

## SWOT ANALYSIS IN THE MARKETING STRATEGY OF THE EDUCATIONAL TOURISM VILLAGE DURING PANDEMIC COVID-19

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### ABSTRACT

The purpose of this study was to determine the right strategy for marketing the educational tourism village in Kampung Inggris Pare. Data analysis in this study used descriptive qualitative methods with case studies. Data sources were obtained from observation, interviews with 5 informants from Kampung Inggris Pare, and documentation in the form of photos and voice recordings. Checking the validity of the data using triangulation of sources and triangulation techniques. This research resulted in 3 conclusions, including: (1) Strengths for Kampung Inggris Pare: (1) The strengths of Kampung Inggris Pare consist of the low cost of living, comfortable learning atmosphere equipped with facilities from the institution, and health insurance for all elements of Kampung Inggris Pare. Then some weaknesses of Kampung Inggris Pare include the tight learning hours, less maintained environment at some points, and less efficient access to Kampung Inggris Pare. (2) The most potential opportunities for Kampung Inggris Pare include the number of fresh graduates, the recommendation of Kampung Inggris Pare alumni, and the potential arrival of students as a result of extensive promotion. As well as threats that can have an impact on Kampung Inggris Pare consist as the ongoing COVID-19 pandemic, the existence of restrictions by the government, and the lack of holiday time for prospective students of Kampung Inggris Pare. (3) The strategic position based on the SWOT Diagram is in quadrant 1, which means that Kampung Inggris Pare can use an aggressive strategy with the results of the SWOT Matrix in the SO (Strengths-Opportunity) position. These strategies include utilizing alumni in promotional media by displaying the advantages of Kampung Inggris Pare, adding vaccination activities and health facilities, as well as promotions in the form of discounts and free products for fresh graduates who come to Kampung Inggris Pare.

### Keywords:

Marketing Strategy, SWOT Analysis, Educational Tourism Village, Kampung Inggris Pare

### INTRODUCTION

The Covid-19 pandemic in Indonesia until entering the middle of 2021 is still not over. Data from CSSE John Hopkins University one of the institutions collecting global Covid-19 data on 10 May 2021, shows that Indonesia currently has a total of 1.27 million cases of Covid-19 where 1.57 million patients recovered and 47,218 died. This has hampered the activities of citizens around the world. Various sectors are affected by this pandemic such as the education sector, economy, tourism, transportation, and population mobility (Belitski et al., 2022; Enesi & Ibrahim, 2021; Giantari et al., 2022).

The tourism sector in Indonesia is one of the sectors that has been severely affected by the Covid-19 pandemic. The existence of a regulation called Large-Scale Social Restrictions (PSBB) which aims to minimise the spread of COVID-19 makes citizens not free to visit several scattered tourist attractions. This has a direct impact on tourism in Indonesia. Hidayat (2021) in his article published on Bisnis.com, wrote that the Indonesian Chamber of Commerce and Industry (Kadin) has recorded that until the end of 2020, Indonesia suffered losses from the tourism sector due to PSBB reaching more than 10 trillion rupiah. The impact of this loss comes from the activities

of the tourism community that are hampered, such as the management of tourist attractions, shipping or logistics of trade goods between regions, and other creative economic activity actors (Ananda & Novianti, 2021; Falk et al., 2022; Marujo et al., 2021).

From each of these types of tours, there will be many tourism options that tourists will choose according to their respective goals. So based on the COVID-19 pandemic, residents do not carry out these tourism activities due to the appeal in the form of PSBB that has been set by the government. However, several types of tourism can still be enjoyed by the community during the COVID-19 pandemic, one of which is educational tourism. Different things are obtained from educational tourism. If tourism in general is only to get pleasure and satisfaction, educational tourism will also provide useful knowledge for tourists (Benaraba et al., 2022).

Some tours are starting to rack their brains during this pandemic amid the lack of tourists who come to visit these tourist sites. According to an article written by Suryanto (2021) published on the antaranews.com website, travel restrictions by the government have given rise to a new destination in the tourism industry, namely through virtual reality (VR) technology. This is one of the breakthroughs of the tourism industry. In addition, there is another breakthrough from an educational tourism village in dealing with this pandemic. That is Kampung Inggris Pare where several institutions provide course facilities and outbound that can be done online (Aziz, 2022; Hidayatur Rafiqoh, 2021; Qiu et al., 2021).

To keep the activities in Kampung Inggris running, several ways have been done by various elements from institutions, residents, and founder representatives of Kampung Inggris Pare starting from holding online courses and outbound facilities for institutions that hold them, giving course discounts for some tourists who keep coming, as well as other ways such as mediation with the local government so that visitors still feel safe when visiting Kampung Inggris Pare. In addition, marketing strategies must still be needed to optimize the steps of these institutions to bring more tourists to Kampung Inggris Pare (Irwanto et al., 2021; Luckyardi et al., 2022; Qiu et al., 2021).

The research will be conducted directly at Kampung Inggris Pare which is located in Pare District, Kediri Regency. The institutions chosen as informants include Mr. Bob English Village located on Jl. Asparaga, and Ella Course located on Jl. Asparaga RT 13/RW 05. These institutions were chosen because both institutions are known as relatively new institutions and are starting to develop, as well as institutions affected by the pandemic in terms of a drastic decrease in the number of students.

An analysis is needed to find the right strategy to bring in tourists. One of them is SWOT analysis. According to Rangkuti (2009: 18), SWOT analysis is the identification of factors to help determine a company's strategy. The analysis is based on 4 factors which are divided into external and internal factors. The 4 factors include strengths (strength), and weaknesses (weakness) from the internal side of the company. As well as opportunities (opportunity), and threats (threat) (Budhi et al., 2022; Lei & Ying, 2021; Octaviani et al., 2022).

With this SWOT analysis, it is hoped that various elements in Kampung Inggris Pare, especially course institutions in Kampung Inggris Pare, will know the weaknesses that must be addressed and the threats that must be faced, as well as take advantage of the strengths and opportunities that exist in the management of Kampung Inggris Pare to bring in more tourists during the Covid-19 pandemic.

## **METHOD**

In this research, the approach used is qualitative (Newman et al., 2021; Ries Dyah Fitriyah et al., 2022; Santhosh et al., 2021), so to obtain the conclusion of this research, the researcher digs up information from the sources by asking general questions. This research is descriptive explanatory research with a case study approach. In this research, the descriptive method with a case study approach is to find out about the position of the educational tourism village on the results of the SWOT Diagram analysis and then find out alternative strategies that can be used by various elements of Kampung Inggris Pare to make the village have the potential to bring in more tourists.

The descriptive method was chosen because the researcher wanted to describe the field situation in detail according to what happened. According to Nazir (2009: 54), the descriptive method with a case study approach aims to describe a picture systematically, factually, and accurately about the facts and properties of a phenomenon under investigation. The data sources that will be used in this research are as follows: Primary data is obtained from direct interviews with several informants including representatives from the marketing of Mr. Bob English Village, the Founder of Ella Course, 2 students who are studying at English Village Pare for more than 3 months, representatives of residents who live in English Village Pare, and alumni of English Village Pare. Secondary data used in this research are journals on marketing strategy theory and SWOT analysis, profile documents of several informant institutions, photos of observation results while in Kampung Inggris Pare, and recordings of interviews with informants.

There are 3 data collection procedures in this research, using interview, documentation, and observation methods.

### **Data Analysis**

There are three stages in the data analysis technique of qualitative research, including data reduction, data model (data display), and conclusion drawing.

#### **1. Data Reduction**

In this study, data reduction was carried out by sorting out the results of interviews where if there are the same results in two or more different sources, it will be narrowed down to one credible data.

#### **2. Data Model (Data Display)**

In this stage, the information obtained from the sources is processed into a model in the form of graphs, diagrams, charts, or tables. Data models help researchers understand the data obtained to draw conclusions and decisions in research.

#### **3. Drawing Conclusions**

The data modeling process that has been made is used as a reference in concluding. Researchers determine the meaning of the data obtained by noting the patterns, explanations, and flow of information. In this study, conclusions were drawn from the interview and observation data that had been collected and reduced which were then concluded using the SWOT Diagram.

### **Data Validity Checking**

In this research, the triangulation carried out is by using source triangulation and technical triangulation. Source triangulation is carried out utilizing interviews conducted with various parties to obtain several similar ones then the data can be concluded into credible data (Hadi, 2016; Mekarisce, 2020; Yusra et al., 2021).

Triangulation of techniques is done by searching for data with different techniques, namely interviews and observations with the main data source being interview data from various selected sources. Then observation is used to look back at the actual conditions regarding the data obtained from the interviews.

### **Research Stages**

#### **1. Pre-Field Stage**

At this stage, the author finds out about the object of research and the problems that arise in the object. In this study, researchers first find out the background in the form of the cause of a phenomenon experienced by Kampung Inggris Pare so that it causes a problem. Then the researcher formulates the focus of the research and confirms the permission to research the object. After the permit was completed, the researcher made a list of interview materials used to find primary data from informants. The interview material to be delivered follows the marketing mix theory, and the questions asked are related to the conditions of Kampung Inggris Pare during the COVID-19 pandemic. Then the researchers took care of some administrative needs to come directly to the educational tourism village such as registration at the informant's institution, as well as the need for rapid test documents because in Kampung Inggris Pare the need for these documents is one of the health protocols in the village.

#### **2. Field Activity Stage**

This stage consists of collecting primary data directly from informants. Researchers went to the object of research to conduct interviews with selected informants and document research activities. Researchers participated directly in community life and informant institution activities to obtain concrete data and know in detail about the activities and environment in Kampung Inggris Pare.

#### **3. Data Analysis Stage**

The collection of data that has been collected regarding SWOT factors is analyzed using the IFAS-EFAS matrix (Darmawan, 2018; Sarjono, 2022; Steinela et al., 2023), SWOT matrix to determine the company's strategic position, then formulate alternative strategies on the SWOT diagram, and conclude what the company should do in improving future marketing strategies.

## **RESULTS AND DISCUSSION**

Based on the data analysis, the results are based on the internal factors of Pare English Village, as follows:

### **a. Strength (Strength)**

Location and atmosphere suitable for learning activities, Low cost of living in Pare, Health insurance for English Village Pare students, Synergy between the institution and residents, and other products from the institution besides offline courses.

### **b. Weakness**

The learning schedule of the institution is too busy, Lack of maintenance of the environment at several points of Kampung Inggris Pare, Access to Kampung Inggris Pare is less efficient, Limitation of operating hours of all activities in Kampung Inggris.

**Table 1. IFAS Matrix Results English Village Pare**

Internal Factors	Weigh	Rating	Weigh x Rating
<b>Strengths:</b>			
• Location and atmosphere suitable for learning activities	0,1 0,15	3 4	0,3 0,6
• Low cost of living in Pare			
• Health insurance for English Village Pare students	0,1	2	0,2
• The synergy between the institution and residents	0,05	2	0,1
• Other products of the institution besides offline courses	0,05	1	0,05
<b>Weaknesses:</b>			
• The study schedule of the institution is too busy	0,15	1	0,15
• Lack of maintenance of the environment at some points	0,05	3	0,15
• Access to English Village Pare is less efficient	0,1	2	0,2
• Reduced class capacity	0,15	2	0,3
• Restrictions on operating hours	0,1	2	0,2
<b>Total</b>	<b>1,00</b>		<b>2,25</b>

Based on data analysis, the results are based on external factors of Pare English Village, as follows:

a. Opportunity

Potential student arrivals as a result of a wide range of promotions from paid promotions, Recommendations from alumni of Kampung Inggris Pare, The number of fresh graduates who still do not have activities and Vigorous vaccination activities.

b. Threat

Restrictions on activities from the Government, The absence of an active role from the authorities to deal with crime cases in Kampung Inggris Pare, The ongoing situation of the COVID-19 pandemic, and The lack of vacation time.

**Table 2: Results of the EFAS Matrix "Kampung Inggris Pare"**

Internal Factors	Weigh	Rating	Weigh x Rating
<b>Opportunities:</b>			
1) Potential student arrivals as a result of the wide promotional reach of paid promotions	0,125	2	0,25
2) Recommendations from alumni of Kampung Inggris Pare English Village Pare	0,125	3	0,375
3) The number of fresh graduates who do not have activities	0,1875	4	0,75
4) The incessant vaccination activities	0,0625	1	0,0625
<b>Threats:</b>			
1) Restrictions on activities from the Government	0,125	1	0,125
2) There is no active role of the authorities in handling crime cases in Kampung Inggris Pare	0,1875	3	0,5625
3) The ongoing Covid-19 pandemic	0,0625	1	0,0625
4) Lack of holiday time	0,125	2	0,25

Total	1,00	2,4375
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Based on the results of the SWOT Analysis, following the calculation of the IFAS-EFAS Matrix analysis, the total value of the internal factors in the IFAS Matrix is 2.25 and is symbolized by point x on the SWOT Diagram. Meanwhile, the external factors obtained a value of 2.4375 symbolized by point y on the SWOT Diagram. The result of the intersection of point x and point y on the SWOT Diagram in the form of a Cartesian Diagram is that the position of Kampung Inggris Pare is in quadrant 1. In quadrant 1, the recommended strategy is an Aggressive Strategy where the strategy comes from strength and opportunity (SO) factors.

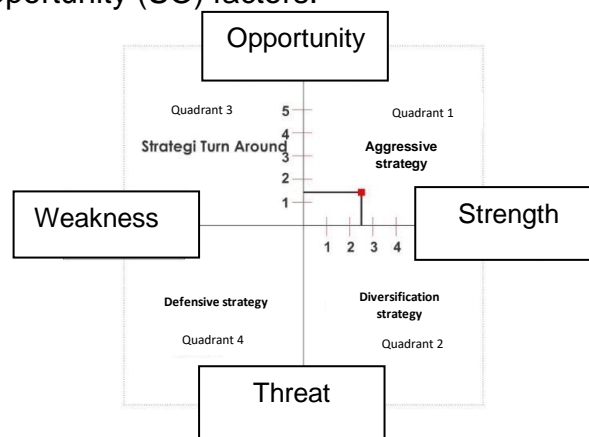


Figure 1. SWOT diagram

The position of Kampung Inggris Pare is in quadrant 1 which means that the position of Kampung Inggris Pare is still favourable. Alternative strategies that can be used are strategies that support aggressive growth. The alternative strategy is the SO (Strength- Opportunity) strategy.

Table 3. SWOT Matrix Results

	Strengths	Weaknesses
EFAS IFAS	<ol style="list-style-type: none"> <li>1. Location and atmosphere suitable for learning activities</li> <li>2. Low cost of living in Pare</li> <li>3. Health insurance for English Village Pare students</li> <li>4. The synergy between the institution and the local community</li> <li>5. Other products of the institution besides offline courses</li> </ol>	<ol style="list-style-type: none"> <li>1. The institution's study schedule is too busy</li> <li>2. Lack of maintenance of the environment at some points</li> <li>3. Inefficient access to Kampung Inggris Pare</li> <li>4. Reduced class capacity</li> <li>5. Restrictions on operating hours</li> </ol>

Opportunity	SO strategy	WO Strategy
<ol style="list-style-type: none"> <li>1. Potential student arrivals as a result of the wide promotional reach of paid promotion</li> <li>2. Recommendations from alumni of Kampung Inggris Pare</li> <li>3. The large number of fresh graduates who do not yet have activities</li> <li>4. The incessant vaccination activities</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilise alumni in promotional media by featuring reviews of facilities, health insurance, products, and fees at Kampung Inggris Pare (O1,O2,S1,S2,S3,S4,S5).</li> <li>2. Intensifying vaccination activities in Kampung Inggris Pare and adding health facilities. (O4,S3,S4)</li> <li>3. Provide promotions in the form of discounts for fresh graduates or provide other products from the institution for free for every fresh graduate who registers. (O1,O3,S2,S5)</li> </ol>	<ol style="list-style-type: none"> <li>1. Shorten the learning activity schedule and offer outbound or refreshing activities for prospective students so that they do not feel bored.(O1,O3,S1,S4,S5)</li> <li>2. Adding facilities in the form of free pick-up for institutions from the station, airport, or terminal to the institution where the study is held (O1,S3)</li> <li>3. Renovate some dirty and abandoned spots into entertainment locations such as cafes, and promote them through social media (O1,O3,S2,S4)</li> </ol>
Threat	ST Strategy	WT Strategy
<ol style="list-style-type: none"> <li>1. Restrictions Activities from the Government</li> <li>2. There is no active role of the authorities to handle crime cases in Kampung Inggris Pare</li> <li>3. The ongoing Covid-19 pandemic</li> <li>4. Lack of holiday time</li> </ol>	<ol style="list-style-type: none"> <li>1. Continue learning activities with tightened health protocols (T1,T3,T4,S1,S3,S4)</li> <li>2. Coordination with the authorities and health centers for safety and health assurance (T2,T3,S3,S4)</li> <li>3. Provide promotions in the form of discounted prices at certain times outside the holiday season (O4,S2)</li> </ol>	<ol style="list-style-type: none"> <li>1. Limiting students' learning activities only until noon and then the rest of the afternoon-evening for rest (T1,T3,W1,W5)</li> <li>2. Cleaning the environment at several points and renovating some of them for English Village Pare students' facilities (T3,T2)</li> </ol>

Based on the SWOT Matrix previously described in table 3 the alternative strategies that can be used include: Utilising alumni in promotional media by displaying reviews of facilities, health insurance, products, and costs at Kampung Inggris Pare, intensifying vaccination activities at Kampung Inggris Pare and adding health facilities, and providing promotions in the form of discounts for fresh graduates or providing other products from institutions for free for every fresh graduate who registers.

### **CONCLUSION**

Based on the research findings and discussion, the conclusions of this study are as follows: Internal factors come from strengths and weaknesses. The most influential strengths of Kampung Inggris Pare consist of the low cost of living, a comfortable learning atmosphere equipped with facilities from the institution, and health insurance for all residents and students of Kampung Inggris Pare. Then some weaknesses of Kampung Inggris Pare include the tight learning hours, the less maintained environment at some points, and the less efficient access to Kampung Inggris Pare. External factors come from opportunities and threats. The most potential

opportunities for Kampung Inggris Pare include the number of fresh graduates, the recommendation of Kampung Inggris Pare alumni, and the potential arrival of students as a result of extensive promotion. As well as threats that can have an impact on Kampung Inggris Pare consist of the ongoing COVID-19 pandemic, the existence of restrictions by the Government, and the lack of vacation time for prospective Kampung Inggris Pare students. The strategic position of Kampung Inggris Pare based on the SWOT diagram is in quadrant 1 where in this position the strategy that can be used is aggressive. Based on the SWOT Matrix, the aggressive strategy uses the SO (Strengths-Opportunity) strategy. SO strategies that can be used for Kampung Inggris Pare include utilizing alumni in promotional media by displaying reviews of costs, facilities, health insurance, and products at Kampung Inggris Pare, intensifying vaccination activities and adding health facilities at Kampung Inggris Pare, and providing promotions in the form of discounts or giving free products to fresh graduates who will come to Kampung Inggris Pare.

Based on the results of data analysis and discussion, suggestions can be made for all elements of Kampung Inggris Pare Management, namely intensifying paid promotional activities periodically with a wide range, adding health facilities such as Covid-19 posts by utilizing unused institutional buildings, cleaning the environment and abandoned buildings, providing free vaccination programs regularly, and being consistent in providing promotions such as discounts and other products to attract students to study.

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