

SWOT Analysis of Tutoring Center Ganesha Operation Pandeglang

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ABSTRACT

Bimbel Ganesha Operations (GO) is a counseling organization that focuses on the learning of elementary, middle, and high school students, supporting their academic success and preparing them for further education. Private tutoring at GO not only teaches academic content, but also contributes to the development of self-understanding and social adjustment. This article analyzes Bimbel GO through a SWOT analysis and identifies the strengths, weaknesses, opportunities, and threats faced by Bimbel GO. Bimbel GO's greatest strength lies in its innovative teaching method, "The King Method", which effectively contributes to the understanding of the material, and its commitment to curriculum reform. However, the disadvantage associated with high prices may limit access for some parents, especially those from low to middle economic backgrounds. Great opportunities arise from the development of online tutoring services that can reach more students, but the biggest threat is the impact of the COVID-19 pandemic on the face-to-face learning process and the increasing competition from online learning platforms. Overall, the SWOT analysis shows that Bimbel GO has great development potential by utilizing technology and innovation in its learning process.

Keywords: *SWOT Analysis; Tutoring center.*

INTRODUCTION

To address the increasing demand for skill and knowledge development, a wide array of educational institutions offering supplementary course services have emerged. The private tutoring industry, in particular, is a rapidly expanding service sector (Zahro et al., 2023). Many tutoring centers compete fiercely by offering diverse programs and engaging learning methodologies. When enrolling in private tutoring, students not only gain subject matter knowledge but also acquire crucial study techniques, university preparation strategies, and related information, which significantly boosts their enthusiasm.

The primary motivation for most students seeking tutoring is to secure a place in a highly competitive public university. This demand for extracurricular learning alternatives is often driven by factors such as the limited capacity of school teachers, insufficient appropriate learning opportunities, and the demanding nature of the standard curriculum. There is a general perception that schools alone cannot fully prepare all students, especially when facing intense competition for university entrance.

In this competitive landscape, informal educational forums or tutoring institutions, such as Ganesha Operation, aim for continuous development. Achieving this goal requires the marketing department to employ the right tactics and

strategies to capitalize on existing opportunities and maintain or improve the company's market position. Marketing strategy and tactics are the indispensable means to achieve specific marketing goals, covering key elements such as product development, pricing, location (*place*), and promotional activities (*promotion*).

These general strategies are further broken down into specific sub-objectives and detailed implementation instructions. Ultimately, the long-term goal of any marketing strategy is the consumer; the core objective of marketing is to meet and satisfy consumer needs (Jumiati & Humaidi, 2019), often achieved through strategies focused on service quality to increase market share.

METHODS

This study employed a multi-method approach comprising Direct Observation, Interviews, and Literature Study. Data were gathered through direct observation of the operational activities of the tutoring institution. This was complemented by Interviews conducted with the owners or key management of the tutoring institutions to obtain primary data and deeper insights into their strategies. Furthermore, the Literature Study method was utilized to analyze and extract citations from various relevant secondary sources, including academic books and journal articles, to build the theoretical framework and support the research findings.

RESULTS AND DISCUSSION

Bimbel Ganesha Operation (GO) functions as a specialized tutoring institution for elementary, junior high, and high school students, aiming to supplement school materials, facilitate self-understanding, and assist students in achieving their goals of entering advanced or superior colleges (Syukri & Helmi, 2024). The quality and management process of an educational institution can be effectively assessed using SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) to identify strategic factors (Shodiq, 2022).

Strengths Analysis

Strengths represent the resources or specialized expertise that provide an organization with a competitive advantage in meeting customer needs (Jumiati & Humaidi, 2019; Malik, 2024). The primary strength of GO tutoring lies in its unique and effective pedagogical approach, known as the "The King Method," specifically designed to simplify material comprehension, especially in Mathematics. This method, which likely involves innovative pedagogy, visual aids, or active learning techniques, enhances student engagement. Furthermore, GO demonstrates a strong commitment to continually updating its curriculum and teaching methods in

alignment with dynamic changes in the educational system. This adaptability enhances the institution's reputation and appeal to both students and parents.

Weaknesses Analysis

Weaknesses are internal limitations or shortcomings that hinder an organization's effectiveness compared to its competitors (Zahro et al., 2023). Although GO offers high-quality materials, its main drawback is the pricing structure, which is considered too expensive by some parents. This high cost acts as a significant barrier, limiting accessibility for students from lower-middle-class economic backgrounds. The policy of offering discounts exclusively to children of teachers may further reinforce this sense of exclusivity. Ultimately, despite the excellent quality, price issues restrict enrollment numbers and potential revenue.

Opportunity Analysis

Opportunities are favorable external situations or major trends in the organizational environment that can be leveraged for growth (Wahyudin et al., 2024). GO has a substantial opportunity to expand its student reach through online tutoring services. The increasing reliance on technology and the internet, accelerated by the COVID-19 pandemic, has driven demand for remote learning alternatives. Offering online classes not only allows GO to attract students from a wider geographic area but also helps reduce operational costs associated with physical facilities, attracting prospective students previously constrained by distance or transportation costs.

Threat Analysis

Threats are adverse conditions in the organizational environment that pose obstacles to achieving desired goals (Paramansyah & Wicaksono, 2023). One of the most significant threats to GO is the lasting impact of the COVID-19 pandemic, which disrupted student enrollment due to social distancing and forced educational institutions to rapidly adapt to new teaching formats. Additionally, stiff competition from other online learning platforms necessitates continuous innovation from GO to remain relevant and competitive in the dynamic education market (Afkarina et al., 2023).

Based on the SWOT analysis, the following strategies are advised to strengthen GO's position: (1) Diversify Service Offerings: To address the pricing weakness, GO should introduce tiered service packages at varying price points. This includes developing more affordable options and offering discounts or special packages for specific groups, such as students from underprivileged families, which will expand the customer base and enhance accessibility. (2) Improve Online Learning Services: Capitalizing on the technological opportunity, GO must further expand and improve the quality of its online platforms. This involves providing highly interactive learning materials, high-quality learning videos, and readily available online counseling sessions to attract students across wider geographical regions. (3)

Enhance Scholarship/Study Aid Programs: GO should introduce scholarship programs or study assistance for talented students from underprivileged backgrounds. This action not only aids in reducing educational costs but also improves the institution's image as one committed to upholding the equal distribution of educational opportunities.

By implementing these recommendations, Ganesha Operation Tutoring can sustain its growth, improve accessibility, and solidify its competitive position in the increasingly dynamic education market.

CONCLUSION

Bimbel Ganesha Operation (GO) demonstrates strong internal capabilities, notably its excellent, innovative teaching methods like the 'The King's Method,' and its commitment to continuous curriculum updates. However, the high price point remains a major weakness, restricting access for lower-middle-class students. The institution benefits from a significant opportunity for expansion through its online platform, which promises reduced operational costs and wider geographical reach. Nevertheless, GO faces threats from the persistent impacts of the COVID-19 pandemic and fierce competition from other online education providers. Overall, despite these challenges, GO maintains substantial potential for growth by strategically leveraging technology and innovation to enhance its educational delivery and service offerings to students.

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