, such as who says what, to whom, through what channels, and with what impact. Therefore, strategy implementation in communication planning must begin with the following four steps:

- a. Determining the Communicator's Identity.
- b. Determining Targets and Analyzing Audience Needs.
- c. Crafting the Right Message.
- d. Selecting Appropriate Media and Communication Channels.

Therefore, communication strategy is an approach that includes communication planning and management to achieve certain goals. This approach also includes steps such as determining the communicator, target audience, message crafting, and selecting media and channels. Apart from that, communication strategies also function to convey messages with various characteristics and to overcome gaps that may occur due to the use of mass media.

## 2.2. Marketing

Marketing has a crucial role in improving sales strategies and achieving profits to maintain company survival. According to the American Marketing Association in Sudaryono (2016: 41), marketing is defined as an organizational function that involves a series of actions to create, communicate and convey value to consumers, while managing the relationship between consumers and companies to provide benefits to both parties. According to Kotler (in Sudaryono, 2016: 41), marketing is a social and managerial process that allows individuals or groups to fulfill their needs and desires through the creation and exchange of products. Brech (in Sudaryono, 2016:39) describes marketing as a process that determines consumer demand for certain products or services and motivates sales of these products or services.

By summarizing these definitions, it can be concluded that marketing is a process that aims to understand and fulfill consumer demand for products or services, with the aim of satisfying consumers and achieving company goals.

### 2.2.1. Marketing strategy

Strategy is an overall concept that regulates all aspects of company operations with the aim of business success, maintaining competitiveness, and providing returns to shareholders (Charles, 2010: 9). According to Assauri (2013: 15), marketing strategy is a series of goals, targets, policies and rules that provide direction for a company's marketing efforts over time, at various levels, as well as the allocation of resources. This is a company's response to environmental changes and ever-changing competitive dynamics. Private (2008:5) defines marketing strategy as an overall system of business activities through planning, pricing, promotion and distribution of products and services that satisfy and fulfill buyers' needs.

By summarizing the views above, marketing strategy provides guidance regarding market segmentation, target market identification, positioning and marketing mix. The marketing mix consists of four elements: product, price, promotion and place. Apart from that, according to Hurriyati (2010:62), in services marketing, the marketing mix is expanded by adding three elements, namely people, facilities and processes, so that it becomes 7P (product, price, place, promotion, physical evidence, process and people). These seven elements are interrelated and can be combined according to the company's internal and external environment to achieve company goals (Kotler, 2009:6).

### 2.3. Marketing Efforts of Educational Institutions

Communication in the world of marketing is a complex process. More complicated forms of communication encourage communicators to apply a number of sophisticated communication strategies after going through careful planning stages. The combination of two fields of science, namely marketing and communication, creates a new field known as 'marketing communication'.

In their efforts to carry out effective communication, educational institutions also need a solid strategy, especially when they try to market educational programs on the market. Therefore, educational institutions implement marketing communications as a strategy to reach their targets or potential consumers. Marketing communications has a very important role in introducing educational products or services and explaining the various functions they provide. Without communication, educational products or services may not be known to potential consumers or the general public.

The tools used in marketing communications are actually similar to those used in promotional activities. In a marketing context, effective and efficient promotional activities can be considered as part of the marketing communications mix concept. In other words, the marketing communications mix concept goes hand in hand with the promotional mix concept. In service marketing, the promotional mix consists of advertising, personal selling, sales promotion, public relations, direct marketing, and word of mouth (Lupiyoadi, 2001: 109).

#### 2.3.1. Advertising

Advertising is a marketing communications effort that relies on mass media to convey paid messages to identified audiences, with the aim of providing information about products or services. The types of media used in advertising can be divided into two categories: Above the Line Advertising (ATL), which includes print media, television, radio, film, posters, signage, and online advertising, and Below the Line Advertising (BTL), which includes direct mail, exhibitions, demonstrations, and leaflets. Advertising has a variety of purposes, including informing, convincing, reminding, and reinforcing messages to audiences.

#### 2.3.2. Personal Selling

Personal Selling is an interaction between individuals who meet face to face, with the aim of creating, improving, mastering, or maintaining mutually beneficial exchange relationships with other parties. Personal selling activities involve several stages, such as pre-sale preparation, identification of potential buyers locations, initial approach, sales implementation, and providing post-sales service.

#### 2.3.3. Sales Promotion

Sales Promotion is a form of direct persuasion through the use of various incentives that can be arranged to encourage immediate purchase of products or use of services, as well as increasing the number of goods or services purchased or used by customers. In educational institutions, sales promotion activities are often carried out at certain times by offering special offers, especially in terms

of sales services. The aim is to attract the interest of the target audience so that they choose the educational service provider.

#### 2.3.4. Public Relations

In the context of educational institutions, Public Relations plays a role in forming, maintaining, or changing public attitudes and behavior towards educational institutions. The definition of Public Relations according to Rambat Lupiyoadi is an important element in marketing, where companies not only relate to customers, suppliers and distributors, but must also establish relationships with the interests of the wider community.

#### 2.3.5. Direct Marketing

The definition of direct marketing according to Belch and Belch quoted by Kennedy and Soemanagara (2006:26), "direct marketing is a system of marketing by which organizations communicate directly with the target consumer to generate a response or transaction". This definition reflects a close relationship with target consumers and allows two-way communication. Direct Marketing also provides target consumers with the opportunity to evaluate information and consider it in decision making. Some forms of Direct Marketing approaches involve direct mailing or telemarketing.

#### 2.3.6. Word of Mouth

Word of Mouth is a statement conveyed by another individual, either personally or non-personally, to customers outside the organization or service provider. Word of Mouth is usually received quickly by customers because it comes from trusted sources, such as experts, friends, family, or through mass media. Apart from that, Word of Mouth is often used as a reference by customers in choosing services (Tjiptono, 1996: 26).

### **3. Methodology**

The type of data used in this research is qualitative data. Qualitative data is data conveyed in the form of words that contain meaning (Noor, 2014). The qualitative data used in this research consists of data from interviews, direct observation, and literature studies which are used to support the theories and concepts underlying the research. The interview method in this research used a purposive sampling technique, where the researcher deliberately selected 3 research sources. The resource persons consisted of the Network & Marketing Manager, as well as two of his companions, namely the Head of Division. Marketing & Sales, and Head of Division. Network & Sales, who also has a dual role as counselor for the Kazeto Putra Perkasa Foundation.

The data analysis method applied in this research is descriptive analysis with a qualitative approach. This analysis process involves evaluating the company's internal environment, which includes identifying strengths and weaknesses, as well as the company's external environment, which involves identifying opportunities and threats. The results of this analysis then become the basis for

conducting a SWOT analysis, which will provide in-depth insight into the company's position in the context of its business environment. This research was conducted on Taman Makam Bahagia No.3, Bintaro, South Tangerang. This research location was chosen because it was the Kazeto Putra Perkasa Foundation which was first built (now it is a center), and this research was researched over a period of 5 months.

## **4. Results and Discussion**

### **4.1. Interview**

The Kazeto Putra Perkasa Foundation planned the role of communication and marketing strategies carefully, considering a number of factors in the preparation of the role of communication and marketing strategies. This includes the identification of communicators who will play a role, determine the recipient of the message (communicant), determine the message to be delivered, and select the media that will be used as a means to convey messages to the communicant.

#### **4.1.1. Determining the Communicator's Identity.**

The criteria outlined by the Kazeto Putra Perkasa Foundation in choosing communicators to design marketing communication strategies to attract the attention of the public, especially in the Banten region, implied in the results of researchers' interviews with several team members of the Kazeto Putra Perkasa Foundation team who were actively involved in the marketing communication of this institution. As stated by Network & Marketing Manager:

"The authenticity of the communicator is the most important thing here, where the communicator must have a strong reputation, an interesting charm, and the appearance is always organized. This is important so that he has the ability to influence the audience so that they agree with the message they convey." (Dimas Ramadhani, Interview on October 28, 2023).

The statement was reinforced by the Head of Division Marketing & Sales of the Kazeto Putra Perkasa Foundation: "All elements within the institution are permitted to participate in the marketing efforts of the institution, including leaders, staff, and employees, as long as they have good attractiveness and communication skills. All these elements have great potential to influence the results marketing." (Fery Citra, Interview on October 28, 2023).

A similar statement was also expressed by the Head of Division Network & Sales of the Kazeto Putra Perkasa Foundation: "All institutional components are permitted to be involved in institutional marketing activities, including leaders, staff, and employees, as long as they are able to attract attention and have good communication skills. They all have great potential to have a significant impact . " (Kabul Hidayatulloh, Interview on October 28, 2023).

From the data exposure, it can be concluded that in the marketing communication strategy chosen by the Kazeto Putra Perkasa Foundation, it is important for a communicator to have high



integrity and attractive . The implementation of the role of the communicator at the Kazeto Putra Perkasa Foundation was placed under the auspices of the Department of Development, especially in the marketing division, along with the staff in it. However, this role is not limited to the marketing team, because every staff member in various departments at the Kazeto Putra Perkasa Foundation also participated indirectly in providing information about the education services provided by this foundation.

#### 4.1.2. Determining Targets and Analyzing Audience Needs

To determine who is the focus of the Kazeto Putra Perkasa Foundation in the marketing communication strategy they choose, the data on the results of the interview of researchers with several employees who are directly involved in marketing activities can provide views. Manager and Head of the Kazeto Putra Perkasa Foundation Division revealed the target audience that they want to achieve, as stated by them:

"At present, the target audience of our central foundation includes middle to upper class communities in the Banten region and students themselves. In addition, we also consider children with special needs as one of the main focus in our marketing activities." (Dimas Ramadhani, Interview on October 28, 2023).

Another statement was made by the Head of the Marketing & Sales Division of the Kazeto Putra Perkasa Foundation revealed that: "The target of our promotional efforts is that the children of both parents are busy working and hesitant to send their children to formal schools, especially for community groups Banten middle class. " (Fery Citra, Interview on October 28, 2023).

While the head of the division. Network & Sales of the Kazeto Putra Perkasa Foundation stated that: "Until now, our target audience is still a Banten community with a middle to upper economic level. We also focus our marketing communication efforts on children with special needs." (Kabul Hidayatulloh, Interview on October 28, 2023).

From the data presented above, it can be concluded that the Kazeto Putra Perkasa Foundation has various target audiences that they want to achieve through their marketing communication strategies. The target includes students who are in the Kazeto Putra Perkasa Foundation and also include upper middle class communities in the Banten region. In addition, the Kazeto Putra Perkasa Foundation also has a focus on children whose parents have a solid work schedule and also in children who have special needs.

#### 4.1.3. Craft the Right Message

Based on information obtained from interviews with several employees of the Kazeto Putra Perkasa Foundation, it can be concluded that the preparation of messages in the communication strategy

is implemented through marketing communication activities carried out by the institution. In the view of the Head of the Kazeto Putra Perkasa Foundation Division: "As a non-formal educational institution, the main focus of this institution in marketing communication activities is to develop the brand first." (Dimas Ramadhani, interview on 28 October 2023).

Apart from implementing marketing communication strategies with the intention of strengthening the brand, the Kazeto Putra Perkasa Foundation is also directing its efforts to introduce the concept of homeschooling to the Indonesian population, especially South Tangerang. This statement reflects the view of the Head of the Network & Sales division of the Kazeto Putra Perkasa Foundation: "More marketing communications are being carried out to introduce homeschooling to the people of Surakarta." (Kabul Hidayatulloh, interview on 28 October 2023).

The Kazeto Putra Perkasa Foundation strives to present educational programs and the excellence of its institutions. This is the essence of the message that the Kazeto Putra Perkasa Foundation wants to convey to its targets. This message is then implemented through various promotional methods implemented by this foundation as part of the marketing communication strategy that they continue to implement, including activities such as advertising, personal selling, sales promotion, public relations, direct marketing, and word of mouth.

#### 4.1.4. Selecting Appropriate Media and Communication Channels

The selection of appropriate media will affect the effectiveness of the message delivery process. The Kazeto Putra Perkasa Foundation has chosen various types of media as part of their communication strategy to promote their services to the target audience. The media used include print media and electronic media. This is based on the reasons expressed by several employees of the Kazeto Putra Perkasa Foundation in an interview with researchers regarding the selection of promotional media.

One of them, the Network & Marketing Manager of the Kazeto Putra Perkasa Foundation, mentioned the reasons for the selection of the media: "We give priority to Instagram and Tiktok as electronic media, as well as using print media such as newspapers and pamphlets as the main media. This makes advertising more simple and can reached easily "(Dimas Ramadhani, Interview on October 28, 2023).

The reason why electronic media was chosen as a communication channel can also be seen from an interview with the Head of the Kazeto Putra Perkasa Foundation Division which stated, "Social media is the most efficient electronic channel for spreading messages and is easily accessible, because many people are currently using social media as a source of information ". (Fery Citra and Kabul Hidayatulloh, Interview on October 28, 2023).

In addition, the Head of the Network & Sales Division of the Kazeto Putra Perkasa Foundation also added the reasons why print media such as newspapers were chosen as a channel of

communication: "We also need to use print media as an alternative for parents who still often read newspapers, pamphlets, and banners". (Kabul Hidayatulloh, Interview on October 28, 2023).

From this description, it can be concluded that the Kazeto Putra Perkasa Foundation relies on various types of media in their marketing communication, including electronic media, new media, and print media such as radio, website, facebook, and email.

#### 4.2. SWOT Analysis

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of marketing strategies and the role of communications at the Kazeto Putra Perkasa Foundation can provide a comprehensive view of the factors that influence their efforts in promoting the foundation and interacting with stakeholders. The following is an example of a SWOT analysis that can be applied to the Kazeto Putra Perkasa Foundation in the context of marketing and communications:

<p><b>IFAS</b></p> <p><b>EFAS</b></p>	<p style="text-align: center;"><b>Strengths (S)</b></p> <ol style="list-style-type: none"> <li>Kazeto Putra Perkasa Foundation has succeeded in building a strong name in the world of children's education, which can be a major added value in marketing efforts.</li> <li>High educational standards and a holistic approach to children's development can be a major attraction.</li> <li>Kazeto Putra Perkasa Foundation has a positive relationship with parents, enabling effective collaboration in marketing and communications efforts.</li> <li>The presence of experienced and competent teaching staff can strengthen marketing messages.</li> </ol>	<p style="text-align: center;"><b>Weaknesses (W)</b></p> <ol style="list-style-type: none"> <li>The cost of education at Kazeto Putra Perkasa Foundation may be higher than other schools, which can be an obstacle for some prospective students.</li> <li>Kazeto Putra Perkasa Foundation may have limitations in its geographic reach, making it difficult to access for prospective students from outside certain areas.</li> <li>Limited physical facilities or school infrastructure can be an obstacle in marketing efforts.</li> <li>Competition from similar schools can be a challenge that needs to be overcome.</li> </ol>
<p style="text-align: center;"><b>Opportunities (O)</b></p> <ol style="list-style-type: none"> <li>Opening unique and interesting extracurricular programs or activities can increase the attractiveness of Kazeto Putra Perkasa Foundation.</li> <li>Utilize social media and online technology to reach more prospective students and parents.</li> <li>Building partnerships with local businesses can support school funding and promotion.</li> <li>Train and develop staff and teaching staff to improve the quality of educational services.</li> </ol>	<p style="text-align: center;"><b>SO Strategy</b></p> <ol style="list-style-type: none"> <li><b>Developing New Programs through a Strong Brand Reputation:</b> Designing and introducing new programs or unique extracurricular activities by leveraging the foundation of a strong brand reputation. A strong reputation can give an innovative program extra appeal.</li> <li><b>Leverage Social Media to Increase Visibility:</b> Optimize social media presence and leverage strong brand reputation to increase exposure on online platforms. This includes sharing student achievements, school activities, and other information that can interest prospective students and parents.</li> <li><b>Partnerships with Local Businesses Through Good Relationships with Parents:</b> Use positive relationships with parents as a basis for forming partnerships with local businesses. Such partnerships can support school funding and provide additional benefits to the school community.</li> <li><b>Increasing human resources through collaboration with parents:</b> Optimizing positive collaboration with parents to support improving human resources (HR). By involving parents in training or staff development programs, schools can improve the quality of educational services.</li> <li><b>Development of New Programs with Superior Education Quality:</b> Building creative new programs by combining high education standards and a holistic approach. This will increase the school's attractiveness, relying on superior educational quality as the main basis.</li> <li><b>Increasing Activity on Social Media Through Good Collaboration with Parents:</b> Optimizing positive collaboration with parents to increase activity on social media. Parents' active role in spreading positive information about the school can improve its image in the eyes of prospective students and the community.</li> </ol>	<p style="text-align: center;"><b>WO Strategy</b></p> <ol style="list-style-type: none"> <li><b>Financial Assistance Plan (Higher Education Costs - New Program Development):</b> Facing the challenge of high education costs by designing financial assistance or scholarship programs as a responsive effort to new program development opportunities. In this way, schools can attract more students by providing more affordable financial options.</li> <li><b>Marketing Area Expansion (Limited Geographical Reach - Utilization of Social Media):</b> Overcoming limited geographical reach by optimizing the use of social media and online technology. By increasing presence on digital platforms, schools can reach a wider range of prospective students, especially in areas that were previously difficult to reach.</li> <li><b>Improvement of Facilities and Infrastructure (Limited Facilities - New Program Development):</b> Overcoming limited facilities by investing in infrastructure development. These investments can be focused on supporting new programs, which in turn increases the school's attractiveness in marketing efforts.</li> <li><b>Differentiation in Academic Programs (Competition with Other Schools - Development of New Programs):</b> Designing academic programs that are unique and different from competing schools as a strategy to overcome competition. Renewing these programs can increase a school's attractiveness and reduce the impact of intense competition.</li> <li><b>Increased Activity on Social Media (Competition with Other Schools - Utilization of Social Media):</b> Address competition with similar schools by increasing activity on social media. By implementing an effective marketing campaign, schools can differentiate themselves and attract more attention from prospective students.</li> <li><b>Development of Training Programs for Human Resources (Competition with Other Schools - Increasing Human Resources):</b> Overcoming competition with other schools through investment in staff and teaching staff development. With quality teaching staff, schools can build a better</li> </ol>

		reputation and increase their attractiveness to prospective students.
<b>Threats (T)</b>	<b>ST Strategy</b>	<b>WT Strategy</b>
<ol style="list-style-type: none"> <li>Changes in national or local education policies can affect the operations and marketing strategies of Kazeto Putra Perkasa Foundation.</li> <li>Competition with similar schools can threaten student attraction.</li> <li>Changes in the demographics of children or families in a particular area may affect the number of prospective students.</li> <li>Economic instability can affect parents' ability to pay educational costs.</li> </ol>	<ol style="list-style-type: none"> <li><b>Managing Brand Image in an Era of Changing Education Policy:</b> Maximize a solid brand image to maintain operational stability and adapt marketing strategies during changes in education policy. A positive reputation can act as a hedge against the potential negative impacts of policy changes.</li> <li><b>Improving the Quality of Education as a Response to Tight Competition:</b> Intensify attention to improving the quality of education as a strategic step to maintain the attractiveness of students amidst intense competition with similar schools. High educational standards can be a competitive advantage.</li> <li><b>Optimize Collaboration with Parents to Face Demographic Changes:</b> Maximize positive collaboration with parents in an effort to understand and adapt to demographic changes in the area. Effective collaboration can help schools attract more prospective students as demographics change.</li> <li><b>Leverage the Expertise of Teaching Staff in Times of Economic Instability:</b> Use the presence of experienced and skilled teaching staff to overcome the impact of economic instability. Their skills can be directed to providing creative and flexible solutions to economic challenges.</li> <li><b>Combination of Brand Image and Close Relationships with Parents in Facing Competition and Demographic Changes:</b> Combine the power of a good brand image and positive relationships with parents as a comprehensive strategy in overcoming the challenges of competition and demographic changes. This combination is able to create a strong competitive advantage.</li> </ol>	<ol style="list-style-type: none"> <li><b>Optimizing Financial Assistance Programs in the Midst of Economic Instability (Costs of Higher Education - Economic Instability):</b> Designing and implementing financial assistance programs aimed at helping families face the challenges of higher education costs, especially when facing economic instability. This step not only contributes to the retention of students during difficult economic conditions but also becomes an attraction factor for new students.</li> <li><b>Expansion of Geographic Reach through Collaboration with Local Government (Limited Geographic Reach - Education Policy Change):</b> Collaborate with local government to plan and implement initiatives that support the expansion of the school's geographic reach. Not only expanding geographic coverage, but also responding to changes in education policy that can support these expansion efforts.</li> <li><b>Facilities and Infrastructure Development through Business Partnerships (Limited Facilities - Partnerships with Local Businesses):</b> Building partnerships with local businesses to support the development of school facilities and infrastructure. Through this collaboration, physical limitations of facilities can be overcome which have the potential to affect school marketing efforts.</li> <li><b>Differentiation Through Superior Programs in the Midst of Tight Competition (Competition with Other Schools - New Program Development):</b> Designing and promoting superior programs or new extracurricular activities that can differentiate the school from its competitors. This action is directed at increasing the school's attractiveness in the face of tough competition with similar schools.</li> <li><b>Understanding Local Demographics to Adapt Marketing Strategies (Changes in Demographics - Utilization of Social Media):</b> Utilize social media and online technology to understand demographic changes in certain areas, and adjust marketing strategies to be more relevant and attractive to prospective students and parents. This step ensures that school marketing messages reflect the needs and preferences of prospective students according to local demographic dynamics.</li> </ol>

SWOT analysis has provided in-depth insight into the strengths, weaknesses, opportunities and threats faced by the Kazeto Putra Perkasa Foundation. Through the SWOT strategy matrix, targeted strategic steps have been formulated to maximize positive potential and overcome existing challenges. By implementing these strategies, it is hoped that the Kazeto Putra Perkasa Foundation can achieve its business goals, provide quality education, and strengthen its position in the children's education market.

## 5. Conclusion

Based on the results of research regarding the Role of Communication and Marketing Strategy in realizing the mission of the Kazeto Putra Perkasa Foundation, several important points can be concluded:

- In implementing the communication strategy planning of the Kazeto Putra Perkasa Foundation, several stages have been involved. These steps include determining communicators, identifying

- targets, analyzing audience needs, preparing messages, and selecting media and communication channels.
- b. The tools used in preparing messages as part of the marketing communications strategy of the Kazeto Putra Perkasa Foundation include advertising, personal selling, sales promotion, public relations, direct marketing, and word of mouth.
  - c. Recommendations from problems that have been analyzed through SWOT can apply SO strategies, WO strategies, ST strategies and WT strategies.
  - d. In implementing its marketing communications strategy, the Kazeto Putra Perkasa Foundation is admitted to not focusing enough on the goals and targets it wants to achieve. This is caused by consideration of the availability of costs, especially in selecting the media used to implement marketing communication strategies through the promotional mix.

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