

SWOT Analysis of Marketing Strategies in Increasing the Number of Students at LP3I Medan Polytechnic

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ABSTRACT

To find out internal factors (strengths and weaknesses) external factors (opportunities and threats) as considerations in determining policies for the Medan LP3I Polytechnic. This research uses qualitative methods to examine the condition of natural objects. This research uses descriptions from IFE internal environmental analysis research (Strengths and Weaknesses), EFE external environmental analysis (Opportunities and Threats), SWOT matrix, Quantitative Strategic Planning (QSPM) matrix analysis. The results of this research indicate that the internal environmental analysis of the Medan LP3I Polytechnic consists of Strength (S) and Weakness (W). Analysis of the external environment of the Medan LP3I Polytechnic consists of Opportunity (O) and Threat (T).

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I. Introduction

In general, every state or private university or polytechnic has goals that must be achieved. To realize this goal, the University or Polytechnic requires supporting facilities, good quality teachers, and also students who have the potential to become quality graduates. Because this country needs competent and qualified graduates so that they can advance the nation. Moreover, nowadays it is hoped that it can improve the Indonesian economy so that it becomes better. Each university definitely has adequate facilities and teaching staff who are also very good in their fields. Efforts to create a marketing strategy in a university or polytechnic are not easy, A university must have a fast and precise competitive strategy to achieve competitive advantage. One effort to find out the right strategy is to analyze strengths, weaknesses, opportunities and threats (SWOT).

Kristanto [1] in his research entitled "Digital Marketing Strategy in Increasing New Student Admissions Using SWOT Analysis" explains that in order to avoid experiencing a decline in new students, PTS The approach used in research is SWOT Analysis.

The difference between the author's research and previous research lies in the focus of discussion, research location, and marketing strategy. The Institute for Education and Professional Development or better known as the LP3I Medan Polytechnic, located in Medan, is a vocational higher education institution for students who want to work quickly and precisely with a curriculum design that is in line with competency standards in the world of work and industry. Even though the LP3I Medan

Polytechnic is well known by many people, the student population from 2016 until now has experienced a decline as stated in the following table:

II. Method

Marketing

According to Kotler in the book by Mardia, et al [2] marketing is a social process in which individuals and groups gain benefits by creating, providing and exchanging value service processes with other people.

According to the American Marketing Association in the book by Mardia, et al [2] Marketing is the process of planning and implementing concepts, pricing, promotion, distribution of ideas, goods and services to create communications that meet personal and organizational goals.

Marketing is an activity that promotes a product or service to people. In marketing efforts it is very necessary. Marketing has a direct link to consumer satisfaction. The marketing process can provide an overview of customer desires and satisfaction.

Strategy

According to Labaso [3] marketing strategy is a method or tactical steps used to understand needs and predict consumer demand symptoms.

According to Kotler in research by Fathurrochman, et al [4] Marketing strategy is a company's entire program to determine target markets and provide consumer satisfaction by combining indicators from the marketing mix.

Types of Strategy

According to Rangkuti in Ayudia's research, Erneny [5] in principle there are 3 groups based on strategy, namely:

Management Strategy

Is a strategy carried out by management with a macro strategy development orientation. Such as product development strategies, market development strategies, financial strategies and so on.

Investment strategy

These are investment-oriented activities, for example whether the company wants to carry out an aggressive growth strategy or is trying to carry out market penetration, a survival strategy, a rebuilding strategy for a new division or a divestment strategy and so on.

Business strategy

It is often also referred to as a functional business strategy because this strategy is oriented towards the functions of management activities, for example marketing strategies, production or operational strategies, and strategies related to finance.

Marketing Management

According to Mukmin [6] Marketing management is a business For planning, organizing, directing, coordinating, and supervising or controlling marketing activities in an organization in order to achieve organizational goals efficiently and effectively.

Understanding SWOT Analysis

According to Jogiyanto in research by Kristanto, et al [8] SWOT analysis is measuring the strengths and weaknesses of the company's resources and opportunities. externalAnd the challenges faced.

SWOT Matrix

According to Setyorini, Effendi and Santoso [9] the SWOT Matrix is a decision making formulation tool to determine the strategy to be pursued based on logic to maximize strengths and opportunities, but simultaneously minimize the company's weaknesses and threats.

The SWOT matrix can also clearly illustrate how the external opportunities and threats faced by the company can be adjusted to its strengths and weaknesses.

The stages in compiling a SWOT matrix are:

1. Arrange the company's external opportunities and threats as well as strengths and internal weaknesses of the company.
2. Develop SO (strength-opportunity) strategies by matching internal strengths and external opportunities
3. Compile strategy WO (weakness-opportunity) with matching internal weaknesses and external opportunities
4. Develop ST (strength-threats) strategies by matching internal strengths and external threats
5. Develop a WT (weakness-threats) strategy by matching internal weaknesses and external threats

ST Strategy (Strength-Threat)

This is a strategy carried out by using the company's strengths to avoid threats if circumstances allow or minimize the external threats faced. Companies do not always face threats themselves, depending on the threat problem they face.

WT Strategy (Weakness-Threat)

This position is very difficult for the company, but it does not rule out the possibility for the company to find out about this difficult position. Companies must minimize weaknesses or, if possible, eliminate internal weaknesses and avoid existing threats in order to achieve company goals.

QSPM Matrix

According to Qanita [12] the QSPM Matrix or Quantitative Strategic Planning Matrix is a matrix used to analyze various alternative strategies available to obtain priority strategies.

Marketing Mix

According to Kotler and Armstrong in Dwinanti and Yuswari's research

The marketing mix is the controlled variables combined to produce the expected response from the target market.

1. Products are goods or services produced for use by consumers in order to provide satisfaction and fulfill needs.
2. Price is the amount of money needed to get a combination of goods and services. Price is a very important part of the service marketing mix because price is a mix element.
3. Place is determining the location to market a product or service. Therefore, companies must look for strategic locations to market their services.

III. Results And Discussion**General Description of Research Objects**

This research was conducted at the LP3I Medan Polytechnic which is located on Jl. Sei Serayu No. 48 D, Babura Sunggal, Kec. Medan Sunggal, Medan City, North Sumatra. The phenomenon of not being

able to accommodate higher education graduates in the world of work is not a story that belongs only to the 2000s. Looking back, these symptoms had actually started to surface around 20 years earlier. Every day it becomes more and more disturbing for the people who experience it directly. However, until towards the end of the 1980s, there were no signs of anyone feeling called upon to resolve this problem, either from the government or the private sector. On this basis, the Indonesian Professional Education and Development Institute (LP3I) was founded on March 29 1989 with its first branch in Pasar Minggu, South Jakarta. Next, starting from a 6 month course program, Seeing the success of the education model implemented by LP3I, public interest is growing. Students are not only residents of the capital, they even come from several quite distant areas. For this reason, LP3I opened branches in almost all major cities in Indonesia. LP3I's work is also increasingly recognized by the public. Recognition from the industrial world is reflected in the increasing number of companies recruiting graduates from LP3I. Whereas

Other recognition also comes from the world of education at home and abroad through cooperation in credit transfer and material conversion.

LP3I Medan Polytechnic is included in one of the higher education institutions under the LP3I Group banner which must remain in its standard, namely as an umbrella for the previous LP3I program. Therefore, the basic format must always refer to the formation of superior human resources who are ready to enter the world of work, not those who are ready to be trained for work. With this format, a form of polytechnic based on skills or "Vocational based Polytechnic" was born, which allows students/graduates from the LP3I Medan Polytechnic to be easily accepted into the world of work as the final goal of the entire educational process. With the "Vocational based Polytechnic" format, Organizing and developing competency-based vocational education that is innovative, high quality and competitive.

Develop a curriculum based on links and matches with the business world, industrial world and professional associations at home and abroad

Carrying out applied research oriented towards innovation and community service for the development of knowledge and skills for the welfare of the wider community.

Building networks and partnerships with educational institutions, business and industry at home and abroad. Developing the quality of human resources in order to improve quality and also be highly competitive.

Agency Logo



Figure 1 Agency Logo

Source LP3I Medan Polytechnic

Organizational structure

In a company or departmental organization, an organizational structure is very important to form so that the division of tasks is clear and also for the smooth running of the work and system.

Figure 2 Organizational Structure of the Medan LP3I Polytechnic



Source LP3I Medan Polytechnic

Internal Environmental Analysis (IFE)

The IFE matrix strategy is used to find out how big the role and internal factors are in the company. This matrix provides a summary and evaluation of the main strengths and weaknesses in various functional areas of a business. It also provides a basis for recognizing and evaluating the relationship between these functional areas.

Internal Factors	Weight	Rating	Mark
Strength (Strength)			
There is placement apprenticeship And Work withwritten agreement.	0.104	4	0.416
Become one of the 10 best polytechnics in Indonesia according to Dikti.	0.099	4	0.396

IV. Conclusion

Based on the research results that have been described, the following conclusions can be drawn. Analysis of the internal environment of the Medan LP3I Polytechnic consists of Strength (S), namely internship and work placements with written agreements, meaning that the Medan LP3I Polytechnic

helps its students in internship and work placements. Meanwhile, the Weakness (W) is that the tuition fees charged to students seem expensive. Analysis of the External environment of the LP3I Medan Polytechnic consists of Opportunity (O), namely very fast population growth and also the large number of high school and vocational school graduates so that many prospective students are looking for higher education. Meanwhile, Treats (T) means that many companies consider the level of education so that diploma level graduates are considered by companies to be accepted into their company. By mapping the position of business units, the aim is to make it easier for businesses to determine alternative development strategies to face competitors in the right way. To find out the position of L3I Medan Polytechnic services by compiling an IE Matrix from the results obtained by the IFE and EFE matrices. The total value on the IFE matrix is 3.148 and the EFE matrix is 3.412. Located in cell I, which shows the strategy needed for the company today is an intensive and integrative strategy. The QSPM matrix is a strategy analysis tool that is suitable for use as the final stage in selecting a suitable strategy that can be implemented by the company. Alternative strategies from external and internal factors.

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