

## Increasing the Brand Awareness of *Sahabat* Christian School through A Website

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### ABSTRACT

*Sahabat* Christian School Batam was established in 2011. This school provides 2 programs which are Kindergarten program and Elementary programs. *Sahabat* Christian School Batam also has 2 competitors, which are Holy Vision School (*Visi Kudus*) and Eben Haezer school. They were considered as competitors because of the price, location, and service. The main problem of *Sahabat* Christian School is low brand awareness. In other words there are only a few people who know about the existence of this school and some people know about this school but they do not really know what services that this school offers. In order to solve this problem, *Sahabat* Christian School needs a tool which can highlight their Uniques Selling Point to give credible and trustworthy information about this school. This tool is a website. As the main purpose is to increase brand awareness, a website will be the best solution since a website can help to highlight the Uniqueness and provides school's information in detail and trustworthy. There are 3 highlighted USP's: Christian Academic, Christian values, and non-academic. By highlighting their USP could increase the school brand awareness and persuade them to use the school's services.

**Keyword:** Promotional Tool, Brand Awareness, Unique Selling Point, Website

### INTRODUCTION

I did my internship in the Educational field during my internship for three months. This school's name is *Sahabat* Christian School and located at Bida Ayu Blok J no 70, Batam. This school was established in 2011 under *Sahabat Sejati* Bethel Indonesia Institution and the founders were Ms and Mr Hia. This school began with their willingness to persuade and revive people (especially parents) to pay much attention to their children's education and character. They really want those next generations to be highly intellectual and full-hearted to care and serve their neighbour as God has done it. Thus, most of the school's programs and activities are equipped with Christian academics and character.

This school offers 2 programs which are kindergarten (for 4-5 years old) and elementary school (for 6-12 years old). In the kindergarten program they use the edu-entertainment learning process. In other words, the children not only get education by learning but also get education by playing with other children. Meanwhile in elementary school, they use the "learning by doing" learning process, where they are taught to be active in a class, experiencing the knowledge that they learn in the class. As a result, they learn a lot from the experience. It can be seen from their activities such Christian ethic class (they experiencing about integrity, honesty, love, obedience), music class (they experiencing about music), boy scout extracurricular (when they experiencing about real life, how to face a problem by using scout principal and so on). Interestingly, this school was supported by the Ministry of Religious Affairs for their school's curriculum. No wonder, this school holds Christian principles to reach the main vision of this school. As we know, every business has competitors and so does it. This school has two competitors that are considered similar to *Sahabat* Christian School. They are *Visi Kudus* (Holy Vision) and Eben Haezer school. Both of them also offer Christian principles and their location near to *Sahabat* Christian School.



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During my internship for three months, I found several problems in this school and one of them was that Sahabat Christian school faced a low brand awareness of its services. Many people still do not know about *Sahabat* Christian school and its services. However, *Sahabat* Christian school offers interesting programs and activities that equip children not only in academics but also in Christian character. However, Sahabat Christian school did not use the right tool for them to introduce and promote its existence to its customers. *Sahabat* Christian school usually uses fliers to do the promotion, but it was not effective enough to reach out to its target market. Moreover, in the education field, information about the school such as programs and activities, vision and mission are important for the potential customers and existing customers. However, *Sahabat* only relies on fliers. Even so, this platform is not effective to increase brand awareness because it does not contain any information that highlights its uniqueness.

From those three problems, I choose the third problem to be solved. In response to that problem, I decided to increase *Sahabat* brand awareness by highlighting its uniqueness through a website. I believe that through a website customers are able to know the school's product and services. Moreover through a website, the school looks more professional than other competitors because the school offers credible information through the right tool which is the website. By that, *Sahabat* Christian school can easily attract new customers as the website itself shows the school's Unique Selling Point and strength.

### **The Principle in Making the Solution**

In order to produce a good promotional tool, I need some guidelines or theories to support the process of making it. Therefore, all of the theories in this chapter have been chosen to help me focus more on the title itself, which are mainly related to brand awareness and website.

#### **2.1 Brand and Branding**

##### **2.1.1 Importance of Branding**

##### **2.1.2 Steps to Create a Strong Branding**

#### **2.2 Brand Awareness**

##### **2.2.1 The importance of Brand Awareness**

#### **2.3 Website**

##### **2.3.1 The Importance of Website**

##### **2.3.2 Types of Website**

##### **2.3.3 Types of Website Design**

##### **2.3.4 Basic Step to Make Website**

#### **2.4 School Website**

##### **2.4.1 Definition of School Website**

##### **2.4.2 The Importance of Having a Good Website**

##### **2.4.3 The Features of a Good Website**

#### **2.5 Unique Selling Point**

## **METHOD**

### **Purpose of Data Collection**

There are two purposes in collecting the data. First, the data is done to justify whether this tool is the right solution for *Sahabat* Christian school's problem. Then, the data collection has a purpose to find out the USP that wants to be highlighted in the website. Therefore, I spread questionnaires in order to reach the conclusion of USPs that I want to highlight on the website.

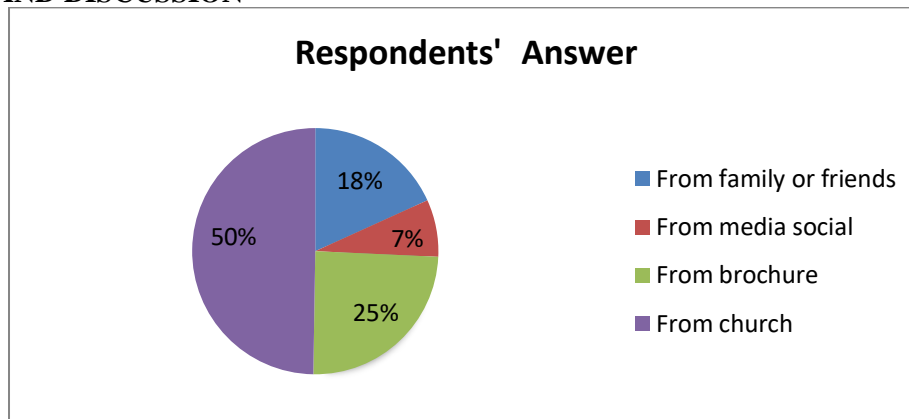
### Methods of Data Collection

In order to arrive at the solution, the first method is to spread questionnaires to *Sahabat*'s school parents. The purpose of choosing *Sahabat* school parents for the first criteria was to find out why they want to choose *Sahabat* for their children's education.

The questionnaires were spread by Google Forms and consisted of 3 parts. In the first section, I asked about their name, age, occupation and their income. The purpose of asking this question is to know the background of the customer. Second section, I asked about "How did they know about this school". I asked this to justify whether they know it from mouth to mouth or through social media. Next section, I asked about its main competitors. This is to justify the real competitors of *Sahabat* School. Last but not least, I asked about "how satisfied they are with the school services and if the school provides school information through the website, will it be useful for them". The purpose of asking this question is to justify that website is an effective tool to provide school information and highlight the school's USP.

After I am done with the Google Forms, I spread the link through Ms. Marsiyem as the *Sahabat*'s headmaster then she shared it to the teacher and the teacher spread it to the parents. At first there were only several parents who filled in the form. Due to time limitations, I directly asked the teacher whether they can help me to remind parents to fill the form. Finally I got 150 responses from the parents. Moreover, I also do interviews with *Sahabat* headmaster. This is for knowing the school vision and mission and values that they want to highlight in their school.

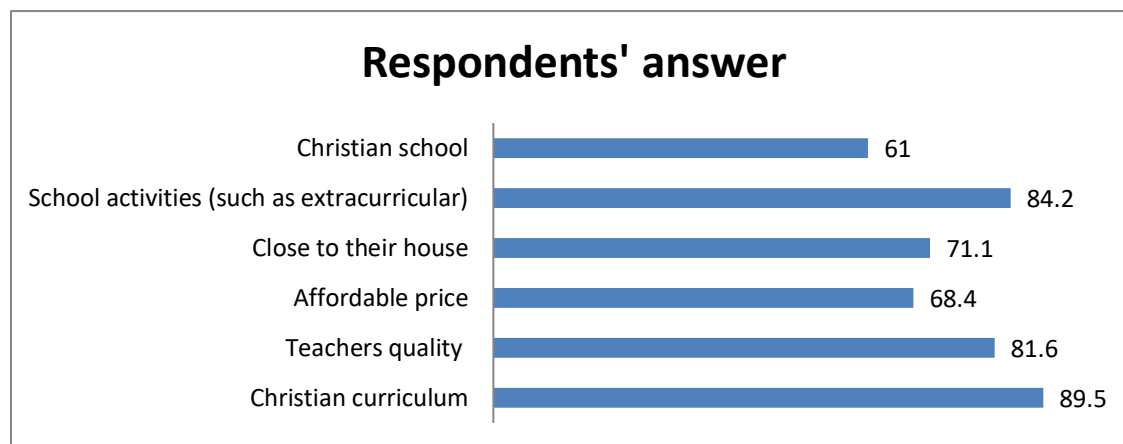
### FINDINGS AND DISCUSSION



Figures how the customers know about *Sahabat* school

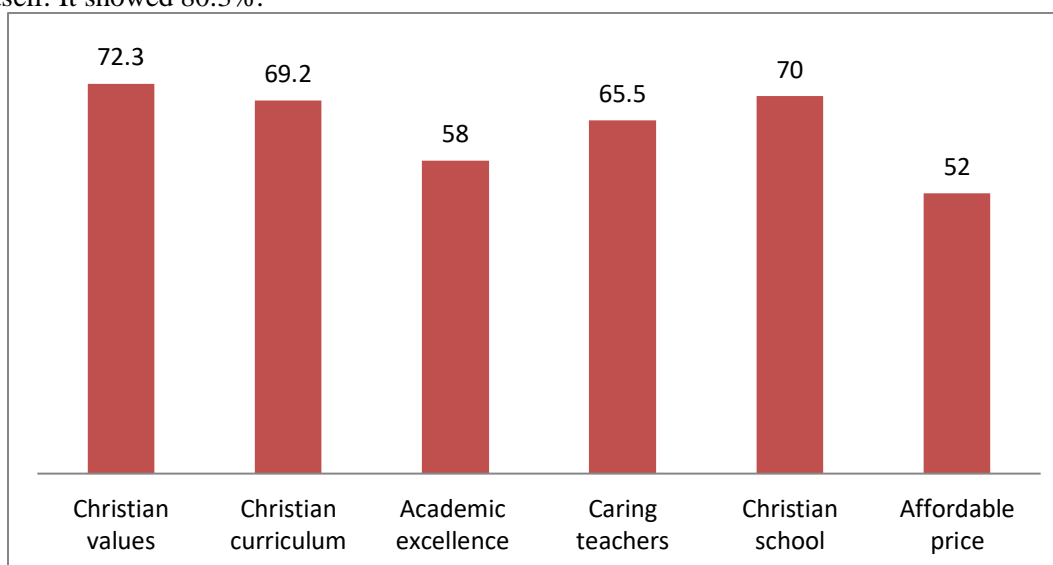
Firstly, I asked how they know this school and the highest answer was they know this school from people from the church and second one is from the brochure, then from their family, and the last one from social media. At this point, I can conclude that mostly people know this school is from mouth to mouth which people inside the church are. In other words, people know this school from the traditional way, no wonder there is still a lack of brand awareness because they do not really pay much attention to promote school by using nowadays technology which is social media.

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Figures why the customers enroll their children

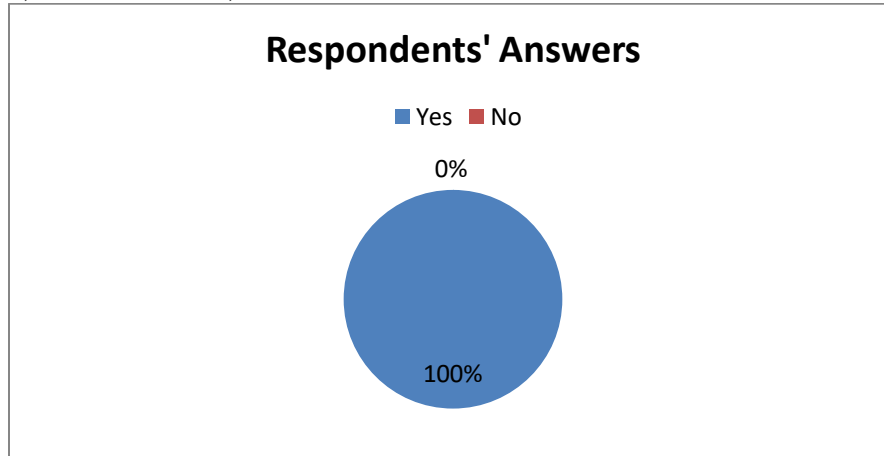
Based on this data, there are many customers who enroll their children to *Sahabat* School because the school curriculum offers Christian values. 89.5% and the second one because the school provides extracurricular activities which can support their academic performance. It showed 84.2%. And the third because the school has good quality of teachers, and the last one because of the value of the Christian value itself. It showed 80.3%.



Figures Customers's Response about *Sahabat* Christian School strength

From this result, I categorized their answer into 3 things. First, the school has good curriculum quality. It is proved from their statement "excellent academic quality, teachers". Then *Sahabat* Christian values. It is proved from the respondent statement "nilai-nilai kristen sangat ditekankan dalam pembelajaran sekolah, sekolah kristen, sekolah menanamkan nilai-nilai kristen". And last but not least their non academic activities such as music class. It is proved from their answer "They can learn music"

“(mereka bisa belajar musik”). All of these things will be highlighted in the website content, which are good curriculum, Christian values, and non academic activities.



4.7 Customers' answer about the need of the website

Last but not least, I asked the respondents about the need for a promotion tool which is a website. Based on this result, it showed that they all agree that this school needs a website to help the school highlight their USP in the website and provide credible information about the school.

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

The first thing is the type of website. Before creating the website, I have to pay attention to the type of the website. In this case I have to choose a website type which suits the school website, which is a static type. In static type, it does not need a regular update. However this type of website is cheaper than the dynamic type. Therefore, a static type is better than dynamic type to solve this problem.

Second, the domain name in the website. At first, the website vendor offered me which one I wanted to use for the domain name. There is .com, .org, and .sch.id. Because *Sahabat* is an education field and .sch.is represents the education site, therefore, I choose .sch.id as the domain and the name is www.sdtksahabat.sch.id/. I choose this domain name because the domain name reflects the product or services to be found easily by the customers.

Thirdly, I put some important keys on the website. In order to reach the aim of the website, I try to put information which can increase the school brand awareness. In this part, I divided into 5 sections

##### **a. Home**

In the home section will be the first tab that the customer sees in the website. In this part there will be a tagline of *Sahabat* School which is academic excellence and Christian character. Moreover, there are small box tabs which will refer to the school's core values. Besides, there is a brief explanation about who *Sahabat* is and small box of school admission which lead the customers to do online registration if they want to enroll their children. In addition there are several photos which represent the *Sahabat* USP in the website. More than that, I also add a brief shortcut about us and vision and mission in this section. All these contents are made to attract them so that they can be interested in reading more.

##### **b. About Us**

In this part, it focuses on the background of the school. This section is divided into 4 sections. The first content is the school **History**. In this part, it explains more about **how** *Sahabat* school

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was established, who the founders were, and what the founder's vision was on this school. Next, it contains school's "**vision and mission**". In this part, it explains more about the school vision and mission for this school. Then, the content of "**Core Values**", this refers to what values that school wants to bring in this school. Last but not least, the content of "**Academic aspect**", this refers to the learning process of *Sahabat* School - what curriculum that they use, what aspect that *Sahabat* highlights in the learning process, and non-academic aspect which is music. The purpose of this section (About US) is to give information about what this school offers and what this school good at, especially for those who do not know about *Sahabat* School.

**c. Programs and Activities**

In this section, it gives information about two programs that the school offers for their customers, which are kindergarten and elementary programs. Moreover,. The purpose of this section is to give the explanation of *Sahabat*'s programs and activities. Moreover, this section provides photos which explain the learning process and the unique selling point of each program. In addition, there are several testimonials from the parents about *Sahabat* School.

**d. Gallery**

In the gallery, there are several photos which represent the teaching and learning process, the school event and extracurricular activities, parents and children gathering and photos of teachers and staff. This section is used to show how *Sahabat* Christian School works. First, I put the learning and teaching activity in the gallery to show and highlight the students' activity and how the teachers also contributed to the children's education. Moreover, I also put photos of *Sahabat*'s event to show the outdoor activities in *Sahabat*. In other words, the children not only learn inside the classroom but also outside the classroom. In addition I put a gallery of parents and students gathering in order to show that *Sahabat* School really wants the students to not only have a good relationship with God but also with their family. Through this activity which was always held 1 times in a month (before pandemic), this activity can also evaluate both parents and students about their role as parent or students. Last, I put photos of teachers and staff to show that school also contributed in training the teachers.

**e. Contact**

The purpose of this section is to help the customers to get the school information easily. If they want to enroll their children, they can call the contact or fill in the admission form. Moreover, this part is also considered a call to action. As the school already gives a credible and interesting point of the school so they know about the school services. Hopefully, this section will lead them to enroll their children through a website.

Last but not least, Unique Selling Point. In this website I put those USPs on the Academic aspect. I got the data from the respondents' answers from questionnaires' and interviewed the school's CEO. The first is the Christian academic curriculum. Based on the result of the survey, the academic curriculum is the reason why they choose this school. I think this should be included in the school's USP because it represents the uniqueness of the *Sahabat* which other schools might not have. This Christian academic curriculum is supported in Christian academic class and Christian Ethic class. In addition, the customers also answer the services of the teacher, really helping the students in the learning process and school also facilitate the student to compete through school competition in order to persuade them to have academic excellence. Thus, I also put this in the academic aspect to support the USP. The second USP is Christian values. This is not only because this is a Christian school, but this school really implements the Christian character and attitude in the learning process. It is proved from the leading prayer activities, reading Bible, morning devotion, and ministry in the church. Last but not least, the non-academic activities. In this school, the children are facilitated not only in academics but also in non-academic. *Sahabat* offers art, music class and boy-scout extracurricular activities to support their non-academic activities. I think this is also important to highlight in the website because children not only learn the hard skills but also the soft skills to prepare them in the future.

## CONCLUSION

Since there are still many people out there who do not really know about this school because *Sahabat* does not have effective tools to deliver their information such as their programs and activities, their vision and mission. Meanwhile, nowadays many people only want to buy and are interested in something when they get credible information about this school. Therefore, the existence of a website, *Sahabat* School can highlight their USP to their customers and their potential customers. In other words, the customers are able to know who they are, what they do, and how they do.

However, In order to get the right school's USP, I conducted a survey and interview with the school headmaster. Through surveys and an interview, I got 3 USP of *Sahabat* school. Firstly, *Sahabat*'s Christian academic curriculum. In the survey, several people mentioned that what made them want to enroll their children to the school was the Christian academic curriculum that the school offers. Moreover, they also added that *Sahabat* facilitates the student to compete through competition to lead them to have academic excellence. Second, *Sahabat* Christian values. Because *Sahabat* uses Christian academic values, their character building is really highlighted in their school activities. Thus, they have Christian Ethics class, morning devotion, leading a prayer activity. Third, *Sahabat* offers non-academic activities such as music class and boy-scout activity. The usage of the website will be more effective if *Sahabat* School also puts it on their social media such as Facebook and Instagram. *Sahabat* can put website links in Instagram bio or Facebook.

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