

## **Promoting Petra Language Center To Its Target Market By Using A Website**

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### **ABSTRACT**

I did my internship in Petra Language Center. The Products of PLC are English Language Center, Mandarin Language Center, Japanese Language Center, French Language Center, and Dutch Language Center. For English Language Center, it has other courses and it will be explained in Creative Thesis. The target market is children, teenagers, and general adults who want to enhance their foreign language skill. The competitors of PLC are Ubaya Language Center and Unesa Language Center. The main problem of PLC is that the customers do not know where to go to get the information. The solution to this problem is to make a website. Website is a right tool for PLC because it is accessible and it provides the specific information about courses in PLC. The benefits of PLC website are to increase sales and profit, to expand its market, and to build the relationship with the customers.

**Keywords :** promotional tool, website, unique selling point

### **INTRODUCTION**

The company where I did my Internship is Petra Language Center (PLC). My position as the intern was a Secretary of General Coordinator. Petra Language Center is the foreign language course which is under Petra Christian University. PLC is located in the C building, 1st floor of Petra Christian University, Jalan Siwalankerto 121-131, Kecamatan Wonocolo, Surabaya. The programs that Petra Language Center provides are English Language Course, Mandarin Language Course, Japanese Language Course, and French Language Course. For English Language course, there are some courses such as English for Children, English for Teenager, Conversation English for Teenager, TOEFL preparation for private and small group, Intensive Reading for EPT/TOEFL for private and small group, Intensive Listening for EPT/TOEFL for private and small group, Intensive Grammar for EPT/TOEFL for private and small group, General English for private and small group, Conversation for private and small group, and EPT test for Petra Christian University students to fulfill the graduation requirements. For Mandarin Language course, PLC provides Mandarin level 1-3 and HSK-3 preparation class. For Japanese Language course, PLC provides Japanese level 1-3. For French Language course, PLC provides French level 1.1 and French level 1.2 (including international DELF test). In addition, PLC also have a Dutch Language course level B 1 – B 3.

During my internship, I found two problems in PLC. First is that PLC 's prospective customers do not know where to go to get the information. It is due to the fact that PLC has a website, but it is old and poor. Old means that the website is last season and not updated yet. The last update was in 2010. While poor means that the old website has bad quality in design, product description, and content. Thus, the solution is to make a website. Second and the last problem is the ineffectiveness of PLC's Instagram in promoting the products. PLC only has an Instagram to display its products. However, after checking its Instagram, it only shows the date of registration for the course and the language expression of English, Mandarin, Japanese, and

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French. The content of its Instagram is not effective in promoting PLC's products because PLC's Instagram does not provide the picture of the courses and the product description. The solution problem is making an effective content for PLC's Instagram by providing its product description and uniqueness on it. This will make the customers interested to take the courses of PLC

From those two problems, I chose the first problem as a main problem, which is that PLC's prospective customers do not know where to go to get the information. What I mean is the specific information about the PLC's products and their uniqueness. Unfortunately, PLC does not have that. Whereas it is important for the company to provide specific information about the product so that the customer will know the company well and be interested in buying the products. This is due to the fact that PLC does not provide any information access for the prospective customers. When I tried to search Petra Language Center on the Internet, I found PLC's old website there. I accessed the old website link, which is *ppb.petra.ac.id*. However, the old website is not effective and longer useful because it has poor product description and irrelevant Contact Page. Moreover, the contents are not updated yet. Also, some of the product descriptions content in the Products and Services page are blank. I put some images of PLC's old website in Appendices. General Coordinator of PLC and I have discussed this and she agreed that PLC needs a website. PLC only has Instagram and an old website, but those tools do not work because they do not provide complete information and product description. The solution is making a website to promote its products to its target market. From that, I want to solve the problem of PLC. That is making a website to promote PLC's products to its target market. I want PLC's target market to have the information accessed from the website of PLC.

## **THE PRINCIPLES USED IN MAKING THE SOLUTION**

In order to finish the project, I need to find the theories or guidelines to support the process of making the creative thesis so that I can make a good website.

### **2.1 Promotion, Sales and Marketing**

According to Alexandrescu and Milandru (2018), promotion is the set of marketing techniques or practices, marketing action, form of communication, aiming at overcoming a sales level by capturing the attention and by attracting potential buyers, through points of sale, information, belief, training and maintaining a customer interested in the product and the manufacturing company. By doing the promotion, people will know the products well and the uniqueness of the products. After people know the products and uniqueness of the products, they will use the product and have the benefit of using the products.

According to Madhani (2016), sales prefer to try to sell to customers. Marketing plans sales volume around profits, develops plans and strategies, and works out methods of implementation. I conclude that sales is the activity of selling the products to the customers and the sellers must push themselves to do the selling and to persuade the customers. Sales does not make the product well-known for long-term. Marketing is the plan or strategy to do the sales so that the product will be well-known for long-term.

### **2.2 Website**

Vrontis, Ktoridou, and Melanthiou (2007) state that a website is the heart of the online marketing program, the focus of all marketing communications, and the single most important

means of communication for transportation. From that, I can conclude that the website is the collection of pages that contains a company profile. It is also the tool to do the online marketing.

### **2.2.1 Website Pages**

Price (2019) states that a website may have 5 components as follows:

1. Homepage
2. About Page
3. Products and Services Page
4. Blog Page
5. Contact Page

### **2.2.2 How to Create a Website**

Mohammad, Ghwanmeh, and Al-Ibrahim (2013) mention that there are some steps to create a website for a company :

1. Planning And Analysis
2. Design and Implementation
3. Maintenance and Updating
4. Web Design

For an informative website, it must have a good design and content so that it will be recognizable. In designing a website, color is also important. Here are the steps of the choice of color :

According to Nordebron (2013), color is regularly used to guide behavior, such as green traffic lights, and please people's senses. Color is something that affects people every day, and is ever present in life.

According to Sik-Lanyi (2012), colors never stand alone and background colour, text colour, etc. are always interconnected. The following are the steps for color choice (Sik-Lanyi, 2012) :

- 1) Finding one primary colour and one or two secondary (or complementary) colours
- 2) Choice of colour

In designing a website, picture is also needed to be attached to attract the prospective customers. Lavallo and Briesmaster (2017) state that pictures are considered a visual media that provide textual information. I can conclude that pictures also give the information to the prospective customers and deliver the message to customers' mind.

Lastly, information is important in designing the website. According to Ganguly, Dash, Cyr, and Head (2010), information design deals with the information that is placed on the site and how the information is organised. Vrontis, Ktoridou, and Melanthiou (2007) state that It is crucial that the consumer gets the right information. In summary, it is important to organise the information on the site and provide it on the website to build the communication and trust between the company and prospective customers.

### **2.3 Unique Selling Point**

According to Optimizely (n.d), A unique selling point (USP), also called a unique selling proposition, is the nature of what makes a company's product or service better than its rivals. Communicating the USP of the company clearly and easily in online marketing is one of the keys to getting potential customers to turn to the company's site.

#### **2.3.1 Why Is A Unique Selling Point Important?**

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According to Optimizely (n.d), the unique role of the company in the marketplace is characterized by a unique selling point, getting at the heart of its business: the value that company gives and the problem that company solves. There are some importances of USP :

- A good USP clearly articulates a particular advantage that makes a company stand out, one that other rivals don't deliver. Company's prospective customers will not know which one is right for them if all the items seem to be the same.
- Being specific about the specific selling proposition allows the customers to distinguish between the selection of options available to them. A good company is often most clearly defined by its main competitive differentiators.
- Company's USP is its biggest differentiator and its customer's justification for buying from the company and an important part of its marketing plan to attract new customers.

From this, I can conclude that by describing the USP in the product description, the customers can make the comparison between the products of the company and its rival. Also, they can choose the better product with the USP attached to the product description.

### **2.3.2 How To Communicate Unique Selling Point**

According to Optimizely (n.d), there are many ways a company can communicate their USP to their customers and potential customers. A few methods include :

Content Marketing - A good way to connect with USPs might be to create informative or viral content that often talks about how a business is different from the competition.

Digital Marketing - The USP is often presented as the tagline or logo of a website or as a bulleted list on a product page for an online store or digital company.

### **2.4 Target Market**

According to Curtis and Allen (2018), A target market is comprised of customers that have a need for a specific product or service and are willing to pay a profitable price for it. Every target market has unique characteristics that influence their choices as consumers. The key characteristic of target market are demographics and psychographics. The demographics of a consumer describe their age, education level, income, etc. Psychographics include the hobbies, interests, and goals of the target market. From that, I can connect the theory with the target market of PLC. The target market of PLC are children and teenagers aged 6-15 years old and general adults who want to enhance their language skill.

## **STAGES IN MAKING THE SOLUTION**

### **Purposes of the Data Collection**

First, data collection was used to get the valid data from the customers. It was important to find out the purpose of attending the course based on the customers' mind. By knowing customers' purpose of being a part of the company, I can understand what is in their mind. Also, I could put it in the marketing tool. Second, it helped me to get the content or the concept for the marketing tool. Before making the marketing tool, it was important to get the information and the facts about the company. To aim for that goal, I could make a survey, interview, or questionnaire and spread it to the customers of the company. Then, we can see their responses about PLC. Third, it justified the USP of the PLC. I must get the good USP for the content of the tool to convince the

customers. The customers will be interested to take the language course at PLC after reading its USP. That way, it will increase the sales and marketing of PLC.

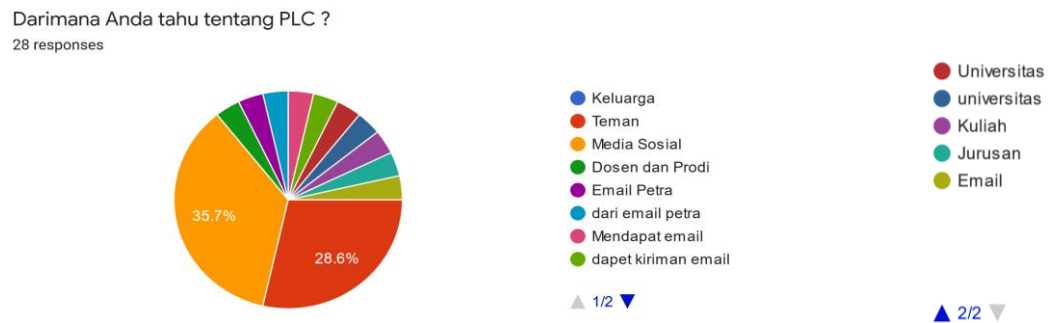
### Method of Data Collection

During my internship, I had a chance to interview the coordinators about the courses through via Whatsapp. However, the information about customers' purpose and strengths of PLC is less enough because it was based on Coordinators' perception. So, I made the questionnaire through Google Docs in order to get the data from the customers of PLC and I sent it to Miss Ivonne to get her approval. Then, she agreed with the questionnaire that I could distribute to the PLC's customers online. To get the data, I needed some respondents to fill the questionnaire.

### Respondents of the Data Collection

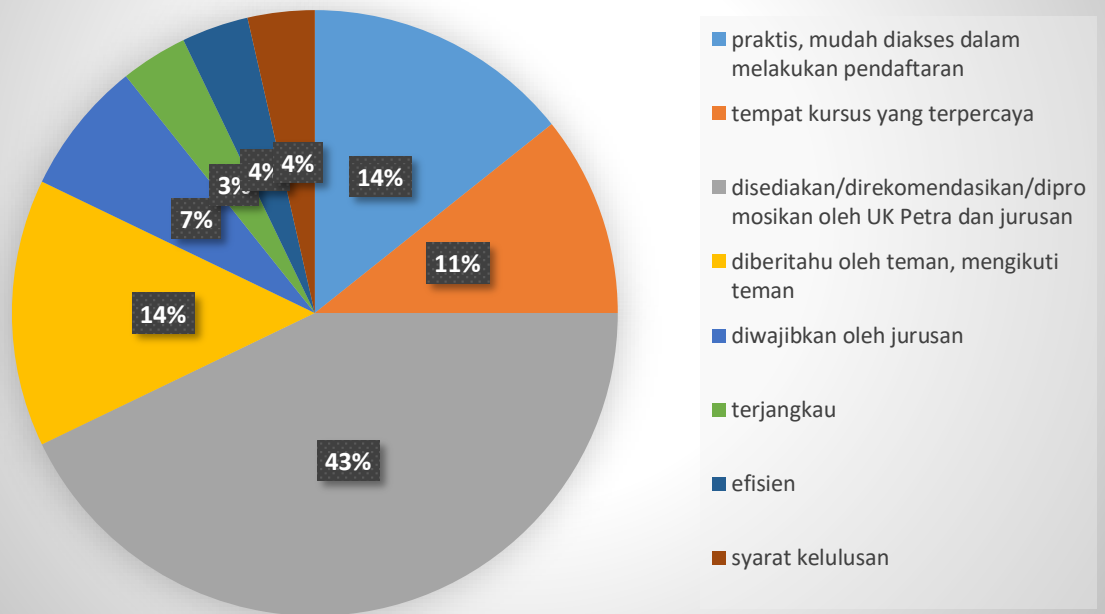
For the interview, the respondents are the coordinator of English course, coordinator of Mandarin course, and coordinator of Japanese/French/Dutch course. For the questionnaire, the respondents are 28 people who are the customers of PLC aged 18-21 years old.

## ANALYSIS OF THE COMPANY'S PROBLEM AND ITS SOLUTION



Based on the data, most of the respondents know PLC from social media, University, Petra Mail, and friends. Some of the respondents know PLC from family, lecturer, and the program of University.

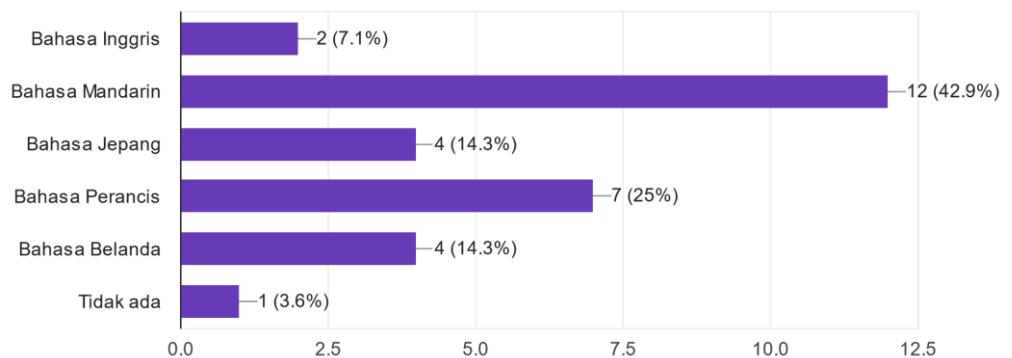
### Mengapa Anda lebih memilih untuk mengikuti kursus bahasa di PLC dibanding tempat kursus lainnya ?



According to the table, the reasons why respondents prefer PLC to other language courses are practical, efficient, it is required by the program of the university, it is the requirement of the graduation, it is easy to register since it is in University, it is accessible, PLC is provided by University, being told by friend or following friend, and it is achievable.

#### Kursus apa saja yang Anda ikuti sekarang ini ?

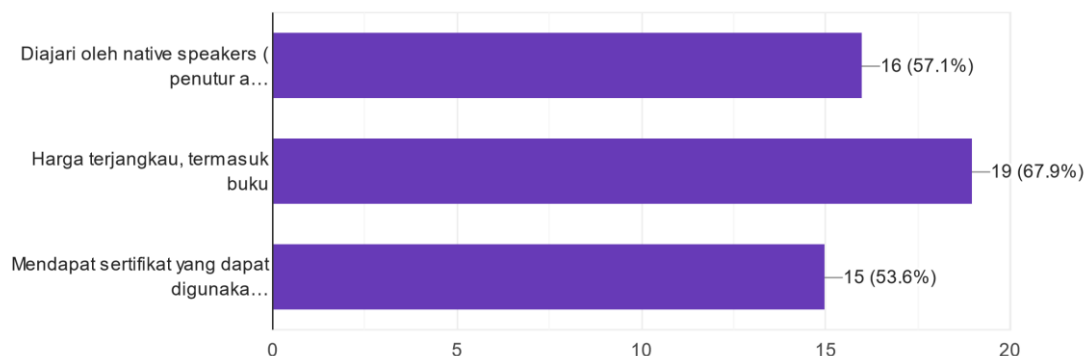
28 responses



Based on the data above, there are 2 respondents who take English Course, 14 respondents who take Mandarin Course , 4 respondents who take Japanese Course , 7 respondents who take French Course, 4 respondents who take Dutch Course, and 2 respondents who do not take any courses right now.

Apa manfaat yang Anda rasakan ketika mengikuti kursus di PLC ?

28 responses



According to the data, most of the respondents can feel the benefits of taking courses in PLC and the benefits are the courses are taught by native speakers or certified teachers, affordable price including the book, and getting the certificate that can be used nationally and internationally.

#### **Description of the Solution, its Rationale, and its Use**

For the Home Page, there will be a word “Welcome to Petra Language Center” as a welcome for the prospective customers, logo of PLC, and PLC’s location and address at the bottom of the Home Page.

On the About Page, the content will be a description about Petra Language Center. The content of the About Page will be the facts of PLC, address and location of PLC, the language courses of PLC, and the institutes which cooperate with PLC.

The content of the Product and Services Page will be the products of PLC, product description, and USP of the products.

In the Products and Service page, I make the concept that when prospective customers click on “English Language Center”, there will be various English courses available there due to the fact that English Language Center in PLC has various courses.

Lastly, for the Contact Page, the content will be about PLC’s contact information. The reason I make the Contact Page complete is so that the prospective customers can have contact with PLC through phone, gadget, social media, E-mail, etc. On the Contact Page, there will be an opening hour, phone number, email address, Instagram, and location.

#### **CONCLUSION**

In conclusion, I decided to make a website for PLC. There are some benefits of having a website for PLC. First, it will increase Petra Language Center’s sales and profit. The website displays the products and uniqueness to people which makes people feel more interested to take the foreign language course in PLC. Based on the fact that by having good website content, Petra Language Center’s customers will be impressed and intend to take its foreign language course program. Second, it can be market expansion. A website can be very useful for the company to do the selling and be found on the internet by all people since the website can be accessed by all people through the internet. Lastly, it can build the relationship between PLC and its target market. Website is the right marketing tool because it provides the information,

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description of the products and uniqueness that can be informed to its target market. Since the pandemic of Covid-19, people are urged to stay at home and not to go out to reduce the spread of Covid-19 virus. That is why a website is a right tool for PLC because it can be accessed by many people through the Internet that they do not need to go out to get the information.

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