Promoting the Online Program of
EfeX English Language Center Using a Promotional Video

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ABSTRACT

EfeX English Language Center recently launched EfeX Indonesia Maju (IM), a new online division. As it is in its early stages, EfeX IM has had limited enrollment due to a lack of promotional activities. To address this issue, I employed various theories, including Kalam's (2022) segmenting, targeting, and positioning theory, MasterClass' (2022) theory on product features, as well as Bhasin's (2021) and Leonard's (2022) theories on promotional videos. After identifying the target market as parents with elementary and middle-school students in major cities in Java, I conducted a questionnaire survey with 52 participants. The results revealed the need for a convenient, engaging, affordable online program that emphasizes speaking skills. To convey this message effectively, a promotional video will be created and shared on Instagram, serving as a versatile tool for promotion through WhatsApp, the website, and presentations.

Keywords: language centre; product features; promotion; promotional video; target market

INTRODUCTION

EfeX is an American English center founded in 2003 in Oregon, USA, with support from the English Language Institute of Oregon State University. They aim to provide excellent learning solutions and inspire independence through critical thinking, communication, collaboration, creativity, and character development. Located at East Coast Ruko, EfeX offers English courses with 10 teachers, including 9 near-native and 1 native speaker. They provide laptops and Wi-Fi to students. EfeX has two divisions, Classic and IM, offering comprehensive courses in speaking, listening, writing, reading, vocabulary, and grammar. Project-based learning is emphasized, enabling students to apply their language skills through activities like film or podcast creation. EfeX IM specifically caters to beginners, utilizing bilingual teaching methods and carefully selected simplified novels for reading materials, completed within two terms.

EfeX IM faces tough competition from Kampung Inggris Kids and Golden English in the online English course market. Kampung Inggris Kids offers interactive gamified classes through the Online Smart Kids and Teens program, with three weekly sessions for Rp250,000/month (Kampung Inggris, n.d.). Golden English provides a multimedia English program for teenagers, incorporating reading, listening, writing, and speaking skills, available online and offline for approximately Rp 200,000/month (Golden English, personal communication, February 13, 2023).

EfeX IM, being a new program with limited student enrollment, is facing a challenge in promoting its online courses effectively. The primary issue lies in the lack of understanding about its target market and the absence of prior promotional efforts. To overcome this, EfeX IM needs to conduct market research to identify its target audience and understand their preferences, willingness to pay, and suitable promotional channels. This will enable EfeX IM to tailor its product features and develop a targeted promotional strategy. The project's objective is

to support EfeX IM in effectively promoting its online program to the identified target market through compelling content and strategic distribution channels.

To address the problem, I propose creating a targeted promotional video that aligns with the needs and preferences of the identified target market. By understanding their desires, the video will highlight EfeX IM's product features, including the preferred subjects and the benefits of joining their online English course. To maximize its reach, the video will be uploaded on EfeX IM's Instagram, leveraging the power of social media to engage a larger audience. Additionally, the video can be utilized during presentations to demonstrate the class structure, teaching methods, subjects, and the dynamic online interactions between teachers and students. Overall, this promotional video will be an effective and efficient tool for EfeX IM's marketing efforts.

There are some principles that I used in creating the promotional video for EfeX IM. I gained theories and guidelines from web pages, journals, and books.

Marketing Mix 4Ps

The marketing mix, consisting of the 4Ps (product, price, promotion, and place), defines a company's promotional methods in the marketplace (Acutt, 2016). The first element is the product, which caters to the specific needs of a target market, either through tangible commodities or intangible services. The second component is price, with consumer perception influenced by the amount they pay for the product. Finding the right balance between competitive pricing and perceived value is crucial. The third factor is promotion, encompassing various marketing communication strategies aligned with the product, pricing, and target audience. Lastly, place or distribution plays a critical role, ensuring the strategic location and easy access for potential customers (Acutt, 2016). In the case of EfeX IM, an online English course provider, adjustments are needed in the marketing mix. EfeX IM offers an online service with a monthly fee of Rp 300,000. However, they have not yet implemented any promotional activities. To achieve success, EfeX IM should modify its marketing mix to suit its specific target market, considering factors such as effective promotion through appropriate channels and optimizing distribution in an online environment. By aligning the 4Ps effectively, EfeX IM can enhance its promotional plan and better cater to its target market's needs, leading to increased visibility and potential success in the marketplace (Acutt, 2016).

Target Market

The target market refers to a specific group of individuals or locations that a company aims to sell its products or services to (Dolnicar et al., 2018). Understanding the customer base is crucial for business success, as it enables targeting those who are willing to pay for the offerings. By going through the process of segmentation, targeting, and positioning, a business can identify and focus on the right target market, resulting in a more effective and cost-efficient approach to generating business.

STP Theory

According to Kalam (2020), the process of segmenting is the first step in the STP (Segmentation, Targeting, Positioning) procedure. It involves categorizing customers into distinct groups based on shared characteristics, such as demographics, geography, psychographics, or behaviors. This step helps identify the potential target market for a product or service. Following segmentation, the next stage is targeting, where one or more market segments are selected to focus marketing efforts on. These chosen demographics represent the ideal customers who are most likely to generate profitable revenue for the organization. Finally, the STP process concludes with positioning, which involves creating a unique identity and

selling point for the company's offerings in the minds of the target market. The goal is to establish a distinct competitive advantage by emphasizing how the company's products and services fulfill the needs and desires of the target market better than the competition. Overall, the STP framework enables businesses to effectively identify, target, and position their offerings to capture the attention and loyalty of their desired customer segments (Kalam, 2020).

Brand and Branding

According to Marion (2022), a brand represents the idea and image associated with products or services, combining practical and emotional considerations. A strong brand activates affection, trust, and dominance, distinguishing itself in the market. Amanda (2021) further highlights the role of branding in business growth by enabling product recognition, differentiation, emotional connections, and facilitating product selection. Highlighting distinctive product features is an effective branding strategy.

Product Feature

Product features, according to Masterclass (2022), satisfy consumer needs and impact product pricing. They can be modified during the product development process to enhance the user experience. Examples of features include ambidextrous scissors handles, phone battery life, and spending trackers in finance apps. Developing product features can be achieved through five approaches: identifying market gaps by analyzing consumer requirements, prioritizing the consumer experience through rigorous testing and feedback, differentiating the target market by producing multiple variants, creating a digital marketing strategy to effectively communicate unique features, and examining competitors' offerings to stay ahead. This theory is applicable to EfeX IM's promotional video, aiding in defining the product proposition and understanding the target market's needs. While feature testing is pending for EfeX IM because it is still new and still in the process of determining product features. Once product features are determined, companies require a platform to showcase them to the market, with promotion being a popular method in contemporary times.

Promotion

According to Oxford Dictionary, promotion refers to activities aimed at increasing the sales of a product or service, often through advertisements. Sharma (2020) highlights six reasons why promotion is essential in marketing. Firstly, it helps companies compete by offering superior products or lower prices. Secondly, promotion contributes to employment by creating a demand for more workers in high-production companies. Thirdly, it bridges the gap between producers and consumers, especially in a global market. Fourthly, during economic recessions, promotion becomes crucial for boosting sales. Lastly, promotion plays a role in conveying product details and improving living standards. In the case of promoting EfeX IM's classes, the focus will be on eliminating obstacles between producers and consumers and effectively conveying the program's benefits, thus utilizing a popular method like promotional videos.

Promotional Video

Promotional videos are crucial for promoting products or services, raising brand awareness, and increasing sales (Bhasin, 2021). They engage viewers emotionally, serve as effective communication tools, and can be distributed across various platforms (Bhasin, 2021). Promotional videos build trust with the audience, making it easier for viewers to make purchase decisions and recommend the business to others. Several factors should be considered when creating a promotional video (Bhasin, 2021). These include setting objectives, outlining the brand story, starting video production, and post-production care. However, aspects such as

interviews and email promotion may not be suitable for all cases. The goal is to create a video that connects personally with the audience, involves movement, arouses curiosity, offers a solution, addresses potential problems, adds value, includes a call to action, and ends with a memorable tagline (Leonard, 2022). By following these criteria, a compelling promotional video can be produced to effectively promote EfeX IM's online courses and engage the target market.

Instagram

Instagram has rapidly grown since its launch in October 2010, becoming the fastest-growing major social network and offering infinite marketing possibilities (Rynyk, 2021). With over 600 million monthly users, Instagram provides a vast online community where businesses can share photos, videos, and filters to engage with their target audience. The platform allows users to conduct product research and explore brand profiles, making it a valuable tool for establishing credibility, boosting brand image, and reaching a wide audience. When uploading videos on Instagram, specific guidelines should be followed regarding aspect ratios, frame rates, resolutions, and file sizes to ensure an optimal viewing experience.

METHOD

The data for this research was collected from a sample of 52 parents living in big cities in Java, Indonesia, who had children in elementary and middle school. Parents were chosen as the target audience because of their influence on their children's education. Focusing on big cities in Java allowed for a higher likelihood of access to technology and internet connectivity, which is important for participating in online learning, aligning with the target market of EfeX IM's English courses.

FINDINGS AND DISCUSSION

Result of the Data Collection

There are eight findings in total. The first finding is to know where the target market is. The next four findings are the product features of EfeX IM. The product features of the new online EfeX IM are convenient, emphasizing speaking skills, fun, and inexpensive. In Figure 4.1, most of the respondents chose convenience as the advantage of online English courses. In Figure 4.2, speaking got the most vote from the respondents as the most important skill to be taught in an online course. In Figure 4.3, the fun teaching method got the most vote as the thing that makes them interested. In Figure 4.4, most of the respondents vote for Rp200k-300k as the affordable price for EfeX IM.
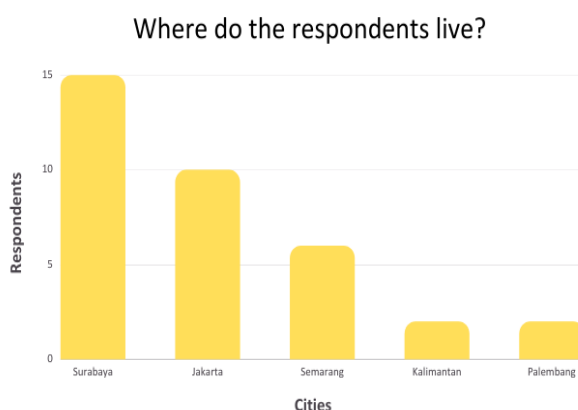
Figure 4.1 Cities where the respondents live

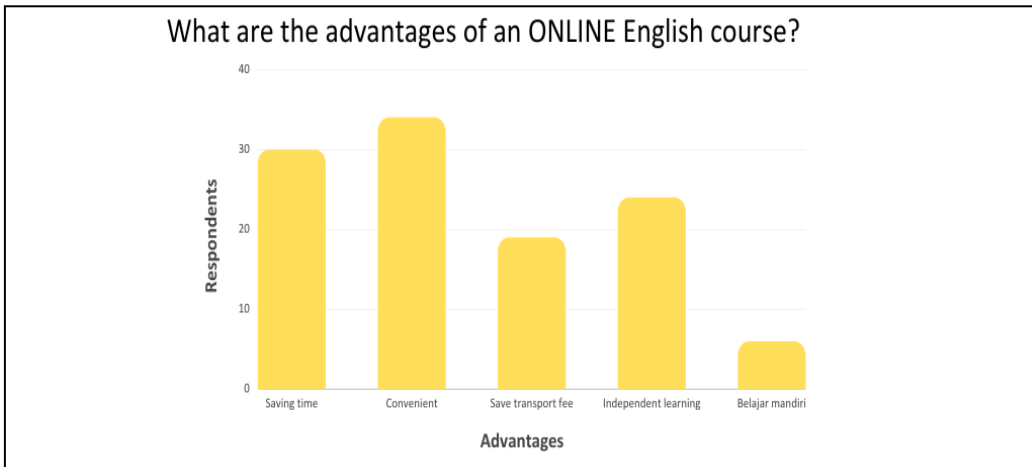Figure 4.2 Online English course advantages

Figure 4.3 The most important English skill
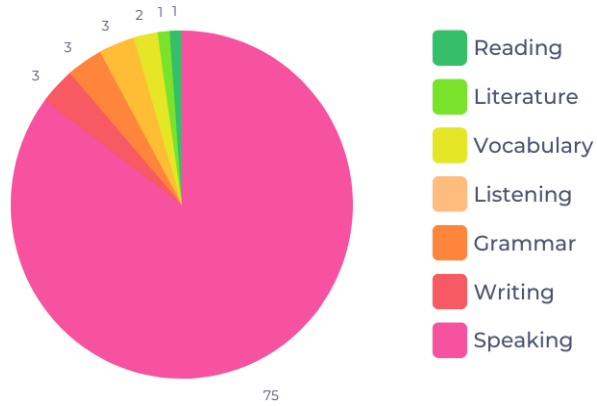
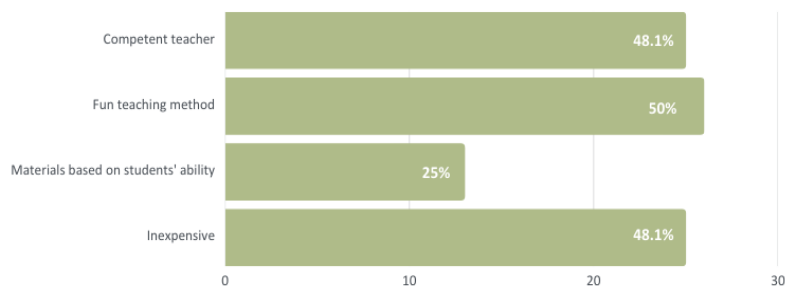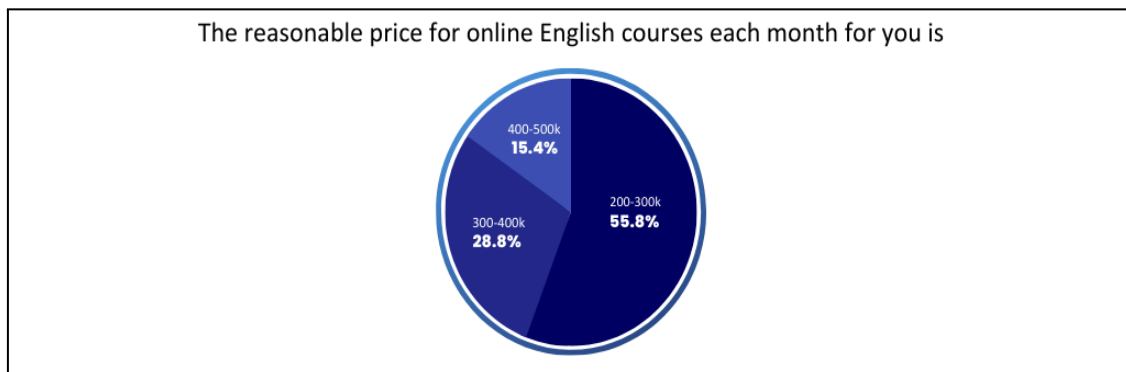Figure 4.4 Respondents' interest in an online English course

Figure 4.5 The reasonable price for an online English course

The rest of the findings are about the tool and medium. In Figure 4.5, most of the respondents agree that video is the most effective tool to promote EfeX IM. In Figure 4.6, Instagram was chosen as the platform that the respondents use the most. Figure 4.7 shows the suitability of posting the promotional video on Instagram. Most of the respondents chose that it is suitable.
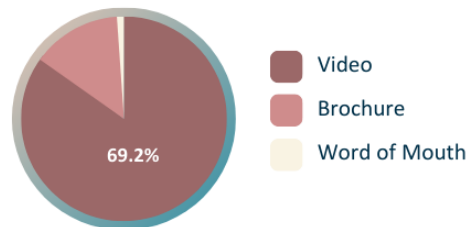
Figure 4.6 The appropriate tool to promote EfeX IM
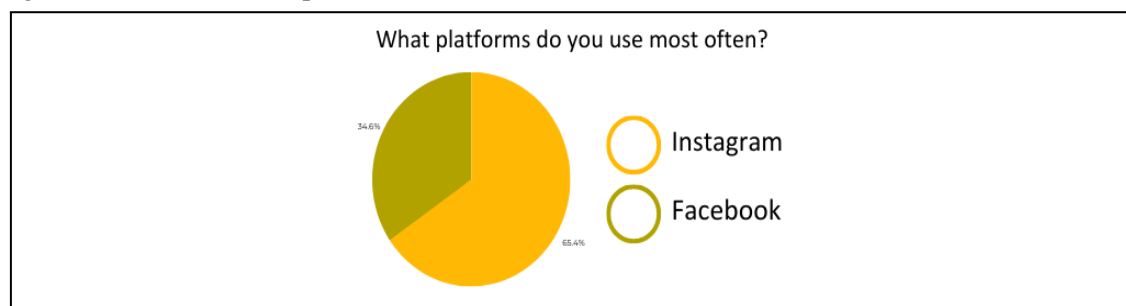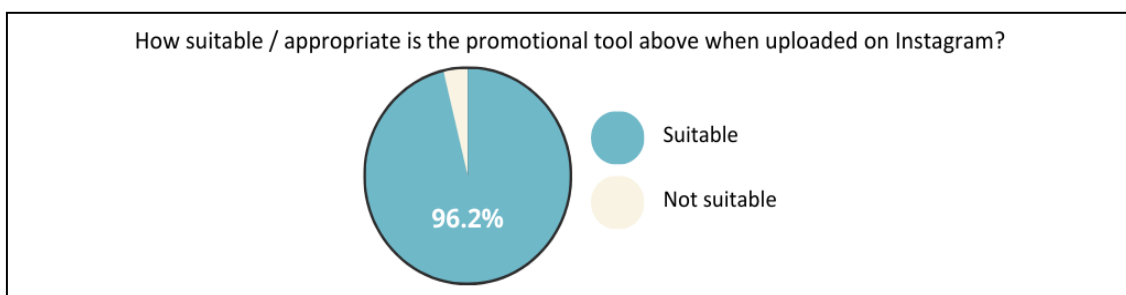

Figure 4.7 The most used platform

Figure 4.8 The suitability to upload the video on Instagram

Discussions about the Promotional Video

The promotional video for EfeX IM addresses the problem of students finishing their classes late and being late for their next English course. The video aims to connect with viewers emotionally and provide them with the necessary information. It starts by portraying the hectic schedule of students to appeal to their sympathies. The next scene showcases the onsite building, classrooms, and the 4Cs of EfeX IM, establishing credibility and a physical presence. This emphasizes that the online course is offered by a reputable institution with a conducive learning environment. The video then highlights the product features of EfeX IM, which include convenience, emphasis on speaking skills, affordability, and a fun learning experience. These features provide added value that should be emphasized to the target market. The story concludes with a scene showing a satisfied student giving two thumbs up, indicating their enjoyment and happiness with the EfeX IM online course. The video ends with a call-to-action section, displaying the logo, contact information, and social media details, inviting viewers to join the course. (Bhasin, 2021; Leonard, 2022).

The promotional video for EfeX IM uses bilingual language, with the voiceover in Bahasa Indonesia and English subtitles. This decision was made to cater to the target market of Indonesian students and provide a better understanding for viewers. The use of Bahasa Indonesia in the conversation and voiceover ensures comprehension, while English subtitles align with the professional nature of an English course. The language style of the video is casual, appealing to the target market of teenagers. The video's promotional tool, highlighting the product features, is expected to effectively attract the target market, as these features align with their preferences for convenience, emphasis on speaking skills, fun, and affordability. Additionally, the video will be uploaded on Instagram, meeting the target market's expectations, and distributed to the respondents of the survey.

CONCLUSION

The final project focuses on creating a promotional video for EfeX IM, an English language course in Surabaya. The challenge faced by the company is the limited number of students due to insufficient promotion. Through the application of marketing theories and a questionnaire, the target market of parents in major cities across Java, with children in primary and junior high schools, is identified. The preferences for an online English course are determined, leading to the highlighting of product features such as convenience, emphasis on speaking skills, a fun learning environment, and affordability. The promotional video will be uploaded on Instagram, providing a versatile tool for reaching the target market through various platforms. Suggestions for future students undertaking similar projects include accurately identifying the core issue, ensuring clear communication with the company, and conducting onsite meetings to minimize misinterpretation.

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