Innovative Marketing Communication Strategies in Language Education: A Case Study of English Cafe Jogja

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ABSTRACT

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This study dig dive into the dynamic marketing communication strategies employed by English Cafe Jogja, an innovative language education institution in Indonesia. As English proficiency becomes increasingly vital globally, the study examines the dual-pronged approach of English Cafe, integrating both offline and online methods. Through a comprehensive analysis of the marketing promotion mix, encompassing the 7Ps, the research sheds light on the intricacies of advertising, sales promotion, public relations, direct marketing, personal selling, interactive marketing, and word-of-mouth communication. Supporting factors, including technological advancements and strategic collaborations, contribute to the institution's success, while inhibiting factors such as human resource challenges, pose obstacles. The study serves as a valuable case study, offering insights into effective marketing communication strategies for language education institutions.

1. Introduction

These days, proficiency in foreign languages, particularly English, is paramount for individuals worldwide, as English has evolved into a global communication. In 2021, approximately 1.34 billion people were reported to use English, underscoring its unparalleled prevalence on the international stage Annur, (2021). Notably, the English proficiency of Indonesian individuals is positioned at 70 out of 100 countries, indicating a need to enhance foreign language skills, particularly in English (EF.co.id, 2021).

Addressing this need, language courses tailored to individual preferences and requirements offer a pathway to fluency. Such courses, provided by individual tutors and non-formal educational organizations, facilitate the development of linguistic competencies Kusuma, (2020). Importantly, these courses cater to children and adults seeking to support academic pursuits or professional activities. Indonesia boasts many reputable English course institutions, reflecting diverse qualities such as teacher expertise, facilities, and individual benefits. Recent online data indicates the presence of approximately 4,583 English course institutions across Indonesia (Sulistyoningrum, 2015).

Among these institutions, English Cafe Jogja stands out in Yogyakarta and has a unique language instruction approach. Qomah (2019) noted that English Cafe Jogja pioneered the cafe-based English learning model in Indonesia, distinguishing itself from traditional classroom setups. Established in 2012, English Cafe operates 120 branches in 50 cities, including DIY, Surabaya, Lampung, Batam, Solo, and Malang, boasting 300 employees (English Café Jogja, 2012).

The success of English Cafe hinges on its effective marketing strategy, as emphasized by Atmoko & Susilowati (2021), who defines marketing as a social and managerial process employed

by individuals or groups to fulfill needs through the exchange of products and services. Promotional strategies are integral to successful marketing initiatives, forming part of the marketing mix. Alimin et al. (2022) highlight the importance of promotions, including advertising, in conveying information and influencing target audiences, fostering program development, and nurturing consumer relationships.

Motivated by these considerations, this study aims to scrutinize the marketing communication strategies of English Cafe, focusing on its marketing communication mix efforts to promote English language course programs. The forthcoming research endeavors to illuminate the intricacies of English Cafe's approach and contribute insights to marketing communication.

2. Method

In this study, the author employed a qualitative research methodology, aligning with the definition provided by Anggito (2018), which characterizes qualitative research as an approach utilizing the natural context to interpret various phenomena. Qualitative research involves diverse methods to understand and interpret social phenomena in natural conditions, minimizing external interference (Roikan & Media, 2019). The specific qualitative approach adopted for this study was descriptive qualitative research, aiming to describe the phenomenon under investigation based on field facts.

Data collection in this research included interviews, observation, and documentation. As explained by Soebardhy et al. (2020), the interview process involved direct interaction with informants to collect data and validate previously encountered information. This study interviewed the Manager of English Cafe, the Marketing personnel, English Cafe employees, and customers to gain insights into communication strategies, implementation, services, facilities, and customer satisfaction at English Cafe Jogja.

In line with Mamik's (2015) definition, observation was employed as a technique to collect data by actively participating in English Cafe activities. This method aimed to provide a more efficient understanding of English Cafe's communication strategy. Documentation, as defined by Siyoto and Sodik (2015), was employed to collect research data, incorporating photos, books, newspapers, and notes. Sugiono (2008) emphasized the significance of data analysis, which involved multiple steps: data reduction, data presentation, and data verification.

Data reduction entailed summarizing and selecting key elements to focus on crucial aspects, facilitating further data exploration. Data presentation involves displaying obtained data through various formats, such as sentences, words, charts, graphs, and images, to conclude. Data verification, the final step, aimed to conclude consistent with the obtained data, using techniques such as comparing public and private expressions, assessing consistency in reported situations, cross-referencing observation and interview data, and scrutinizing interview content against relevant documents.

The triangulation technique was employed to enhance research rigor, as recommended by Zamzam (2018). Triangulation with sources involved comparing and cross-referencing data obtained from interviews with English Cafe sources, including written records and online platforms, to validate and ensure the accuracy of information gathered during the research process.

3. Result and Discussion

3.1. Marketing Communication Strategy

The concept of strategy, as expounded by Prasetyo and Febriani (2020), entails a broad and specific definition. Generally, strategy is characterized as a policy process formulated through diverse techniques to attain predetermined objectives. On a more specific level, it manifests as a provisional measure employed to resolve extant issues within a company. Concurrently, communication, according to Masta Haro et al. (2021), emerges as a process facilitating the

transmission of messages from one individual to another to achieve specific objectives. Within business management, communication is pivotal, acting as a linchpin for organizational functionality.

The marketing facet elucidated by Sari et al. (2020) is a social process wherein an individual or group endeavors to realize specific objectives by creating and offering products or services to others. As asserted by Pandrianto (2020), marketing communication serves as the conduit for presenting the content of the marketing mix and facilitating the dissemination of a brand's product to consumers.

By synthesizing the aforementioned theoretical frameworks, we discern that the marketing communication strategy is oriented towards information dissemination grounded in goal achievement, with a particular emphasis on promotion within market segments. This aligns with the assertion that effective marketing communication strategies must proficiently convey a company's marketing objectives across diverse targets and audiences, encompassing segmentation, positioning, and targeting.

A dual-pronged approach emerges from comprehensive observations, interviews, and documented evidence about marketing communication strategies at English Cafe. English Cafe employs both offline and online marketing methods in its communication strategies. Offline promotion encompasses print and broadcast media advertising, direct marketing, personal selling, sales promotion, public relations, and word-of-mouth communication. Conversely, online promotion involves internet advertising and interactive marketing through platforms such as Instagram, the official website, WhatsApp, Telegram, and Facebook Fanpage. This integrated approach underscores the multifaceted nature of English Cafe's marketing communication strategies, incorporating traditional and contemporary channels for comprehensive outreach.

3.2. Marketing Promotion Mix

The centrality of the marketing mix in shaping consumer behavior and facilitating product transactions is paramount within marketing strategies employed by companies. As posited by Qomariyah and Febriyah (2022), the marketing mix serves as a pivotal tool wielded by companies to exert influence and regulate the response of the targeted demographic. The conventional marketing mix comprises four fundamental elements denoted as the 4Ps: product, price, place, and promotion. However, additional dimensions are introduced in service marketing, expanding the framework to encompass seven elements, commonly called the 7Ps (Salim et al., 2022) This extended configuration elucidates that the service marketing mix encapsulates product, price, promotion, people, place, process, and physical evidence. Collectively, these components contribute to orchestrating a comprehensive and effective service marketing mix, thereby fortifying the underpinnings essential for successful service marketing endeavors.

The coherence and interdependence among the seven constituent elements of the marketing mix are intricately woven to align with the characteristics specific to each segment. Commencing with the product encompasses everything a company provides to consumers, meeting market demands and desires. Success is contingent upon the product's quality and ability to garner consumer interest and trust. The pricing element, a pivotal facet in the service marketing mix, significantly impacts a company's revenue. Decisions hinge upon the perceived benefits and quality of the product or service, adapting to market dynamics and competitor pricing. The demand for products or services, coupled with enhanced trust, correlates with perceived improvements in price and quality.

In service marketing, the "Place" element denotes the physical location where services are rendered. This location is a conduit for customer interactions and agreements, influencing service selection. A strategically chosen place enhances customer convenience, fosters a sense of security, and contributes to overall customer satisfaction. Meanwhile, the "Promotion" element is integral to marketing success, offering a platform to showcase product or service attributes. Aripin (2021) posited that promotion is an informational and influential endeavor to entice consumers to adopt the promoted product or service. Successful promotion attracts customers and requires subsequent

validation to ensure customer satisfaction and bolster company performance, as Wangsa et al. (2022) underscored. The precision and efficacy of targeted promotion profoundly influence a company's market standing by fostering awareness and comprehension of the offerings.

1. Product

   Products are everything a company offers to its consumers, following what is requested, sought, bought, used, and the market's wishes. Products are offered in the form of physical products or services that can satisfy consumers.

2. Price

   Pricing is an important point in the service marketing mix because pricing affects a company's revenue. This decision is seen from the benefits of a product that can be provided to consumers and also the quality of the product or service itself. When products or services are increasingly in demand, companies determine prices according to the existing market and look at competitors' prices.

3. Place

   For service marketing, a place is a place of service services. The location of the service is used as a means of service to customers in determining an agreement. Location is also a means of consideration in choosing the service itself. A good place will make it easier for customers to choose these services.

4. Promotion

   Promotion is one of the marketing programs that can determine the success that can be seen the quality of the product or service. Promotion is useful if consumers have never seen products or services that are not yet attractive by offering prices, types, product quality, and colors by promoting so that they can attract customers themselves.

   a) Advertising

   Goma et al. (2022) posit that advertising is a paid medium to effectively reach diverse target audiences, disseminate persuasive information concerning products, ideas, goods, or services, and engage multiple stakeholders. This multifaceted promotional tool assumes various forms, including national, regional, and local, contingent upon collaborative decisions between companies and advertising agencies. The pivotal role of advertising in a company's advancement is underscored by its influence on consumers, who serve as pivotal conduits for promotional messages, thereby fostering interest in the company's offerings or services (Morrisan, 2015). The advertising strategy employed by English Cafe encompasses a mix of mediums, predominantly utilizing print media like posters, flyers, and brochures crafted by English Cafe and its affiliated partners. Furthermore, English Cafe strategically invests in paid advertising on platforms like Instagram and Google to broaden its audience reach and enhance promotional efficacy.

   b) Sales Promotion

   Sales promotion is a crucial and impactful competitive tool influencing consumer behavior and a pivotal stage for gaining a promotional edge. English Cafe strategically employs sales promotion techniques, wherein staff directly engage with potential customers, articulating the diverse array of English course programs offered by English Cafe along with the associated facilities. Notably, the sales promotion initiatives include offering discounted prices for registration, contingent upon specific conditions, such as enticing schemes like "list 2 free 1" and "list 3 free 2."

c) Public Relations

Public relations, or PR, constitutes an organized and planned approach companies and organizations employ to establish connections with the public. It is a form of non-personal and indirect communication involving disseminating information about products or organizations to the mass media, aligning with the company's interests. Furthermore, PR is a pivotal tool for promoting and upholding the image of a company's goods and services, intertwining with the execution of programs to cultivate a positive business image. Enhancing publicity and shaping perceptions become imperative to captivate the public, fostering a belief in the products or services offered. Hence, the role of marketing communication is integral to effective company operations.

English Cafe strategically leverages PR activities as a cornerstone of its promotional endeavors for English language course programs. Collaborating with prominent cafes in Yogyakarta frequented by students, English Cafe extends its reach and visibility. The collaboration involves the placement of logos on aprons, accompanied by concise partner explanations in English Cafe's modules. Simultaneously, partner cafes offer spaces for staff to promote and facilitate the learning process for English Cafe consumers.

Beyond cafe collaborations, English Cafe establishes partnerships with hotels, banks, universities, and radio stations in Yogyakarta, fostering consumer confidence in its services. This collaborative approach has demonstrated a tangible impact on the consistent growth of course memberships each year. Moreover, it signifies that English Cafe has cultivated an extensive network, presenting promising opportunities to attain set targets among students, scholars, and professionals.

d) Direct marketing

Direct marketing, a strategic marketing approach utilizing live broadcasts, leverages various media channels such as the web, TV, catalogs, and YouTube, among others, to engage consumers. These advertisements are typically delegated to pertinent individuals or stations to promote goods or services.

The merits of direct marketing are manifested in its time-saving attributes and the expeditious and precise introduction of products to consumers. Online catalogs facilitate consumer transactions, streamlining the interaction between consumers and product owners. This approach holds the promise of cultivating a flourishing business without the necessity of face-to-face consumer meetings.

English Cafe implements direct marketing through a personalized approach, employing aprons as a distinctive identity. This deliberate choice aims to create a distinctive impression on consumers. The strategic use of aprons serves as a visual cue and a conversation starter, encouraging potential consumers to seek information directly from on-duty staff, thereby potentially increasing the consumer base.

e) Personal Selling

English Cafe employs a direct personal sales strategy involving on-site visits to prospective customers. Typically, representatives from English Cafe engage with various educational institutions, including schools and universities, as well as corporate and organizational entities. During these visits, the primary objective is to introduce and elucidate the diverse English course programs offered by English Cafe, along with a comprehensive overview of the accompanying facilities.

f) Interactive Marketing

Interactive marketing, as a strategic approach, involves presenting a product or service in a manner that is purposefully designed to capture consumer interest. In the contemporary era, the ubiquitous presence of the internet significantly streamlines the dissemination of information, making it a prevalent medium for promotional activities by companies such as

English Cafe. Utilizing various online platforms, including but not limited to Instagram, Facebook, the official website, Telegram, and WhatsApp, English Cafe strategically promotes and introduces its English course programs to a wider audience.

g) From Mouth to Mouth

Word-of-mouth communication, involving the dissemination of information by consumers through oral, written, or electronic means, is a crucial channel for sharing the benefits and experiences associated with a product or service. In the contemporary digital era, marked by technological advancements and the pervasive influence of platforms such as Facebook and Instagram, the significance of word-of-mouth marketing has grown substantially. In word-of-mouth marketing, three characteristics influence this role. (1) Credibility instills trust among consumers by highlighting the merits of a product or service, encouraging them to share positive messages with others. (2) Personalization, wherein satisfied consumers share information within close-knit circles, relying on firsthand experiences with products or services. (3) Timeliness, reflecting consumers' active interest in a product or service and their inclination to engage with related events or experiences (Hasan, 2010).

In its promotional activity, English Cafe harnesses the influence of its enrolled members, leveraging their networks to disseminate information about English language course programs and the associated facilities. The consistency of English Cafe in delivering high-quality services and facilities reinforces the effectiveness of this word-of-mouth marketing strategy among its members.

c. Physical Evidence

Physical evidence encompasses the observable elements that define a particular state or condition, often integral to situational contexts. These situational factors encompass diverse facets such as an institution's geographical and environmental attributes, room configurations, decor, ambient sound, lighting conditions, weather, and aroma Halim et al., (2021). Within the marketing mix framework, due emphasis is placed on the 7Ps element, signifying the critical significance of navigating the intricacies of the marketing domain. Implementing these elements is a nuanced task that demands expertise and experience within the marketing realm. While self-directed learning in marketing can be challenging, it is acknowledged that individuals often defer to seasoned professionals for effective implementation.

d. People

People in the marketing mix refers to individuals directly engaging with customers. These individuals serve as instruments in enticing consumers by presenting information on product types and available facilities. Employees, as pivotal contributors, significantly influence the success of a company. Typically, companies employ thorough interview processes and training sessions to align personnel with the established criteria (Choiriyah & Lailatus Sa'adah, 2021). Those involved in business transactions, whether employees or customers, often possess discerning thoughts when selecting products or services. Due to their comprehensive expertise, business professionals are adept at fostering a positive consumer experience.

e. Process

The process strategy is implemented by companies or organizations to enhance convenience for the targeted individuals, ultimately seeking a positive response to elevate customer trust (Wardhana, 2022). In light of the elucidation of the marketing mix, it can be deduced that the various elements within the marketing mix are interconnected, collectively influencing consumer interest and shaping purchasing decisions.

c. Supporting and Inhibiting Factors

1). Supporting Factors

a) Technological Development

The ubiquity of information technology, particularly the Internet, has facilitated English Cafe in effectively marketing its services to a broad audience. This technological platform enables the seamless dissemination of information about English courses offered by English Cafe.

b) Brand

English Cafe stands out as the singular educational institution presenting a distinctive learning approach within a café ambiance, emphasizing daily conversation as a primary teaching method. English Cafe has garnered attention from a diverse audience by offering a flexible study environment with no binding commitments. Through consistent and targeted promotional initiatives, English Cafe has gained widespread recognition for its unparalleled features, setting it apart in the educational landscape.

c) Collaboration

Aligned with the educational model adopted by English Cafe, collaborative efforts with cafes extend opportunities for partnerships with various entities, encompassing student organizations, institutions, and more. This collaborative approach is a pivotal element in implementing marketing communication strategies strategically designed to captivate public attention and foster awareness about the diverse course programs offered by English Cafe.

d) Deposit Marketing Activities

Every organization, including English Cafe, adheres to budgetary considerations in marketing activities. Presently, English Cafe allocates funds for promotional initiatives, notably through channels such as Instagram and website management. Additionally, strategic measures involve advertising the English Cafe website on prominent search engines like Google, aiming for a prominent ranking. This strategic allocation of resources is geared towards enhancing the visibility of English Cafe, broadening the reach of information dissemination, and subsequently augmenting visitor engagement across these platforms.

2). Inhibiting Factors

In the institutional management framework, human resources play a pivotal role and significantly influence an institution's trajectory. English Cafe currently faces a challenge in achieving seamless collaboration across its departments. For instance, in finance, English Cafe lacks established standards for its financial personnel, leading to a mix of individuals with varying levels of expertise. This discrepancy results in a learning curve for staff members, consuming valuable time and impeding operational efficiency. Consequently, this internal challenge hinders the optimal functioning of English Cafe, affecting its overall performance and the successful execution of its activities.

English Cafe undertakes opportunity analysis as part of the establishment process. However, English Cafe follows only five of the eight prescribed steps in the subsequent planning stages of effective marketing communications. It includes defining goals, determining communication objectives, designing messages, preparing budgets, and identifying communication channels while neglecting to identify media channels, thus limiting the utilization of the entire advertising mix. The decentralized approach among English Cafe branches in Yogyakarta results in separate promotions, hindering the comprehensive use of advertising mix elements and leading to message control and result measurement challenges.

Implementing marketing communication strategies witnessed a shift from traditional methods like short messages, posters, and Facebook to a diversified approach, including online and offline promotion mixes. The online promotion mix includes internet media advertising and interactive marketing through platforms like websites and social media

networks, such as Instagram, Facebook, WhatsApp, and Telegram, expanding the scope of information dissemination. Simultaneously, offline promotions include collaborations with coffee shops, agencies, and institutions and sponsorship of events, contributing to the growth of English Cafe's brand value and increasing course memberships.

The advertising mix involves print media advertising, broadcast media advertising, direct marketing, sales promotion, public relations, and word-of-mouth communication in offline promotion. Online promotion includes Internet media advertising and interactive marketing through websites and social media networks. The media combinations encompass brochures, flyers, leaflets, radio ads, Instagram ads, and Google paid ads. Direct marketing, personalized outreach, and promotions are crucial in enticing consumers directly, contributing to their decision-making comfort. Through continuous use of websites and social networks, interactive marketing ensures a sustained presence in the audience's memory. However, challenges arise in the extensive use of long-form content on Instagram, potentially impacting message conveyance. The flexibility and accessibility of online platforms contribute significantly to information dissemination about English Cafe, aligning with the characteristics of online media designed to facilitate interactive communication between marketers and consumers. The promotional mix incorporates free course promotions for registered consumers, fostering a referral system that encourages participants to invite others. English Cafe's collaboration with well-known cafes, institutions, agencies, and organizations, including Unilever Indonesia, Adidas, Indoluxe Hotel, and local radio stations, demonstrates the success of public relations in achieving maximum promotion. The increasing number of course participants annually reflects the efficacy of English Cafe's marketing communication strategies, particularly through public relations initiatives.

4. Conclusion

This study delved into the marketing communication strategies of English Cafe Jogja, shedding light on its unique approach to promoting English language courses. The study comprehensively analyzed the institution's marketing communication mix efforts through a qualitative research methodology encompassing interviews, observation, and documentation. The findings revealed that English Cafe employs a dual-pronged approach, integrating offline and online marketing methods to reach diverse target audiences. The marketing promotion mix, encompassing the 7Ps, illustrated the intricacies of English Cafe's strategies in shaping consumer behavior and facilitating effective communication. The study highlighted various elements such as advertising, sales promotion, public relations, direct marketing, personal selling, interactive marketing, and word-of-mouth communication, each playing a crucial role in promoting English language courses.

The supporting factors, including technological development, a distinctive brand, effective collaborations, and well-allocated marketing budgets, contributed to the success of English Cafe's promotional activities. However, inhibiting factors, such as challenges in human resource management and a decentralized approach among branches, posed obstacles to optimal efficiency. Despite these challenges, the study demonstrated that English Cafe's marketing communication strategies have been largely successful, leading to consistent growth in course memberships. The institution's innovative approach, including cafe-based learning environments and strategic collaborations, has set it apart in the competitive educational landscape. In conclusion, this research contributes valuable insights into the dynamic field of marketing communication, particularly within the context of language education. The success of English Cafe Jogja is a noteworthy case study, offering lessons and inspiration for other institutions seeking effective ways to promote language courses and engage with diverse audiences. As English continues to be a global means of communication, the study underscores the importance of tailored and innovative marketing communication strategies in addressing the growing demand for language proficiency.

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