

## Building a Competitive Edge: The Effectiveness of the 3 in 1 Program in Enhancing LPK Kartika's Marketing

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**Abstract .** *The Kartika Job Training Institute (LPK) and STIEPARI Semarang have formed a partnership to offer part-time classes at the Kartika LPK building on weekends, allowing students to balance their employment commitments. Nevertheless, a number of obstacles have arisen, including the necessity for students to efficiently handle their time and focus, while simultaneously fulfilling their obligations to both endeavours. The data collection methods employed in this study encompassed interviews conducted by the interviewer, direct observations of the study subject, and a comprehensive literature review that entailed gathering information from newspaper articles, books, and prior scholarly research. The research findings, acquired through various data collection approaches, illustrate the efficacy of utilising Kartika LPK's advantages to capitalise on current chances. This entails the creation of distinctive and varied products in order to appeal to a more devoted client demographic, as well as the efficient utilisation of technology to bolster the advancement of the 3 In 1 programme. Moreover, effectiveness is attained by capitalising on existing possibilities to overcome hurdles. Ultimately, the achievement of lowering dangers is accomplished by means of proficient communication among training participants, enhanced customer service, and more streamlined employee training.*

**Keywords :** *Marketing Management; Job Training Institute.*

### INTRODUCTION

The Vocational Training Institution is a non-formal educational institution, as described by Fauzi & Widiastuti (2018). The learning method follows the same structure as conventional teaching and learning activities. The distinction lies in the fact that courses often prioritise the acquisition of a single skill and have a brief duration. Training encompasses the provision of activities that impart knowledge, skills, and information with the aim of enhancing an individual's quality of life (N. L. M. Sari et al., 2021).

Training is a systematic method of enhancing the knowledge and skills of employees, involving modifications inside the employees themselves (Herlinda et al., 2017). Typically, the goal of training is to achieve mastery or enhance performance. The training process is directed by the proficiency of the teachers who impart or facilitate the acquisition of skills through organised experiences (Fauzi & Widiastuti, 2018).

The Vocational Training Institution (LPK) is an informal educational programme designed for those seeking to acquire information, skills, professional growth, and/or additional education (Nursila, 2019). The primary function of the LPK is to provide vocational training in soft skills to the general population.

The issue in Nias Regency is a matter of utmost importance for the government. Defining poverty is a complex task due to the multitude of concepts, definitions, and measures put out by numerous economists. Residents in far and remote places frequently encounter restricted access, encounter challenges in attending school, and experience social development disparities. This contrasts with the urban poor, who possess greater accessibility.

The restricted availability of computers is attributed to insufficient electrical power supply and a scarcity of educators in different places. A significant number of students face unemployment due to the incompatibility of studying and working, compounded by the government's constrained resources in supporting underprivileged youngsters.

LPK Kartika Bawen aims to tackle this problem by advocating for proficient sewing training, which can enable the youth in Nias Barat to further their education while simultaneously being employed. The Regent of West Nias has entered into a collaboration agreement with LPK Kartika Bawen for the implementation of the "3 in 1" programme, encompassing educational courses, job opportunities, and university studies.

The objective of this collaboration is to effectively employ the resources of both parties in order to enhance institutional growth. The "3 in 1" programme encompasses a 20-day training, certification, and job placement initiative, facilitated in collaboration with instructors from LPK Kartika and industry professionals. Individuals are required to successfully complete a proficiency examination conducted by the Graduate Job Selection (LSK) Garment, which is authorised by the Graduate Training Selection (LSP) Garmino Plus, in order to be employed by garment enterprises. The primary objective of job placement in LPK Kartika's partner firms is to prioritise the growth and well-being of employees.

LPK Kartika encounters difficulties in promoting the "3 in 1" programme, including the expenses associated with advertising and selection. Moreover, certain students who are associated with LPK Kartika have expressed an unfavourable perception, which could potentially impact prospective participation. Students enrolled in the "3 in 1" programme encounter challenges in effectively managing their time and concentration due to the requirement of simultaneously balancing employment and study commitments.

Within the aforementioned setting, the research challenge is as follows: What is the level of efficacy of the marketing campaign for the "3 in 1" Programme at LPK Kartika? What marketing methods does LPK Kartika Bawen employ to promote its services under the "3 in 1" programme? What challenges do students face when they participate in the "3 in 1" Programme?

In a nutshell, Marketing Management is the analysis, planning, execution, and supervision of programs intended to start exchanges with the target market, with the ultimate goal of achieving the company's objectives (Nursila, 2019). This implies that the processes adopted by different parties can vary based on their capabilities and characteristics, but the ultimate aim is to ensure customer happiness.

A company needs to have a thorough understanding of how to combine the marketing mix's four components—product, price, place, and promotion—to achieve optimal results from their marketing efforts (Safitri & Dewa, 2020).

## **METHOD**

This research is a qualitative study that utilises a qualitative descriptive technique. According to Fauzi & Widiastuti (2018), the descriptive approach is employed to illustrate or depict the present state of the study subject based on observable data and in alignment with actuality. Hence, this study aims to gain a thorough comprehension of the composition and individuals involved, while also offering meticulous depictions of the research participants and entities, utilising the existing data.

During the process of collecting data, the author integrates the utilisation of primary and secondary data sources. According to Angel (2013), primary data refers to information that is directly received or collected in the field by the researcher or others involved in the research. The collection of this primary data is usually obtained through engagements with informants, such as interviews performed by the researcher.

Secondary data refers to information that is acquired or gathered by the researcher from pre-existing sources, as elucidated by Maria Th et al., (2021). Secondary data is utilised to corroborate the initial data acquired, and it can be sourced from literature, prior study, and other references.

This study employs data analysis methodologies following the procedural framework outlined by Burhan Bungin (2003). The following are the steps :

- a. Data Collection: Initially, data is gathered from diverse sources.
- b. Data reduction: In the subsequent stage, this data is streamlined and manipulated to facilitate analysis.
- c. Data Presentation: The processed data is displayed in an appropriate manner at the third stage.

- d. Verification and confirmation of conclusions: In the fourth phase, the conclusions derived from the analysis of the data are thoroughly examined and validated to ensure their precision.

## **RESULTS AND DISCUSSION**

According to the testimonies of interviewee 1 and 2, who are employed at LPK Kartika, the promotion of the 3-in-1 programme is implemented through diverse tactics, which include:

1. **Enhancing Marketing Quality:** Enhancing the calibre of marketing by leveraging innovative material, particularly on popular social media platforms such as Twitter, Instagram, and TikTok. Utilising hashtags on TikTok, specifically to promote challenges within the application, can augment marketing efficacy. TikTok's "For Your Page" (FYP) will showcase innovative material that corresponds to user preferences.
2. LPK Kartika engages in communication and collaboration with the Nias government to tackle the issue of unemployment and enhance the appeal of the study-while-working programme among recent high school graduates and similar individuals. Efficient communication is required to elucidate the advantages of the 3-in-1 programme, particularly in the sewing course. Promotion functions as a communication tool to provide information regarding the 3-in-1 programme, course locations, and lectures, employing persuasive, encouraging, and reminder-based content.
3. To mitigate delays in study-while-working, it is recommended that participants select a campus that provides study-while-working programmes or 3-in-1 part-time programmes. Institutions that provide these programmes tend to be more flexible in accommodating individuals with hectic schedules. Furthermore, it is crucial to highlight the significance of maintaining a positive mindset and strong dedication when striving for academic and professional success.

LPK Kartika effectively employs social media as a promotional tool for the 3-in-1 programme, hence enhancing the efficacy of their marketing efforts. These findings are consistent with prior research, such as the study conducted by Harianti et al. (2020), which shows that utilising social media, particularly Instagram's insight features, is vital in improving the efficacy of marketing products and services. It also helps in generating distinctive and varied products to attract a larger base of loyal customers. Technology usage also contributes to the advancement of the 3-in-1 programme.

LPK Kartika use advertising and course promotion media as part of their promotional

strategy to attract students who are interested in pursuing studies while working and to foster partnerships with companies. These collaborative marketing initiatives yield advantages for both customers and participating companies.

The conclusion derived from this discussion is that LPK Kartika implements proactive marketing strategies, demonstrates innovation, and serves as a dependable provider of job training. Moreover, their employment training programs cover a wide range of courses, including sewing, computer, automobile maintenance, and garment technician courses. The implementation of these programs is customized to suit the individual requirements of each training type.

The study-while-you-work program at LPK Kartika presents its students with a number of important obstacles. Some of the most common challenges they face include:

1. Students have a hard time balancing their employment and school schedules because their work hours are often inconsistent. Having to accommodate workers who work morning, afternoon, evening, and even Sunday schedules can be difficult.
2. Disagreements between LPK Kartika and the Nias government over standard work hours might erode parents' faith in their children's ability to make responsible decisions. As a result, family members may become frustrated and confused.
3. Problems with Negotiation and Communication Disagreements in opinion are prevalent among students, but students often struggle to find common ground and communicate effectively. When working together as a team becomes more challenging, it might be harder to negotiate and resolve conflicts.
4. In both the classroom and the workplace, students frequently run across problems that cause them to go behind schedule. Problems with time management, competing priorities, or juggling a heavy workload are common causes of delays.

As this discussion has shown, there are several obstacles that students in LPK Kartika's study-while-working program must overcome in order to succeed. Helping students overcome the difficulties of juggling school and work obligations calls for empathy, clear and honest communication, and encouragement .

## **CONCLUSION**

The research findings suggest that utilising social media as a promotional technique has enhanced information accessibility for individuals, particularly in relation to the "study while working" programme offered by LPK Kartika. The 3-in-1 programme provided by LPK

Kartika emphasises productivity with a contemporary and forward-looking approach. LPK Kartika exemplifies effective job training and guarantees that participants in this programme are not disadvantaged. Problems pertaining to job and academic assignments and delays have been highlighted.

LPK Kartika should consistently strive for facility innovation in order to prevent monotony in their training course support facilities. It is important to take into account the inclusion of unique value that creates a memorable impression and has a lasting effect in promotional activities. The utilisation of technology should be improved to bolster training services for clients. This encompasses the provision of online registration capabilities, credit card payment mechanisms, and the development of instructional films tailored to specific course contents, so enabling participants to comprehend and acquire knowledge autonomously at their convenience. It is necessary to imbue and instruct training participants in discipline and a positive work demeanour. This is crucial during the training process and serves as a preparation for entering the job market. Participants in training programmes require a more comprehensive grasp of the primary goal of job training, which is to provide them with pertinent skills to improve their employment prospects, rather than solely as a source of revenue. By incorporating these recommendations, LPK Kartika may improve the efficiency and attractiveness of their 3-in-1 programme in marketing and offer more advantages to training participants

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